

EVALUATE THE ANTECEDENTS OF
SOCIAL ENVIRONMENT AND
CUSTOMER EXPERIENCE ON PURCHASE
INTENTION IN THE MALAYSIA MOVIE
INDUSTRY

BY

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ABSTRACT

The objectives of this research are to evaluate and validate the determinant and dimensions of customer experience to the purchase intention and determine the relationships among the factors (social environment and dimensions of customer experience) and purchase intention. (The study was conducted among international and Malaysian students). A descriptive research was conducted to address the research objective.

The research was undertaken among the Malaysian who is student. The adopted sampling method was judgmental sampling and questionnaire. There were 300 usable questionnaires were analyzed by using Statistical Package for Social Science Software version 20. There are fifteen hypotheses developed for this research and all hypotheses were tested using Pearson Correlation Analysis, Simple Regression Analysis, Multiple Regression Analysis and Hierarchical Regression Analysis. The results of the study indicated that social environmental has not significant direct influence on social experience and also sensory experience has not significant direct relationship into purchase intention. In contrast, we discovered the new indirect relationship between the dimensions of customer experience and purchase intention by observing the mediators (emotional and social experience) as role of mediating and also found the new indirect relationship between social environment and dimensions of customer experience by observing the mediators (sensory experience and emotional experience) as role of mediating.

The research problems and research questions were fully addressed and justified based on the statistical analysis and support by literature review. The contributions to this research such as theoretical and managerial were also presented. Limitations and recommendations were highlighted at the end of the chapters.