

THE IMPACT OF BUYER CHARACTERISTICS ON PURCHASE DECISION
MODERATED BY SITUATIONAL FACTOR AMONG
MALAYSIAN LOW-COST AIRLINE TRAVELLERS

ABSTRACT

Buyer characteristics are a set of psychological, social, personal, and cultural factors which influence purchase decisions. Buyer characteristics lead to the purchase a product or service, which impacts organization profit maximization and sustainability. Organizations emphasize building strong relationship with buyers. This has become a marketing priority in the current marketing environment. In terms of airline perspective, the Malaysian low-cost airline industry is a major contributor to the national and global economy. Subsequently, the low-cost airline industry is facing purchase decision issues on Malaysian traveller aspect. In addition, a strongly competitive market affects market sustainability. Therefore, there is a need for the low-cost airline industry to redesign their strategies that lead buyer to choose their airline. Thus, this study focussed on how buyer characteristics had impact on purchase decision. In addition, situational factors with moderated influence purchase decision were also tested. The sample for this study was 200 low-cost Malaysian travellers. Statistical analysis used SPSS version 22.0 and SmartPLS version 3.21. The findings of this research largely support the hypothesised relationships proposed in the research framework. Specifically, the results revealed that buyer characteristic had a significant relationship with purchase decision and the situational factor moderated to strength the model with 62.5% of prediction. The social factor had strong association with purchase decision. This research contributes to both theoretical and practical knowledge by provide for the first time the low cost airline Malaysian travellers perspective. This study also provided an overview for the low-cost airline industry to open-up their platform for new marketing strategies to attract more airline travellers. In addition, after gaining useful knowledge for understanding airline travellers, organizations will gain a competitive advantage and improve their profitability and contribution to national economic growth.