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Research paper



Understanding Consumption Pattern of Rural and Urban Consumers in Malaysia

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Abstract

The consumption pattern of Malaysian consumers has changed markedly since 2005 as shown by several indicators such as consumer price index, per capita income and inflation rate. Instability of economy, increased in food prices, political stability, employment, debt, work life balance, increased in utility bills and fuel prices, health and crimes become major concerns for Malaysian consumers especially in urban areas to be more cautious in their spending. This study attempts to examines the factors contributing to consumption model for Malaysian consumers in rural and urban areas. From the literature, eight antecedents of Malaysian consumption pattern were identified. Consumer lifestyle, consumer value, consumer motive, consumer preference, and marketing mix of price, product, place, and advertising were measured using 7-point Likert scales. From 1400 questionnaires distributed to households, 851 were returned representing 61 percent response rate. The findings indicate support for validity of measurement models of all variables utilized for both model rural and urban. Using Structural Equation Modeling (SEM) of SMARTPLS 2.0 technique, it was found that advertising is not a predictor for consumer motive for both model, rural and urban. Apart of that, the reason of price hikes has been discussed. On the other hand, rural model postulates better R2 than the other model. The finding implies that Malaysian government need to continuously campaign for consumers about the implementation of GST and its consequences for consumers. In addition, the instability of economic changed the consumption pattern throughout their lifestyle, value, motive and preferences.

Keywords: *Consumer lifestyle; consumer motive; consumer preference; consumer value, consumption pattern; marketing mix.*

1. Introduction

The consumption pattern of Malaysian consumers is changing drastically in recent years from the consumer price index which indicates a steady rise from 95.4% in year 2000 to 119.6% in 2017. The objective of this research is to construct a consumption model for Malaysian customers. The consumption pattern of Malaysian consumers has changed markedly since 2005 as shown by several indicators such as consumer price index (CPI), per capita income and inflation rate. On top of that, the government intends to impose Goods and Services Tax (GST) in 2015 as another burden on consumers. This can be explained by the rising cost of living and the stagnant of annual salary of Malaysian contributes to the main cause why consumers buy less. Provided previous study in Malaysia setting focused on foods consumption (Karim, et al., 2008; Izzah, et al., 2012; Bharumshah & Mohamed, 2002) and energy consumption (Ong, Mahlia & Masjuki, 2012; Mahlia, 2002; Park & Yoo, 2014) only, there is a need of study in modelling consumption pattern of Malaysian and formulate the best strategy and policy for consumer consumption pattern. Next, research questions is why consumer consumption patterns change in recent years, how do the consumers perceive the increase of product prices, how do the specified predictor variables explain consumer consumption pattern, what is the best model to explain consumption pattern, and how to formulate the best strategy and policy for consumer consumption pattern? The main objectives is to provide relevance contribution to government policy where to formulate new consumption pattern model to enhance consumption pattern among the consumers from rural area and urban areas in Malaysia.

2. Literature review

2.1. Recent trends in Malaysian consumption pattern

The Malaysian consumer confidence ended 2016 on a gloomy note as the index dipped five points from last quarter to 84 per-centage points (pp), according to the latest Nielsen Global Survey of Consumer Confidence and Spending. The significance of low level in consumer confidence of Malaysian consumer is because they have become more concerned about the economy, increasing food prices and political stability. In other research, findings from Nielsen Global Survey (2016) on Malaysian consumer confidence and spending interest revealed that there is cautions spending amongst Malaysian consumers. Razak, Abidin, Yusof, Sakarji and Nor (2014) reveal that recent trends in Malaysian consumer spending among youth has changed to food consumption and transportation. Addition to it, Malaysians are spending 31.2% of their disposable income on food and food away from home, 23.9 per cent on petrol, housing and utilities; and 14.6 per cent on transport, according to Finance Minister II Johari Abdul Ghani in

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finance ministry focus group meetings to address the rising cost of living (Abas & Ching, 2016).

2.2. Consumption pattern in rural and urban area

The household consumption expenditure statistics is obtained based on the findings from Household Expenditure Survey (HES) conducted in 2014. The mean monthly household consumption expenditure for Malaysia increased from RM2,190 in 2009 to RM3,578 in 2014 which was 9.8 per cent per annum at the nominal value. The mean monthly household consumption expenditure in urban showed an increment at a rate of 9.3 per cent annually from RM2,465 to RM3,921 while in rural also increased at a rate of 8.4 per cent annually from RM1,599 to RM2,431 for the period of 2009 to 2014.

2.3. Consumer consumption pattern

Consumption is simply defined as the household expenditure on goods and services such as clothing, food, entertainment, health services and the acquisition of assets and others. This definition describes the function of the relationship between consumption and disposable income (Frank and Bernanke, 2001). Alternatively, Alayew (2009) define consumption pattern as an estimate of consumption of household within one-week period. There is a growing concern among the Malaysian consumers regarding the changing consumption pattern in Malaysia. This pattern is shown in the increased consumer price index (CPI) from 95.4% in 2000 to 119.6 in 2017. Past studies have shown scarcity in the development of a model in consumption pattern for Malaysian consumers (Munusamy & Hoo, 2008; Hawkins, Roupe and Coney, 1981; Veenma, Kistemaker, Lowik & Hulshof 1995). Only two studies have modelled a consumption pattern model which was conducted in United States and Holland (Hawkins, Roupe and Coney, 1981; Veenma et al., 1995). One of the models suggested that predominate consumption pattern is predicted by predominate consumer lifestyle, use situations consumers face, predominate value, motive and preference system, physical landscape and psychological landscape (Hawkins et al., 1981). Alternatively, Munusamy and Hoo, (2008) only examine 4Ps as the direct antecedents (price, product, place and advertising) of consumer motive in three Tesco Stores in Klang Valley, Malaysia.

2.4. Antecedents of consumer consumption pattern

For this study, the selected direct antecedents of consumption pattern are consumer lifestyle, indirect factors (mediators) are consumer value, consumer motive and consumer preference and four exogenous variables (price, product, place and advertising).

2.4.1. Consumer lifestyle

A lifestyle can be identified as a variety of activities, interests and opinions. According to Ye et. al. (2011), in the field of marketing, many studies have shown that lifestyle is a better predictor rather than demographic information on consumers' purchasing behavior. The pioneer study in consumer behavior by Hawkins, et al., (1981) examined consumer lifestyle influence consumption pattern of the consumer in different geographical area. Consistent with Hawkins, et al., (1981), study done by Sun and Wu (2004) revealed that 5584 Chinese consumers have significant different on their consumption based on their lifestyle.

2.4.2. Consumer value

The concept of value has seen as a key-element in the marketing. Marketing managers are encouraged to adopt strategies related to the value expected by the consumer to promote and increases the long-term success (Gale, 1994; Hamel and Prahalad, 1994; Woodruff, 1997; Flint et al., 2002).

2.4.3. Consumer motive

On the other hand, consumer motive contributes to the behavior that bring consumers to the convenience store (Duncan, 2005). Based on previous studies, the consumer motive can be categorized into four perspectives. Firstly, the impact of social on consumer motives such as culture, sub-culture, social class, reference groups and family (Peter & Donnell, 2007). Secondly, situation influence on the consumer motive such as physical characteristics, social characteristics, time, task characteristics and the current situation (Belk, 1975). Third, the impact of psychological on consumer motive includes product knowledge and product involvement (Peter & Olson, 2005). Lastly, the marketing mix affecting consumer motive such as product, price, promotion and place (Peter & Donnell, 2007).

2.4.4. Consumer preference

Consumer preference is defined as improved information flows enable organization to respond more efficiently to shift in consumer preferences, and to customized their products and services to their needs (Sulaiman, Abu Bakar, Ismail, Nik Mat and Musa, 2017; Sulaiman, Masri, Mohammed Yusr, Ismail, Mustafa and Salim, 2017). According to Guleria and Parmar (2015), this definition suppose that consumers rank goods or services by the amount of satisfaction, or utility, afforded.

2.5. Marketing mix (4Ps)

Kotler and Amstrong (2006) defined marketing mix as 4P's namely the price, product, place, promotion (advertising). Marketing mix is designed to influence consumer decision-making and lead to profitable exchanges (Peter & Donnelly, 2007). Most of the studies stated that marketing mix series of marketing tools that work together to influence the market place to achieve specific goals of the company (Prusku, 2015; Sereikienė-Abromaitytė, 2013; Kotler and Keller, 2012; Shankar and Chin, 2011; Go, 2009).

2.5.1. Price

Venter and Van Rensburg (2011) clarified that the price is the amount of money that consumers use to pay to get a product. The price also the only the part of the marketing mix that can produce the revenues (Kotler & Keller, 2012). However, despite the attention devoted by the literature on the basics of value-based pricing, there are few empirical studies provide guidelines on how to adopt this approach, and empirical comparison between the market price and the real value for customers.

2.5.2. Product

Kotler and Armstrong (2006) define a product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Borden (1984) identified product as a thing about quality, design, features, brand name and sizes. Mohammadian and Habibi (2012) mention that products can be defined generally to include physical objects, persons, places, events, organizations, ideas or mixes of these entities. It includes half of the material goods, such as furniture, clothing and grocery items and intangible products, such as services, which users buy (Singh, 2016).

2.5.3. Place

Place can be defined as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers (Kotler & Armstrong, 2006). A previous research also explains about some marketing channels and put marketing mix with greatest distribution of services for many

travel agencies. Martin (2014) states that a place that is also called the distribution is defined as the process and methods by which products or services reach customers is also an important element of marketing.

2.5.4. Promotion

Promotion is defined as sales promotion, advertising, personal selling, public relations and direct marketing (Borden, 1984). Meanwhile, Duncan (2005) defined promotion as the key to the market exchange process that communicates with present and potential stakeholders, and the public. Isoraite (2016) expressed that promotion is a tool in the marketing mix to help in disseminating information, while encouraging the purchase and affect the buying decision process.

2.6. Hypotheses development

2.6.1. Consumer lifestyle and consumption pattern

H1: Consumer life style is a direct predictor of consumption pattern.

2.6.2. Consumer value, consumer motive, consumer preferences and consumer lifestyle

H2: Consumer value is a direct predictor of consumer life style.
H3: Consumer motive is a direct predictor of consumer life style.
H4: Consumer preference is a direct predictor of consumer life style.

2.6.3. Price, product, place, promotion as the direct predictor of consumer value, consumer motive and consumer preference

H5a: Price is direct predictor of consumer value.
H5b: Product is a direct predictor of consumer value.
H5c: Place is a direct predictor of consumer value.
H5d: Promotion is a direct predictor of consumer value.
H6a: Price is direct predictor of consumer motive.
H6b: Product is a direct predictor of consumer motive.
H6c: Place is a direct predictor of consumer motive.
H6d: Promotion is a direct predictor of consumer motive.
H7a: Price is direct predictor of consumer preference.
H7b: Product is a direct predictor of consumer preference.
H7c: Place is a direct predictor of consumer preference.
H7d: Promotion is a direct predictor of consumer preference.

2.6.4. Consumer lifestyle as a mediator

H8a: Consumer life style mediates the relationship between consumer value and consumption pattern.
H8b: Consumer life style mediates the relationship between consumer motive and consumption pattern.
H8c: Consumer life style mediates the relationship between consumer preference and consumption pattern.

2.6.5. Consumer value, consumer motive and consumer preference as mediator

H9a: Consumer value mediates the relationship between price, consumer life style and consumption pattern.
H9b: Consumer value mediates the relationship between product, consumer life style and consumption pattern.
H9c: Consumer value mediates the relationship between place, consumer life style and consumption pattern.
H9d: Consumer value mediates the relationship between promotion, consumer life style and consumption pattern.
H10a: Consumer motive mediates the relationship between price, consumer life style and consumption pattern.
H10b: Consumer motive mediates the relationship between product, consumer life style and consumption pattern.
H10c: Consumer motive mediates the relationship between place, consumer life style and consumption pattern.
H10d: Consumer motive mediates the relationship between promotion, consumer life style and consumption pattern.
H11a: Consumer preference mediates the relationship between price, consumer life style and consumption pattern.
H11b: Consumer preference mediates the relationship between product, consumer life style and consumption pattern.
H11c: Consumer preference mediates the relationship between place, consumer life style and consumption pattern.
H11d: Consumer preference mediates the relationship between promotion, consumer life style and consumption pattern.

2.7. Research framework

The dependent variable (DV) for this study is consumption pattern (CONP). Meanwhile, independent variables (IV) to be studied are marketing mix of price, product, promotion, and place. This study also intends to look at consumer lifestyle, consumer value, consumer motive and consumer preference that is believed to mediate the relationships between the marketing mix of 4Ps and consumer pattern.

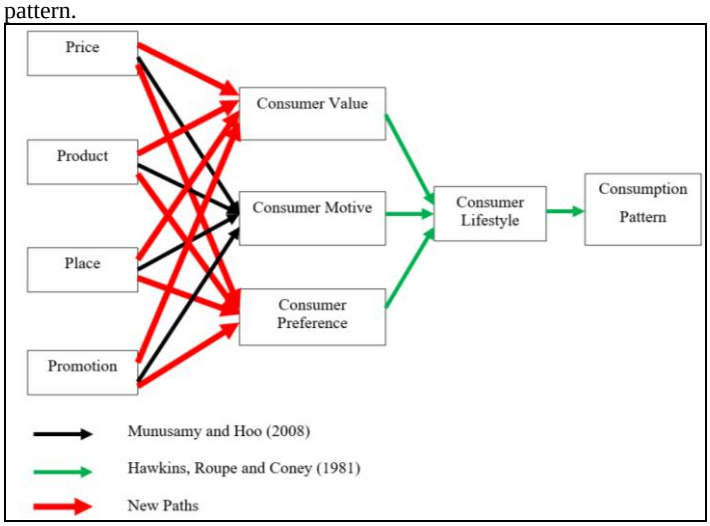


Fig.1: Research framework

3. Methodology

Two research designs were utilized a quantitative approach. The revision from past studies also proved that cross-sectional study is chosen over a longitudinal study in most cases due to the resources and time limitations (Cavana, Delahaye & Sekaran, 2001; Sekaran, 2003; Veal, 2005). Hence, this study adopted a cross-sectional data approach in the data collection process. Survey method also suitable for this study as it is the best way to obtain information about belief, attitude, perception or opinion from people in their natural environment (Graziano & Raulin, 2004; Gay & Diehl, 1992; Babbie, 2004; Jenkins, 1985). This study approached the respondents in two specific geographic segments i.e. rural and urban segments (Hawkins, Roupe, & Coney, 1981). The sampling frame was 7 states (Kedah, Kelantan, Johore, Penang, Terengganu, Selangor/Kuala Lumpur and Sarawak) in Malaysia with the population of about 5 million. The sample size from each state was 200 respondents, totaling sample size of 1400 (200x7). We took rural consumers from 3 states (Kelantan, Kedah, and Terengganu) and urban consumers in 3 states in urban areas (Selangor/Kuala Lumpur, Johore and Penang). For Sarawak, both rural and urban consumers were chosen. The measurements of the variables are adapted from past instruments (price, product, place, advertising, consumer value, consumer motive, consumer preference, consumer lifestyle, and consumption pattern). The analysis methods for

quantitative were descriptive statistics using statistical package for social science (SPSS) version 20.0 and structural equation modeling (SEM) using partial least square (SMARTPLS) version 2.0.

4. Findings

A total of 1400 sets of questionnaires were distributed to consumers in 7 States in Malaysia which is Kedah, Kelantan, Johore, Penang, Terengganu, Selangor/Kuala Lumpur and Sarawak where in each State has distributed a total of 200 set of questionnaires. Out of these 1400 set of questionnaires, 851 sets were returned. The sample size obtained is adequate to run analysis by using SMARTPLS 2.0. The first discussion model of consumption pattern involved 851 data. An assessment of measurement for model involves individual reliability, internal consistency reliability, convergent validity and discriminant validity (Hair, et al., 2014; Hair, et al., 2011; Henseler, et al., 2009). The findings of analysis exposed that 6 items was deleted to increase the value of AVE. The 10 items were CONP1, CONP11, PD7, PD8, PD9, PR5, PR9, PR12, PR13, and PL9. (Figure 2). The constructs of factor loadings for consumption pattern model met the average loadings where for consumption pattern construct, loadings were ranged between 0.660 to 0.829, consumer lifestyle at 0.726 to 0.801, consumer value at 0.762 to 0.840, customer motive at 0.760 to 0.859, consumer preference at 0.674 to 0.787, product at 0.627 to 0.820, pricing at 0.673 to 0.779, promotion at 0.780 to 0.837 and place at 0.801 to 0.874. Hair et al., (2010) agreed that items with loading more than 0.70 considered to meet the level of satisfactory stage as recommended in the multivariate stated from prior studies. Measurement model for consumption pattern as illustrated in Figure 2 indicate each variable maintains an acceptable level of Cronbach's alpha reliability and composite reliability of above 0.8 (Table 1). The hypothesis testing indicated by the direct standardized beta coefficients produced five significant paths. Consumer lifestyle has a positive significant and direct predictor of consumption pattern (β=0.693, t=32.390, p=0.000). Next, consumer value (β=0.430, t=12.376, p=0.000), consumer motive (β=0.297, t=8.226, p=0.000) and consumer preference (β=0.161, t=4.267, p=0.000) have a positively significant on consumer lifestyle. In addition, marketing mix has mixed results on consumer value. Price (β=0.135, t=3.068, p=0.012), product (β=0.304, t=6.722, p=0.000), place (β=0.130, t=2.739, p=0.009) and promotion (β=0.295, t=5.362, p=0.000) was a positive and direct predictor of consumer value. Besides, price (β=0.145, t=2.769, p=0.000), product (β=0.254, t=5.366, p=0.000) and place (β=0.399, t=10.219, p=0.000) have a positively significant and direct predictor of consumer motive. However, promotion (β=0.066, t=1.300, p>0.000) did not significant with consumer motive. All the predictor of marketing mix was positively significant with customer preference where, price (β=0.165, t=3.472, p=0.000), product (β=0.383, t=7.597, p=0.000), place (β=0.079, t=1.679, p<0.050) and promotion (β=0.215, t=3.721, p=0.000). (Table 3).

The final model also shows that the variables explain 48.1 % variance in consumption pattern, 60.1% variance in consumer lifestyle, 58.3% variance in consumer value, 58.7% variance in consumer motive and 57.5 % variance in consumer preference. These readings indicate an acceptable explanatory level for behavioral model study. (Table 4).

The mediating results indicate that all relationship is significant. The findings indicated consumer value, consumer motive and consumer preference mediate the relationship marketing mix (price, product, place and promotion), consumer lifestyle and consumption pattern. Therefore, we accept all the hypotheses. (Table 5).

Table 1: Descriptive statistics and reliability of the construct (n= 851)

Constructs	No of items	Mean	Standard Deviation	Composite Reliability	AVE Value
Consumption Pattern	9	4.956	0.937	0.926	0.583
Consumer Lifestyle	9	4.925	0.917	0.929	0.593
Consumer Value	10	4.955	0.893	0.948	0.648
Consumer Motive	8	5.127	0.907	0.946	0.687
Consumer Preference	13	4.882	0.852	0.941	0.549
Product	7	5.024	0.864	0.889	0.535
Pricing	9	4.912	0.841	0.916	0.548
Promotion	11	5.167	0.966	0.954	0.653
Place	9	4.919	0.949	0.957	0.711
Total	85				

Table 2: Correlation among research constructs

	CONP	CL	CV	CM	CP	PD	PR	PRO	PL
Consumption Pattern	**0.763**								
Consumer Lifestyle	0.693	**0.770**							
Consumer Value	0.676	0.714	**0.805**						
Consumer Motive	0.588	0.623	0.657	**0.829**					
Consumer Preference	0.604	0.654	0.603	0.606	**0.741**				
Product	0.610	0.660	0.692	0.677	0.708	**0.732**			
Price	0.630	0.694	0.642	0.621	0.643	0.688	**0.740**		
Promotion	0.616	0.690	0.693	0.618	0.666	0.695	0.730	**0.808**	
Place	0.519	0.580	0.626	0.712	0.602	0.695	0.634	0.675	**0.843**

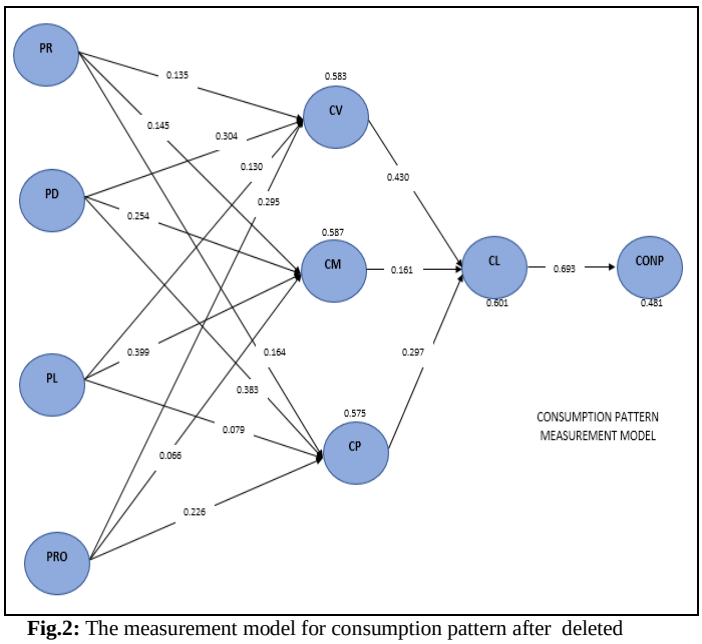


Fig.2: The measurement model for consumption pattern after deleted items

Table 3: Direct path coefficients

Hypotheses	Relationship	Path coefficient	Std. Error	T-value	Sig Status

HI	CL → CONP	0.693	0.021	32.390***	Sig
H2	CV → CL	0.430	0.035	12.376***	Sig
H3	CM → CL	0.297	0.036	8.226***	Sig
H4	CP → CL	0.161	0.038	4.267***	Sig
H5a	PR → CV	0.135	0.044	3.068***	Sig
H5b	PD → CV	0.304	0.045	6.722***	Sig
H5c	PL → CV	0.130	0.047	2.739***	Sig
H5d	PRO → CV	0.295	0.055	5.362***	Sig
H6a	PR → CM	0.145	0.052	2.769***	Sig
H6b	PD → CM	0.254	0.047	5.366***	Sig
H6c	PL → CM	0.399	0.039	10.219***	Sig
H6d	**PRO → CM**	**0.066**	**0.051**	**1.300**	**Not Sig**
H7a	PR → CP	0.165	0.047	3.472***	Sig
H7b	PD → CP	0.383	0.050	7.597***	Sig
H7c	PL → CP	0.079	0.047	1.679*	Sig
H7d	PRO → CP	0.226	0.047	4.768***	Sig

Table 4: R^2 of dependant paths

	R squared value
Consumption Pattern	0.481
Consumer Lifestyle	0.601
Consumer Value	0.583
Consumer Motive	0.587
Consumer Preference	0.575

Table 5: Mediating effect results

Hypotheses	**Hypotheses Path**	**Std. Error**	**T-value**	**Decision**
H8a	CV -> CL ->CONP	0.027	11.371	Mediate
H8b	CM-> CL ->CONP	0.027	12.272	Mediate
H8c	CP -> CL ->CONP	0.025	13.566	Mediate
H9a	PR → CV → CL → CONP	0.014	6.984	Mediate
H9b	PD → CV → CL → CONP	0.015	9.006	Mediate
H9c	PL → CV → CL → CONP	0.014	9.856	Mediate
H9d	PRO → CV→ CL → CONP	0.019	8.323	Mediate
H10a	PR → CM → CL → CONP	0.008	4.297	Mediate
H10b	PD → CM → CL → CONP	0.009	12.367	Mediate
H10c	PL → CM→ CL → CONP	0.011	17.315	Mediate
H10d	PRO → CM → CL → CONP	0.006	7.772	Mediate
H11a	PR → CP → CL → CONP	0.012	7.910	Mediate
H11b	PD → CP → CL → CONP	0.013	9.086	Mediate
H11c	PL → CP → CL → CONP	0.010	14.050	Mediate
H11d	PRO → CP → CL → CONP	0.012	9.112	Mediate

4.1. Consumption pattern model for rural area

There were 297 data for assessment measurement model involves individual reliability, internal consistency reliability, convergent validity and discriminant validity. The findings of analysis exposed that 6 items was deleted to increase the value of AVE. The 10 items were CONP1, CONP11, PD7, PD8, PD9, PL9, PR5, PR9, PR12 and PR13. The item loadings for consumption pattern construct ranged between 0.670 and 0.855. Meanwhile, for construct consumer lifestyle, item loadings were ranged between 0.748 to 0.827, consumer value item loadings ranged between 0.790 to 0.853, consumer motive item loadings ranged between 0.775 to 0.883 and consumer preference item loadings ranged between 0.729 and 0.828. Furthermore, items with loading more than 0.70 considered to meet the level of satisfactory stage as recommended in the multivariate stated from prior studies (Hair et al., 2010). The constructs for marketing mix also meet the level of satisfactory where the item loadings for price was ranged between 0.738 to 0.814, item loadings for product was ranged between 0.643 to 0.844, and item loadings for place and promotion were ranged between 0.806 to 0.870 and 0.826 to 0.901 respectively. The alpha value for consumption pattern, consumer lifestyle, consumer value, consumer motive, consumer preference, product, pricing, promotion and place more achieved good reliability of construct where the value of cronbach's alpha are 0.922, 0.929, 0.947, 0.943, 0.946, 0.868, 0.925, 0.958 and 0.960 respectively. It means that all the constructs have good internal consistency.

Results for rural area show that consumer lifestyle has a positive significant and direct predictor of consumption pattern in rural area (β=0.711, t=20.855, p<0.001). Therefore, H1 are supported. On the other hand, consumer value (β=0.427, t=7.079, p<0.001), consumer motive (β=0.192, t=2.888, p<0.001) and consumer preference (β=0.266, t=4.241, p<0.001) have a positively significant on consumer lifestyle, thus, H2, H3, and H4 are supported. Besides, marketing mix has mixed results on consumer value. Price (β=0.170, t=2.362, p<0.01), product (β=0.350, t=5.050, p<0.001), place (β=0.138, t=1.843, p< 0.05) and promotion (β=0.206, t=2.595, p<0.01) was a positive and direct predictor of consumer value. Therefore, H5a, H5b, H5c and H5d are supported. In other findings, product (β=0.352, t=4.745, p<0.001) and place (β=0.318, t=5.292, p<0.001) have a positively significant and direct predictor of consumer motive. However, price (β=0.107, t=1.196, p>0.05) and promotion (β=0.120, t=1.385, p>0.05) did not significant with consumer motive. Therefore, H6b and H6c are supported, while, the result of H6a and H6d are not supported and were rejected. On the contrary, all the predictor of marketing mix was positively significant with customer preference where, price (β=0.165, t=2.285, p<0.05), product (β=0.396, t=4.798, p<0.001), place (β=0.151, t=1.863, p<0.05) and promotion (β=0.179, t=2.123, p<0.05). Findings also revealed only product is significant at P value less than 0.001. Meanwhile for price, place and promotion were significant at p value less than 0.05. Hence, H7a, H7b, H7c and H7d were supported.

The final model also shows that the variables explain 50.5 % variance in consumption pattern model for rural area, 63.0 % variance in consumer lifestyle, 63.7 % variance in consumer value, 64.2 % variance in consumer motive and 59.8 % variance in consumer preference. These readings indicate an acceptable explanatory level for behavioral model study. The mediating results indicate that all relationship is significant. The findings indicated consumer value, consumer motive and consumer preference mediate the relationship marketing mix (price, product, place and promotion), consumer lifestyle and consumption pattern. Therefore, we accept all the hypotheses.

4.1. Consumption pattern model for urban area

There were 554 data for assessment measurement model involves individual reliability, internal consistency reliability, convergent

validity and discriminant validity. The findings of analysis exposed that 6 items was deleted to increase the value of AVE. The 9 items were CONP1, CONP11, PD7, PD8, PD9, PL9, PR9, PR12 and PR13. The item loadings for consumption pattern construct in urban area ranged between 0.649 and 0.832. Meanwhile, for construct consumer lifestyle, item loadings were ranged between 0.688 to 0.789, consumer value item loadings ranged between 0.739 to 0.832, consumer motive item loadings ranged between 0.752 to 0.847 and consumer preference item loadings ranged between 0.676 and 0.777. Furthermore, items with loading more than 0.70 considered to meet the level of satisfactory stage as recommended in the multivariate stated from prior studies (Hair et al., 2010). The constructs for marketing mix also meet the level of satisfactory where the item loadings for price was ranged between 0.641 to 0.761, item loadings for product was ranged between 0.604 to 0.811, and item loadings for place and promotion were ranged between 0.788 to 0.860 and 0.748 to 0.826 respectively.

The alpha value for consumption pattern, consumer lifestyle, consumer value, consumer motive, consumer preference, product, pricing, promotion and place more achieved good reliability of construct where the value of cronbach's alpha are 0.900, 0.901, 0.934, 0.929, 0.922, 0.887, 0.841, 0.943 and 0.938 respectively. These scores postulated all the constructs have good internal consistency. Results for urban area show that consumer lifestyle has a positive significant and direct predictor of consumption pattern in rural area (β=0.678, t=24.265, p<0.001). Therefore, H1 are supported. On the other hand, consumer value (β=0.417, t=9.572, p<0.001), consumer motive (β=0.158, t=3.352, p<0.001) and consumer preference (β=0.309, t=6.678, p<0.001) have a positively significant on consumer lifestyle, thus, H2, H3, and H4 are supported. Besides, marketing mix has mixed results of significance level on consumer value. Price (β=0.157, t=3.036, p<0.01), product (β=0.279, t=4.745, p<0.001), place (β=0.131, t=2.231, p< 0.05) and promotion (β=0.302, t=3.657, p<0.01) was a positive and direct predictor of consumer value. Therefore, H5a, H5b, H5c and H5d are supported. In other findings, product (β=0.114, t=1.783, p<0.001) and place (β=0.222, t=3.594, p<0.001) have a positively significant and direct predictor of consumer motive. However, price (β=0.444, t=8.884, p>0.001) and promotion (β=0.059, t=0.980, p>0.05) did not significant with consumer motive. Therefore, H6a, H6b and H6c are supported, while, only H6d is not supported and was rejected. On the contrary, the predictor of marketing mix also has mixed result of relationship with customer preference where, price (β=0.151, t=2.480, p<0.01), product (β=0.395, t=6.195, p<0.001), place (β=0.058, t=0.996, p>0.05) and promotion (β=0.227, t=3.903, p<0.001). Findings also revealed only place is not significant with customer preference. Meanwhile for price, product and promotion were significant at p value less than 0.01 and less than 0.001 respectively. Hence, H7a, H7b, and H7d were supported.

The final model also shows that the variables explain 46.0 % variance in consumption pattern model for urban area, 57.7 % variance in consumer lifestyle, 57.3 % variance in consumer value, 55.9 % variance in consumer motive and 54.4 % variance in consumer preference. These readings indicate an acceptable explanatory level for behavioral model study. The mediating results indicate that all relationship is significant. The findings indicated consumer value, consumer motive and consumer preference mediate the relationship marketing mix (price, product, place and promotion), consumer lifestyle and consumption pattern. Therefore, we accept all the hypotheses.

Table 6: Summary of the hypotheses testing results for rural and urban areas

Hypotheses	Results		
	Full Model	Rural Model	Urban Model
H1	Supported	Supported	Supported
H2	Supported	Supported	Supported
H3	Supported	Supported	Supported
H4	Supported	Supported	Supported
H5a	Supported	Supported	Supported
H5b	Supported	Supported	Supported
H5c	Supported	Not Supported	Supported
H5d	Supported	Supported	Supported
H6a	Supported	Supported	Supported
H6b	Not supported	Not supported	Not supported
H6c	Supported	Supported	Supported
H6d	Supported	Supported	Supported
H7a	Supported	Supported	Supported
H7b	Supported	Supported	Supported
H7c	Supported	Supported	Not Supported
H7d	Supported	Supported	Supported
H8a	Supported	Supported	Supported
H8b	Supported	Supported	Supported
H8c	Supported	Supported	Supported
H9a	Supported	Supported	Supported
H9b	Supported	Supported	Supported
H9c	Supported	Supported	Supported
H9d	Supported	Supported	Supported
H10a	Supported	Supported	Supported
H10b	Supported	Supported	Supported
H10c	Supported	Supported	Supported
H10d	Supported	Supported	Supported
H11a	Supported	Supported	Supported
H11b	Supported	Supported	Supported
H11c	Supported	Supported	Supported
H11d	Supported	Supported	Supported

5. Discussion and Recommendation

The price hikes triggered with few factors. The main reason for the increase of prices is the oil price hikes. Meanwhile, on food and non-alcoholic beverages, which accounted 30.2 per cent in the CPI weights. The CPI would pick up as local fuel prices rose 27 to 31 per cent year-on-year on high global oil prices and a weaker domestic currency. In fact, food prices might have contributed significantly to inflation as well. Along the oil price hikes, the implementation of GST added why the increases of prices. Since GST is a consumption tax, it would be an added cost to the consumers. It would be expected that there could be some behavioral changes by consumers (Gelardi, 2013). Domestic consumption declined when the GST came into effect but returned to normal soon after (Palil & Ibrahim, 2012). The rationale of stock stacking for future use to avoid price increases after the implementation of GST will depend on the understanding of the consumers toward GST as a whole. Findings as discussed in previous chapter postulates consumer lifestyles, consumer value, consumer motive and consumer preference were determinants for consumption pattern in urban area and rural area. The long existing consumer lifestyles demonstrate how consumers think, live, act, and behave. Consistent with previous studies (Gonzalez, 2000; Levers, et al., 1986; Hawkins, et al., 1981; Sun & Wu, 2004; Kim & Ann, 2015; Thogersen, 2016; Ding, et al., 2017), the determinants for Malaysian consumption pattern is influenced by consumer lifestyle, consumer value, consumer motives and consumer preferences.

Three model of consumption pattern in Malaysia advocated the previous model of consumption pattern. From these three models, consumption pattern model in rural area postulates the best model. However, in the rural and urban model, there were two insignificant relationships in each model while only one insignificant relationship found in full model. Since the R2 of the rural model and full model is slightly different, the full model is the better model. The new consumption model for Malaysian consumer proved that advertising is not a predictor for consumer motive.

Thus, to formulate the best strategy and policy for consumer consumption pattern are low cost retail stores like Tesco, Giant and Mydin should be increased in rural areas, while to helps consumers minimize the cost of their spending, it will accelerate growth for economy especially in rural areas. Second, although GST was implemented in 2015, the level of awareness among Malaysian consumers should be increase. Therefore, government should take proactive way in promoting GST for Malaysian consumers. Last but not least, since the price of commodity influenced from the price hikes in fuel, wise usage of fuel can be minimized by using public transportation or sharing transports.

6. Conclusion

This study attempts to achieve five objectives. The first objective is to identify reason consumption pattern changes among Malaysian consumers. Ten major concern which changed the consumption patterns are economy, the increased price in foods, fuel and utility, political stability, work life balance, debt, health, high employment rate and increased rate of crimes. Meanwhile, second objective is to investigate the price hikes. The volatile in global oil price affected the economic stability. The implementation of GST in 2015 added the burdened faced by Malaysian consumers. Third objective was achieved through the consistent findings with the previous studies. The findings of analysis discussed in chapter 4 postulates the answer for objective four. Although full model R2 is smaller than consumption model for rural area with 2.4 percent, full model of Malaysian consumption pattern proved that only one relationship is not significant. The fourth and final objectives suggested the recommendation to policy makers.

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