

**BINDURA UNDIIVERSITY OF SCI/ENCE EDUCATION**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING**

**PROGRAMME: MASTERS OF SCIENCE MARKETING  
DEGREE IN MARKETING**

**RESEARCH METHODS**

**MMKt500**

**TIME: 3 HOURS 15 MINUTES**

NOV 2023

**INSTRUCTIONS TO CANDIDATES**

1. Answer **QUESTION ONE (COMPULSORY)** and any other **THREE** questions.
2. Question one carries 40 marks and any other three questions carry 20 marks each.
3. Start each question on a new page.
4. NO cell phones are allowed in the examination room.

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**QUESTION ONE (COMPULSORY)**

**Read the case study and answer the following questions**

**Intention to Purchase Safer Car in Indonesia: An  
Application of Theory of Planned Behaviour.**

**Introduction**

Road accidents have been and will continue to be one of the world's most critical problems that can put life of many people in jeopardy. Indonesia is listed under the traffic-related death countries with 31,234 death rates reported and according to World Health Organization (WHO), the real figure could be as high as 47,673 (Indriyatno, 2013). Approximately 104,211,132 vehicles in Indonesia were registered in 2013. The highest registered vehicles are motorized 2- and 3-wheelers, followed by cars and 4-wheeled light vehicles, heavy trucks, buses and others (Broderick, 2016).

In 2017, residents in West Java were both surprised and disturbed when 13 people died due to a road accident involving a tour bus, three cars and a few motorcycles on Jalan Raya Puncak, West Java on April 30th (Saudale, 2017).

Saudale further adds that the bus most likely had a malfunctioning brake and was the main cause of the fatal accident. In particular, it is vital for safety features to be taken into account due to the upsurge fatal road accident cases because unsafe vehicle can be the biggest culprit in this crisis.

To prevent road accidents from expanding in numbers, the UN General Assembly declared The Decade of Action for Road Safety in March 2010 to promote a healthy life by reducing global traffic fatalities by 2020 (WHO, 2010). Safer vehicle is one of the five pillars or action plans to improve traffic safety while the other four are safer traffic management, safer road, safer driver and faster response on post-crash treatment. Indonesian State Ministry of Development Planning (Bappenas) is currently implementing these five pillars. Statistically, up to 5 million lives and 50 million injuries of Indonesians can be prevented through The Decade of Action for Road Safety (Korlantas Polri, 2013).

## Literature Review

### *Theory of Planned Behavior (TPB)*

In 1985, the Theory of Planned Behavior (TPB) is proposed by Icek Ajzen that is developed

from the theory of reasoned action (Ajzen, 1991). TPB is implemented when a researcher aims to understand consumer's intention or decision making. Human behavior is difficult and complex to be understood but it can be interpretable with an extreme concern on biological and environmental factors on behavior. Therefore, social attitude and personality trait played a big part in explaining human behavior. Figure 1 depicts the conceptual framework of theory of planned behavior for this research.

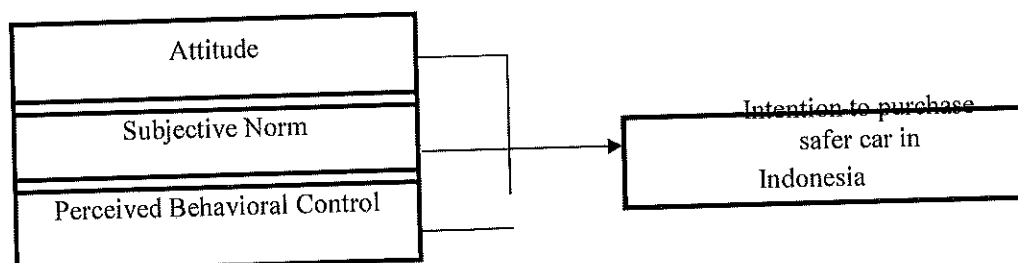


Figure 1: Conceptual Framework of Theory of Planned Behavior

The first predictor variable is Attitude. Attitude is when a person evaluates their behavior of interest favorably or unfavorably (LaMorte, 2016). Secondly, Subjective Norm is a belief for a person to perform a given behavior as expected by significant others (Ajzen, 2012). Significant others refer to the group of person that can influence one's intention in making decision. Other than that, subjective norm and attitude is independent. People can favor a given behavior but perceive social pressure not to perform it. Lastly, Perceived Behavioral Control is the perception of the ease or difficulty of a person to perform the behavior of interest. LaMorte adds that a person usually results having varying perceptions of behavioral control depending on the situation.

To apply the theory of planned behavior, construct domain and measurement items are adapted from several researchers (Khairil Anwar, Arokiasamy, Mohd Hafzi, & Chieng, 2016; Kelkel, 2015; Hong, Khan, & Abdullah, 2003; Emsenhuber, 2012; and Moons & De Pelsmacker, 2012) is shown in Table 1.

Table 1: Adapted Construct Domain and Measurement Items

Construct	Literature Source
Attitude (ATT) [4 items]	ATT1 (Kelkel, 2015)
	ATT2 (Moons & De Pelsmacker, 2012)
	ATT3 (Kelkel, 2015; Moons and De Pelsmacker, 2012)
Subjective Norms (SN) [6 items]	SN1 (Kelkel, 2015; Moons and De Pelsmacker, 2012)
	SN2 (Kelkel, 2015; Moons and De Pelsmacker, 2012)
	SN3 (Explanatory study)
	SN4 (Moons and De Pelsmacker, 2012)
Perceived Behavioural Control (PBC) [5 items]	PBC1 (Moons and De Pelsmacker, 2012)
	PBC2 (Ajzen, 2013) PBC3
	(Hong <i>et al.</i> , 2013) PBC4
	(Hong <i>et al.</i> , 2013) PBC5

Purchased Intention (PI)	PI1 (Emsenhuber, 2012)
[3 items]	PI2 (Emsenhuber, 2012)

### *Descriptive*

#### *Statistic*

According to Jaggi (n.d), descriptive statistic summarized and presented a collection of data in

a clearer and informative way from the given numerical and graphical procedures. This method helped to transform a large amount of data into a simple summary. This method has been used to describe the demographic profile in this study. Since descriptive statistic produces a numerical and graphical output, this method is suitable for the purpose of describing.

#### *Multiple*

#### *Linear*

#### *Regression*

Multiple regression analysis is one the most widely used of all statistical methods. A multiple

regression model is a regression model with a single dependent variable and more than one independent variable (Tranmer & Elliot, n.d.). As for this research, Attitude (ATT), Subjective Norms (SN), and Perceived Behavioral Control (PBC) are the independent variables that is used to predict Purchased Intention (PI) which is the dependent variable.

### *Study*

#### *Hypotheses*

*H<sub>1</sub>: There is a positive correlation between attitude and intention to purchase safer car.*

*H<sub>2</sub>: There is a positive correlation between subjective norm and intention to purchase safer car.*

*H<sub>3</sub>: There is a positive correlation between perceived behavioral control and intention to purchase safer car.*

### **Methodology**

The study was conducted in which yielded N = 500 datasets. A self-administered

questionnaire

— has been distributed to selected sample consisting of engineers, government officers, lecturers,

and self-employed person. There were Likert-type scales of questions about respondent's experience in road traffic accidents and their intentions to purchase safer cars. Respondents were asked to range themselves such as from strongly disagree (1) to strongly agree (5), very unimportant to most important, very impossible to very possible and other ranges. To achieve a complete and successful research, data analyses such as descriptive statistics and multiple linear regression were used.

**Source (Khairil Anwar Abu Kassim, Lawrence Arokiasamy and Cheng Heng Ping, 2019)**

- a) Critically evaluate the literature review in this study. (20)
- b) Evaluate the methodology used in this study. (20)

**[40 MARKS]**

#### **QUESTION TWO**

Using relevant examples, discuss the four philosophical worldviews or paradigms in research. **[20 MARKS]**

#### **QUESTION THREE**

Define the term 'literature review' (5)  
Justify why people doing research must write literature review (15)  
**[20 MARKS]**

#### **QUESTION FOUR**

Using relevant examples, discuss eight (8) reasons why research proposal fail. **[20 MARKS]**

#### **QUESTION FIVE**

Using relevant examples, discuss any six ethical considerations in business research. **[20 MARKS]**

#### **QUESTION SIX**

Write short notes on the following:

- a) ANOVA (5)
- b) MANOVA (5)
- c) Linear regression analysis (5)

d) Correlation analysis

(5)  
[20 MARKS]

**END OF PAPER**