STATUS, VALUE & PRICE IN NORTHEAST CHINA VS MALAYSIA

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1. Executive Summary

A quantitative survey was conducted based on three factors, status, value and price and how these aspects influence consumers' perception of remanufactured products and purchase intentions. The survey questions were constructed according to five aspects of consumers: knowledge of remanufactured products, perceived quality of remanufactured products, willingness to pay, concern towards the environment, and ultimately, their green knowledge of remanufactured products. The online survey link was distributed to 231 respondents in Northeastern China along with 66 respondents in Malaysia. The research team utilized a non-probability snowball sampling technique to achieve our aim of generating more potential respondents and expanding the sample size. The data compiled from the surveys will be analyzed through the linkage of demographic information with mean, correlation and regression.

The purpose of the research study is to identify the relationship between 3 factors of consciousness and those 5 aspects of consumers aforementioned. Through the tabulated findings from the survey, the research team identified that Chinese consumers are increasingly status conscious as compared to Malaysian consumers, which might be due to the "face" concept.

Moreover, Malaysian consumers tended to have a higher value and price consciousness which consequently implied that value for money is imperative to them. Based on the varied levels of consciousness, the implications for promoting remanufactured products differ for both China and Malaysia. Ultimately, the recommendation aims to attach more importance on environmental issues which can result in a higher acceptance of remanufactured products.

2.0 Introduction

Remanufacturing is an industrial procedure of returning used or worn-out products to a new functional state with an equivalent warranty to newly manufactured equals. (Tan et al, 2014). This concept can lead to various environmental benefits and can reduce the cost for many firms that are adopting the ritual of remanufacturing products. The factors that influence consumers' purchase intentions of remanufactured products are widely dependent on knowledge, price, quality and brand. Nonetheless, there may be more elements that have an impact on the consumer's' perception of remanufactured products and their willingness to purchase these products.

It may be evident that society has not yet accepted the notion of purchasing remanufactured or refurbished products. This may be due to the lack of knowledge concerning remanufactured products or the lack of knowledge concerning the environmental benefits of these products. The willingness to pay for remanufactured products or the purchase intentions of the consumers may also be dependent on the status and value. For instance, consumers may purchase these products if they perceive that doing so will elevate their social standing or status. Wide range of studies implied that people from higher status tend to be more concerned about the environment. A suggested explanation is that the higher social classes assume higher levels of green behavior due to the very nature of the association required. Particularly, the higher social classes are responsible for political participation, internalization of representative norms, and preservation of the society's resource base. (Diamantopoulos et al. 2003).

There are various factors that sway the perception, purchase intentions and willingness to pay for remanufactured products. This research paper aims to identify the significance of status, value, price and knowledge on the consumer's' perception of remanufactured products and their intentions to purchase these products in North eastern China and Malaysia. Three research questions were developed to address this issue:

1. **Does perceived value impact consumers in their perception of remanufactured products?**

2. Does price factor influence consumers' purchase decision of remanufactured products?

3. How does social status affect consumers' willingness to pay for remanufactured products?

3.0 Project Management Details

3.1 Team Code of Conduct

The Project Team has implemented a Code of Conduct to ensure the cooperation of all members, as well as effectiveness and efficiency throughout the project. The Project Team has agreed upon the Code of Conduct and will comply with the rules implemented.

1. General

- All team members are required to read and abide by the rules stated below

2. Team Members as a Group

- Each team member is equal
- Each team member is required to check the group chat on Whatsapp daily for updates
- Each team member will take ownership of his/her assigned tasks
- Tasks will be designated reasonably to the team member with the appropriate skill and ability
- Respect the value of each member's contribution

3. Team Members during meetings

- Each team member will be punctual and participate in weekly meetings on Wednesday, 12pm. Absence without prior notice or a valid reason will not be accepted
- One team member will act as a note taker to take record down minutes at each meeting

4. Conflict Resolution

- Differences or disagreements will be resolved through a majority vote (3 out of 4 members). In the event that the vote comes to a tie, the group will consult the supervisor for his advice.
- Team members will not compete with one another

5. Infringement of the Code of Conduct

- Members who fail to abide by the code of conduct (e.g. absenteeism from meetings) will be marked down in peer evaluation and in serious cases, dismissed from the group

6. Declaration of agreement to the rules in Code of Conduct

- As a participant of Multidisciplinary Project (BX3102), I, the team member, agree to abide by the implemented team code of conduct.

3.2 Team Member Roles and Responsibilities

Roles and responsibilities were assigned to each member in order to enhance the work efficiency and the conformation of each task.

Director - Fathmath Shara Shiyam (Sara)

- Assigning the duties and responsibilities
- Reporting the degree of progress to supervisor
- Following up with team members in term of their tasks
- Scheduling the meeting
- Setting deadlines
- Final auditing

Research Manager - Felicia Ang

- Deciding research method
- Designing questionnaire for Norway survey participants
- Analyzing the data collected
- Making actionable recommendations based on analysis of data

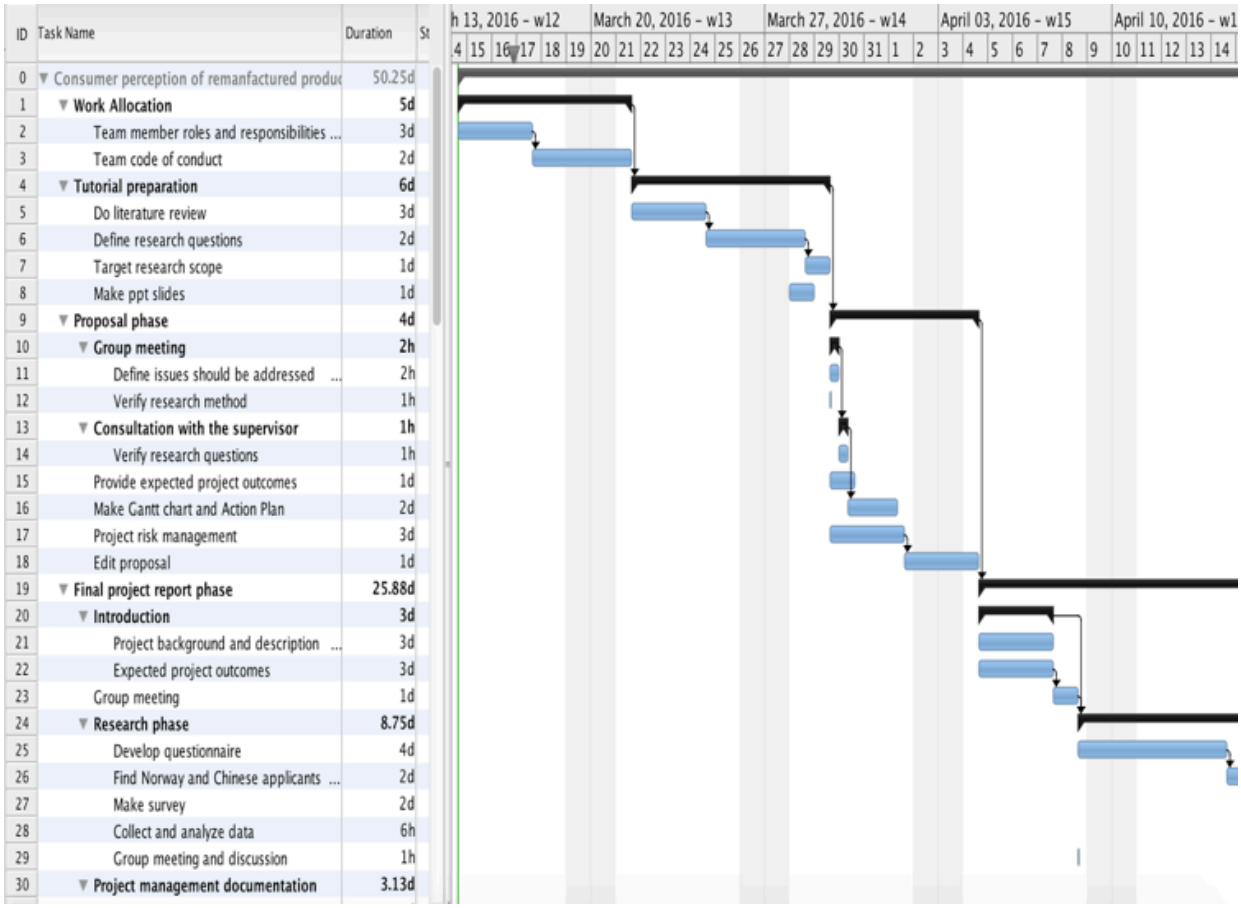
Research Manager (China & Malaysia) - Beh Kee Siang

- Deciding research method
- Designing questionnaire for China survey participants
- Analyzing the data collected
- Making actionable recommendations based on analysis of data

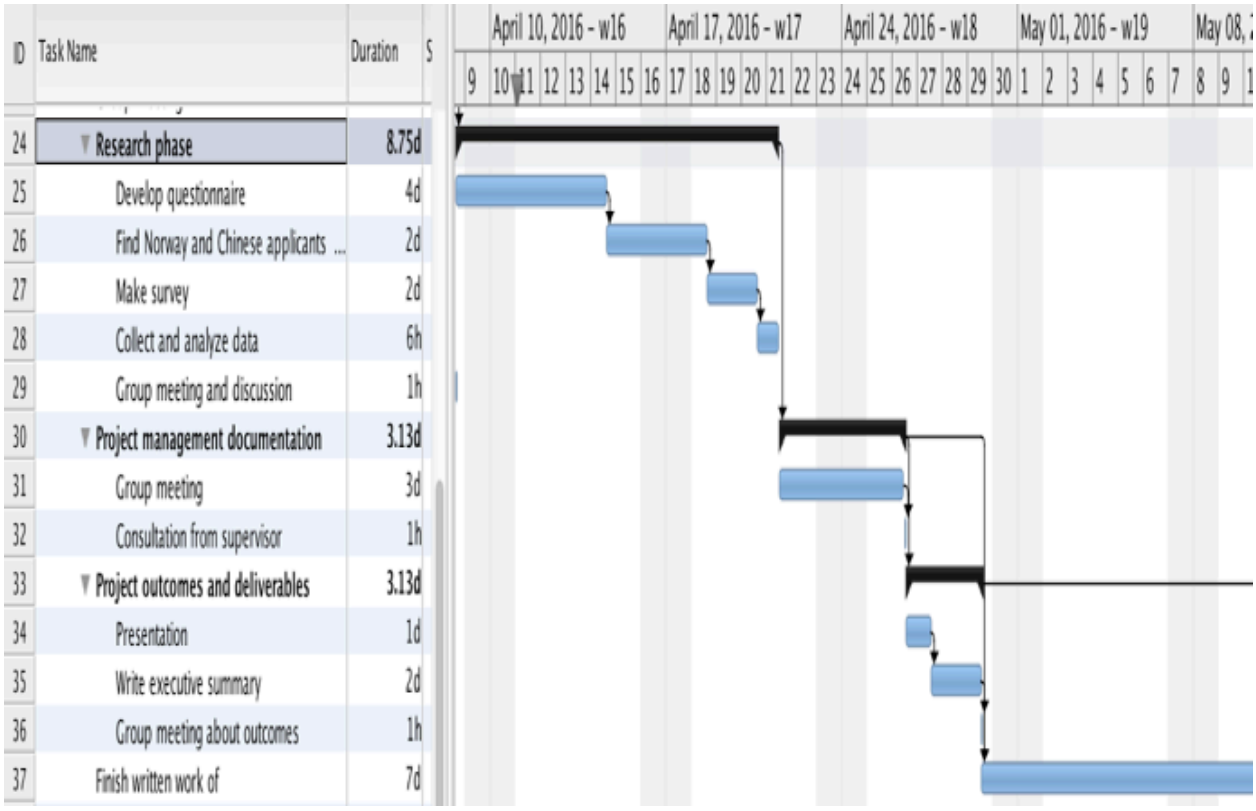
Project Manager - Wang Yihong

- Designing work breakdown structure
- Defining project scope
- Scheduling the Gantt chart
- Risk management
- Monitoring the work schedule

3.3 Gantt Chart



ID	Task Name	Duration
0	Consumer perception of remanfactured produc	50.25d
1	**Work Allocation**	**5d**
2	Team member roles and responsibilities ...	3d
3	Team code of conduct	2d
4	**Tutorial preparation**	**6d**
5	Do literature review	3d
6	Define research questions	2d
7	Target research scope	1d
8	Make ppt slides	1d
9	**Proposal phase**	**4d**
10	**Group meeting**	**2h**
11	Define issues should be addressed ...	2h
12	Verify research method	1h
13	**Consultation with the supervisor**	**1h**
14	Verify research questions	1h
15	Provide expected project outcomes	1d
16	Make Gantt chart and Action Plan	2d
17	Project risk management	3d
18	Edit proposal	1d
19	**Final project report phase**	**25.88d**
20	**Introduction**	**3d**
21	Project background and description ...	3d
22	Expected project outcomes	3d
23	Group meeting	1d
24	**Research phase**	**8.75d**
25	Develop questionnaire	4d
26	Find Norway and Chinese applicants ...	2d
27	Make survey	2d
28	Collect and analyze data	6h
29	Group meeting and discussion	1h
30	**Project management documentation**	**3.13d**


ID
Task Name
Duration
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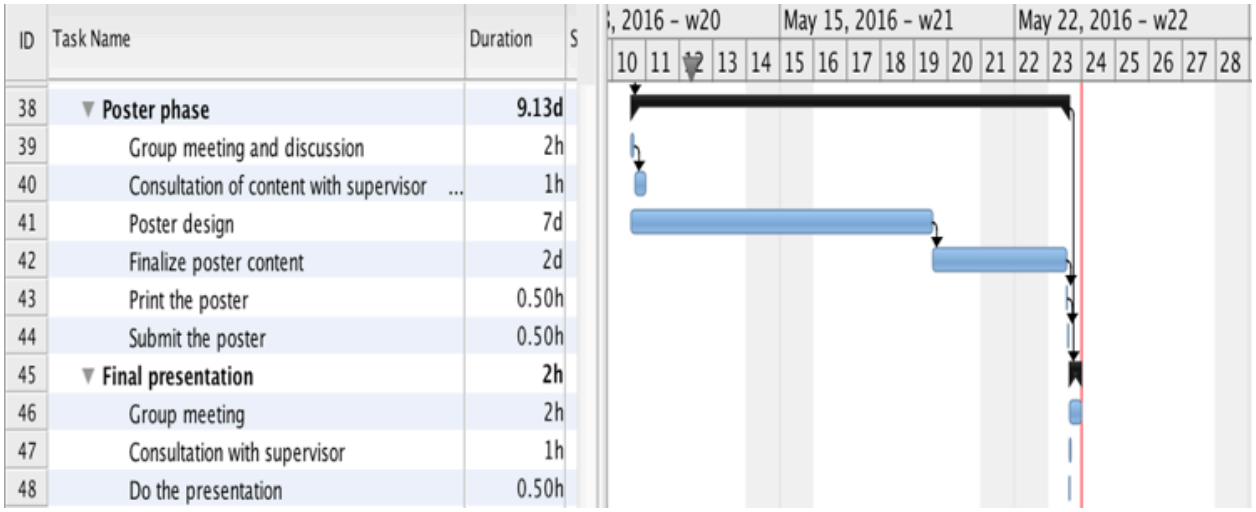
April 10, 2016 - w16
April 17, 2016 - w17
April 24, 2016 - w18
May 01, 2016 - w19
May 08,
9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 1 2 3 4 5 6 7 8 9
24 Research phase 8.75d
25 Develop questionnaire 4d
26 Find Norway and Chinese applicants ... 2d
27 Make survey 2d
28 Collect and analyze data 6h
29 Group meeting and discussion 1h
30 Project management documentation 3.13d
31 Group meeting 3d
32 Consultation from supervisor 1h
33 Project outcomes and deliverables 3.13d
34 Presentation 1d
35 Write executive summary 2d
36 Group meeting about outcomes 1h
37 Finish written work of 7d


ID
Task Name
Duration
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, 2016 - w20
May 15, 2016 - w21
May 22, 2016 - w22
10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28
38 Poster phase 9.13d
39 Group meeting and discussion 2h
40 Consultation of content with supervisor ... 1h
41 Poster design 7d
42 Finalize poster content 2d
43 Print the poster 0.50h
44 Submit the poster 0.50h
45 Final presentation 2h
46 Group meeting 2h
47 Consultation with supervisor 1h
48 Do the presentation 0.50h

3.4 Weekly Debrief

Week 2

During week 2, our team held the first meeting and discussed in detail the research we needed to complete in order to further understand our research topic, as well as conduct successful research in the aspect of studying the consumers' perception of remanufactured products. During this week, we decided upon the specific countries that we intended to focus our research on and started brainstorming on our research questions to be used in the study.

Additionally, we identified online surveys as our main research method as we felt that it would be the best approach to interact and study with the respondents of the target country.

Team Member	Assigned Task	Task Progression	Next Assigned Task
Fathmath Shara Shiyam (Sara)	- Find 5 articles to familiarize oneself with the topic -Create personal CV	Research on: -Factors affecting consumer perception of remanufactured products. - Consumer purchasing behaviour -Remanufactured Products -Submitted personal CV	Complete write-up: -Research Questions -Project Scope
Felicia Ang	- Research on the remanufactured products - Create personal CV	Research on: Advantages/disadvantages of remanufactured products -Submitted personal CV.	Complete write-up: -Research Questions -Team Code of conduct & project management
Beh Kee Siang	- Research on remanufactured products	Research on:	Complete write up:

	- Create personal CV	-How Price & Brand affect consumers in purchase intention	-Project Risk Management & action plan
Wang Yihong	- Research on remanufactured products -Create personal CV	Research on: Remanufactured products Submitted personal CV	Complete write-up: -Gantt Chart -Fill up skill audit matrix.

Week 3

On Week 3, our team gathered to consider our research questions and review our progress on the project proposal. We decided upon dividing our workload according to our skills set and past experience, to ensure that the proposal would be done to our utmost best.

Brandon was assigned to complete the organizational chart and the skills audit while Sara was assigned to complete the project background, scope and expected project outcomes. With the most past working experience in the team ranging from working at events to a full time job at a optics manufacturing company, Felicia was assigned to complete the team's CVs as well as project management plan. Una was assigned to construct the Gantt Chart and Project Action Plan as she had the necessary computer software and skills needed to do up the chart.

Team Member	Assigned Task	Task Progression	Next Assigned Task
Fathmath Shara Shiyam (Sara)	-Project Scope - Research Questions	- Issues to be addressed -Project background -Research questions	Complete write-up: -Compile and Draft proposal - Come up with survey questions that addresses willingness to purchase remanufactured products

Felicia Ang	-Research Questions -Team Code of conduct & Project Management Plan - Risk Management	-Team Code of Conduct -Compiled CVs' -Skills Audit	- Design survey questions concerning advantages & disadvantages of remanufactured products
Beh Kee Siang	- Project Action Plan	-Risk management chart & action plan completed -Research question	- Design survey questions concerning the role of price & quality
Wang Yihong	- Gantt Chart - Conclude skill audit matrix.	- Completion of Gantt Chart -Research question	- Design survey questions concerning social norms and status

Week 4

In the course of Week 4, the team submitted the project proposal and began to discuss on how we should go about designing our survey questions for the research study.

Team Member	Assigned Task	Task Progression	Next Assigned Task
Fathmath Shara Shiyam (Sara)	-Compile & draft proposal - Design survey questions that addresses willingness to purchase remanufactured products	-Finished compilation of proposal -Five survey questions	-Compile survey questions
Felicia Ang	-Design survey questions that addresses advantages & disadvantages of remanufactured products	Five survey questions	-Inform Norway contact
Beh Kee Siang	- Design survey questions addressing the role of price & quality	Five survey questions	-Translate english questionnaire into mandarin to cater to the needs of chinese respondents
Wang Yihong	- Design survey questions addressing social norms and status	Five survey questions	-Translate english questionnaire into mandarin to cater to the needs of chinese respondents

Week 5

During Week 5, the team had our formal presentation on our progress report. Throughout the week, we allocated one research question each to each group member and designed the appropriate questions for our online research survey. We interviewed respondents with the aims of studying their knowledge of the advantages and disadvantages of remanufactured products.

The collected interview results indicated that consumers perceived remanufactured electronic products as one with no guarantee of the product quality and a "second class" product. Most consumers also indicated that they did not have any prior knowledge of the remanufacturing process; hence they personally would not purchase a remanufactured product.

Additionally, results depicted that consumers perceived the main advantages of remanufactured products as one of lower cost and brings about environmental benefits and warranty.

Team Member	Assigned Task	Task Progression	Next Assigned Task
Fathmath Shara Shiyam (Sara)	-Compile survey questions	-Compiled survey questions and uploaded on Google doc	-Consult Supervisor
Felicia Ang	- Distribute survey to Norway contact, locate Norwegians respondents to complete the survey	- Was able to reach contact and distribute the survey	-Consult Supervisor
Beh Kee Siang	-Translate Questionnaire from english to mandarin	- Translated most of the survey questions	-Consult Supervisor
Wang Yihong	-Assist in translating questionnaire - Locate Chinese Participants	- Assisted Beh Kee Siang in translation of questions - Successfully located Chinese respondents	-Consult Supervisor

Week 6 (after study break)

Team Member	Assigned Task	Task Progression	Next Assigned Task
Fathmath Shara Shiyam (Sara)	- Consult Supervisor about survey - Complete abstract of presentation	- Unable to consult supervisor as he was on medical leave - Completed abstract of presentation	-Contact Supervisor through Email
Felicia Ang	- Consult Supervisor about survey - Identify ways to locate more Norwegian survey respondents	- Unable to consult supervisor as he was on medical leave	- Contact Supervisor through Email
Beh Kee Siang	Consult Supervisor about survey	- Unable to upload questionnaire without advice from supervisor	-Contact Professor Kuah if supervisor does not respond
Wang Yihong	Consult Supervisor about survey - Identify ways to locate more Chinese survey respondents	- Unable to consult supervisor as he was on medical leave	- Contact Supervisor through Email

Week 7

For Week 7, Professor Kuah informed us during the tutorial session that he would be taking over our class. Additionally, he advised us to include Malaysia into our research study so that we would have more primary research in our study to draw a comparison to and write about.

The team redesigned the survey questions following the advice and survey template provided by Professor Kuah and also located the target survey respondents. Wang Yihong was assigned to distribute the survey to Chinese respondents, while Brandon was assigned to distribute it to Malaysian respondents and Felicia to Norwegian respondents. To ensure that the chinese respondents fully understand the survey questions, Brandon and Una translated the survey from english to mandarin before placing it onto the online platform "Qualtrics" and distributing it out.

Team Member	Assigned Task	Task Progression	Next Assigned Task
Fathmath Shara Shiyam (Sara)	Contact Supervisor	-Mr Budisantoso (supervisor) unexpectedly withdrew from the university	-Consult Professor Kuah
Felicia Ang	Locate Malaysian respondents for the survey		-Consult Professor Kuah -Locate more Norwegian contacts -Redesign survey questions
Beh Kee Siang	E-mail Professor Kuah for assistance		-Consult Professor Kuah -Translate new survey questions and upload it to online platform "Qualtrics"
Wang Yihong			-Consult Professor Kuah -Translate new survey questions

Week 8

Team Member	Assigned Task	Task Progression	Next Assigned Task
Fathmath Shara Shiyam (Sara)	- Consult Professor Kuah -Improve on survey	- Questionnaire was inadequate -Decided to use Professor Kuah's questionnaire	-Oversee Progress of questionnaire - Design Poster
Felicia Ang	-Consult Professor Kuah -Locate more Norwegian contacts -Improve on Survey	-Difficulty locating more Norwegian contacts	-Oversee Progress of Norwegian participants - Design Poster
Beh Kee Siang	- Consult Professor Kuah -Improve on survey -Upload survey	- Translated survey -Uploaded survey	-Locate Malaysian participants & oversee the progress - Close survey, accumulate results
Wang Yihong	Consult Professor Kuah -Translate survey	-Assisted in Translation	-Find Chinese participants and oversee progress

Week 9

Team Member	Assigned Task	Task Progression	Next Assigned Task
Fathmath Shara Shiyam (Sara)	-Oversee Progress of questionnaire - Design Poster	-Unable to locate target number of Norwegian respondents -Dropped Norway -Focus on Malaysia & Chinese for the research study -Poster content	-Introduction -Literature review -Project Management -Assist team in analysing and constructing the conclusion
Felicia Ang	-Oversee Progress of Norwegian participants - Locate more Malaysians and distribute survey - Design Poster	-Unable to locate target number of Norwegian respondents -Dropped Norway, focus on Malaysia & Chinese for the research study -Poster content	- Tabulate results for final report
Beh Kee Siang	- Oversee the progress of Malaysian Survey -Close survey, accumulate results	- Close survey link - Located sufficient amount of Malaysian respondents -Poster design/content	-Tabulate results for the final report
Wang Yihong	- Locate more Chinese respondents and oversee progress	-Found enough Chinese respondents -Accumulated results	-Methodology and Results

4.0 Literature Review

Remanufacturing is becoming more prevalent in society today, not only do firms wish to increase profits from product returns, but both societal and governmental demands to enrich resource conservation encourage firms to adopt remanufacturing. (Hazen, Overstreet, Jones-Farmer & Field, 2011). The increasing demand and supply of environmentally friendly products imply that the environment has become a central driver of consumers' and producers' decisions. (Michaud & Llerena, 2010). In light of the body of literature associating remanufacturing to environmental benefits, researchers often assume that a consumer who believe remanufactured products are green should find the products more appealing. Remanufactured products are usually considered to be enthusiastic to a market segment consisting of customers reluctant to purchase new products and therefore with a lower willingness to pay. (Michaud et al, 2011). Nevertheless, research that has tried to present measures for green consumer purchasing tendencies has met with insignificant success. This is because the nature of green beliefs and behaviors is complex. (Diamantopoulos et al. 2003).

The social benefit of purchasing remanufactured products that consumers perceive is closely related to their environmental awareness. Provided that a substantial fraction of consumers are environmentally aware, most scholars deem that knowledge of environmental issues can affect individuals' attitudes and purchase behavior. (Wang et al., 2013). Much of the literature on consumer perceptions of remanufactured products stem from consumers' preferences toward green or environmentally friendly products. (Abbey et al, 2014).

Other research examining green purchasing behaviors divulged that many consumers are hesitant to admit distaste to buying sustainable products. (Luchs et al. 2010). Remarkably, other researchers found that though consumers implied intent to purchase green products, the primary motivation was not the philanthropic social benefit of helping the environment. Rather, consumers bought the green product to improve their social status (Griskevicius et al. 2010).

Two foremost values that affect consumer behavior are individualism and collectivism. Individualism signifies how much a person focuses on his/her independent self. Nonconformist

and individualist people participate in intentional associations and they make sure that they remain distinct individuals, even when they belong to groups. They also compete with others for status. (Laroche, Bergeron & Barbaro-Forleo, 2001). Therefore, when purchasing remanufactured products becomes a social norm, these collective individuals will be likely to purchase more green products in order to promote themselves and raise their prominent status in society.

In a vast majority of the studies, the argument is made that consumers do not purchase green products because their attention is on other than green product elements. This indicates that consumers do not consider green product aspects at all but, in its place, focuses on other attributes such as quality, price and brand equity. (Schuitema & Groot, 2014). Consumers often perceive remanufactured products as lacking quality and value. Consumers' primary reactions to remanufactured products might not be altogether constructive for a variety of reasons, including feelings of uncertainty about the product's quality (Ovchinnikov 2011). The risks that consumers recognize in choosing to purchase remanufactured products come from their uncertainties about the quality and performance of remanufactured products. (Wang et al., 2013). Such uncertainty can cause consumers to turn to other cues that will signal the value of the product. (Abbey et al, 2014).

While the potency and direction of the relationship between price and purchasing intentions is not straightforward, it is imperative to ascertain that price is a typical egoistic product attribute. As there is a higher price discount relative to the price of a comparable new product, the appeal of the remanufactured product increases in a linear fashion. (Abbey et al, 2014). This is merely because consumers anticipate being better off personally either by saving money, by getting a high-quality product, or by attaining status and recognition when purchasing the product. (Schuitema & Groot, 2014). According to a study done by Gaur et al, consumers often weigh their options and decide to go for a remanufactured good purchase whenever the price of the former product is reasonably less than the brand new product price. (2014). Many researchers suggest that consumers also feel that they are more trusting about the quality of refurbished products when offered from reputed brands than those offered by non-branded

manufacturers. Consumer-based brand equity is, comparable to price, a feature that consumers essentially focus on for selfish reasons. (Schuitema & Groot, 2014).

It is evident that consumers perceive that a high service quality standard is important to form a positive perception for these products. High brand equity is a consumer's view of the brand value in terms of higher quality, better reliability, stronger awareness, improved loyalty, and enhanced value. (Abbey et al., 2015). Two well-documented product aspects that are considered to have an impact on purchasing intentions because of fundamental self-interest intentions are price and brand equity. (Schuitema & Groot, 2014).

Wang et al (2013), suggests that purchase intention is connected to the purchase attitude followed by apparent behavioral control and is least impacted by idiosyncratic and subjective norm. Often, product expertise and knowledge combined with perceived behavioral control can solidly affect consumers in acquiring remanufactured products, which in turn proves the impact of product knowledge negative. It is palpable that perceived risk, perceived benefit and product knowledge affect purchase intention indirectly via attitude.

When consumers are aware of the risks and benefits that go alongside with purchasing remanufactured products, it influences their very observation and intention towards purchasing these products. Consumers are likely to perceive remanufactured products as 'green' only if they are accurately and properly informed about the environmental developments allowed for by remanufacturing. (Michaud et al, 2011). The environmental qualities of remanufactured products might indeed interrelate with their other features in the overall valuation of a product. Firms need not only to know whether consumers are eager to purchase green products, but also the compromises they are likely to accept regarding price and performance. (Michaud et al, 2011).

5.0 Methodology

5.1 Survey design

The research team designed a survey comprising of 18 questions which focused on 3 main areas: status, value, and price. The survey questions were constructed based on 5 aspects of consumers; knowledge of remanufactured products, perceived quality of remanufactured products, consumers' willingness to pay, consumers' concern of the environment and ultimately, their green knowledge of remanufactured products. The survey aims to review if these five aspects would be influenced by the factors of status, value and price, as well as discover the correlation between the aforementioned factors.

5.2 Survey Method

The survey was distributed to respondents in Northeast China, Norway and Malaysia. The reason for selecting these 3 countries were to study the different perceptions of remanufactured products between Asia and Europe. Additionally, China was selected as we considered Chinese consumers to perform more significantly in the status aspect with a unique concept of "Face Value", which would aid in comparing with other 2 countries.

The sampling technique utilized for this research study was non-probability snowball technique. We selected this to aid us in gathering new respondents based on referrals. Respondents who completed the survey were asked to share the online survey link with other potential respondents in order to expand the sample size. This method was effective in aiding the research team to generate more responses, due to the geographic distance between these 3 countries. There were a total of 306 effective responses, with 231 Chinese respondents, 66 Malaysian respondents and 9 Norwegian respondents. Since the data of Norwegian respondents were insufficient for analysis, the research team opted to halt research on Norway consumers, and focus on targeting the responses from Chinese and Malaysians.

Above all, the data was divided into 3 main categories which were respondents with a high status consciousness, high price consciousness and high value consciousness.

A mean analysis was conducted in order to define the relationship between these 3 categories and the 5 aspects which has been discussed before. Furthermore, the correlation and regression analysis will be conducted with the sense of dealing with the relationship between 2 variables which were categories and aspects. Ultimately, the results will be analyzed through linking with personal information questions from the survey, which consisted gender, age and income factors.

5.3 Limitations

The present research study has some limitations, however these limitations demonstrate opportunities for further researchers. Firstly, the age group of the target respondents were not standardized, with most of the respondents in Malaysia being students and most of the respondents from China being working adults. Further experiments can replicate this study, expand it to different groups apart from students, in various other countries, districts and cities by delving into potential discrepancies in purchase intention or even manipulating other demographics.

Secondly, the process of translating the english survey to mandarin to cater to the needs of the Chinese respondents. As most Chinese nationals do not have a good grasp of the english language, the research team felt it crucial to implement this additional step to ensure that the Chinese respondents participating in the survey would be able to comprehend the questions being asked. However, there is a possibility that the interpretation of the questions varied after the translation, due to the research team's lack of professional translation skills.

Third, to construct a more dynamic and experimental decision environment, future researchers can select respondents working in a real full-time or part-time job with purchasing power for their research study.

Lastly, only one team member in the research group was familiar with Microsoft Excel, which made the task of analyzing survey results increasingly tedious and challenging and reduced the efficiency of analyzing the survey results.

6.0 Project Outcomes

6.1 Outcome A (Face)

Chee and West (2004) highlighted that to understand the behaviour of the Chinese, one has to understand the notion and role of face, also known as “mian zi” in mandarin. In the collective culture, the Chinese community are very observant when it comes to faces as it possesses the ability of norm constraint as well as social control. (Zhu, 1988)

Goffman (1955) defined the term “face” as an individual’s image of prestige or dignity in a social context. For instance, in an english-speaking context, the phrase “save face” depicts the length that individual would go to for the sake of protecting their perceived reputation and the actions taken to ensure that he or she is not looked down on by their peers. Face perception is the perceived image of oneself once an individual obtains a social feedback.

Figure 6.11 : Status consciousness & Willingness to pay for remanufactured products in China

**** : Correlation is significant at the 0.01 level (2-tailed)**
*** : Correlation is significant at the 0.05 level (2-tailed)**

Status consciousness & Willingness to pay for remanufactured products in China					
		Question 1	Question 2	Question 3	Question 4
Question 1	Pearson Correlation	.148**	.140*	-.130*	0.109
	Sig.(2-tailed)	0.023	0.031	0.046	0.094
	N	231	231	231	231
Question 2	Pearson Correlation	.168**	.157*	-0.116	0.097
	Sig.(2-tailed)	0.01	0.015	0.074	0.137
	N	231	231	231	231
Question 3	Pearson Correlation	.144*	.198*	-.144*	.150*
	Sig.(2-tailed)	0.026	0.002	0.027	0.021
	N	231	231	231	231

For Figure 6.11, we compared the survey questions studying status consciousness and willingness to pay for remanufactured products. For Chinese respondents, 3 out of 4 results indicated that there is a high positive relationship between status consciousness and willingness to pay for remanufactured products. The significance level is presented at above 90%, demonstrating that the status consciousness of Chinese consumers leads to a high willingness to pay. However, it is apparent that just one result displays a negative relationship, which is inconsistent with others. This phenomenon can be explained by the assumption that Chinese consumers carry their "face value" when completing the survey, hence the inconsistency in the results.

Figure 6.12:

Status consciousness & Willingness to pay for remanufactured products in Malaysia					
		Question 1	Question 2	Question 3	Question 4
Question 1	Pearson Correlation	-0.024	-0.037	0.126	0.116
	Sig.(2-tailed)	0.845	0.764	0.31	0.35
	N	66	66	66	66
Question 2	Pearson Correlation	-0.107	-0.029	0.100	0.031
	Sig.(2-tailed)	0.388	0.818	0.423	0.804
	N	66	66	66	66
Question 3	Pearson Correlation	0.086	0.034	0.038	.243*
	Sig.(2-tailed)	0.491	0.783	0.758	0.047
	N	66	66	66	66

Thus, based on the information from Figure 6.12, the results depict a weak relationship between status consciousness and willingness to pay for remanufactured products from Malaysian respondents. When compared with Figure 6.11, the factor of "Status" only impacts Chinese consumers significantly due to their particular "Face Value". It is evident from the results that face value does not have an positive relationship on Malaysian consumers' willingness to pay.

Figure 6.13:

The average actual amount to pay for remanufactured products in China				
Brand	Number of responses	Mean	Standard deviation	Std. Error Mean
Apple	231	$802.95	162.449	10.552
Samsung	231	$774.26	143.990	9.353
Xiaomi	231	$753.59	136.068	8.839
LG	231	$750.21	132.966	8.637
Average actual amount to pay	231	$770.25	125.428	8.148

Figure 6.14:

The average actual amount to pay for remanufactured products in Malaysia				
Brand	**Number of responses**	**Mean**	**Standard deviation**	**Std. Error Mean**
Apple	**66**	**$850.75**	**147.065**	**17.967**
Samsung	**66**	**$783.58**	**118.829**	**14.517**
Xiaomi	**66**	**$735.82**	**73.240**	**8.948**
LG	**66**	**$749.25**	**97.504**	**11.912**
Average actual amount to pay	**66**	**$779.85**	**93.768**	**11.456**

Figure 6.13 and Figure 6.14 provide information on the respondents' average actual amount to pay for remanufactured products.

In this section, the survey question assumes that the selling price of a new product from these 4 brands are priced at $1000 respectively. Both Malaysian and Chinese respondents showed higher willingness to pay for products from Apple and Samsung, as opposed to products from Xiaomi and LG.

It stated that it is vital to build brand equity when promoting remanufactured products in both Malaysia and China. Moreover, Malaysian respondents' average actual amount to pay was $10 higher than Chinese respondents. This can be inferred that Malaysian consumers tend to be more flexible when it comes to accepting and purchasing remanufactured products, as compared to the Chinese respondents. The correlation between willingness to pay and actual amount to pay for remanufactured products will be shown as Figure 6.15 and Figure 6.16 in appendix.

6.2 Outcome B

Figure 6.21:

Mean of 5 aspects in China				
Question	**Number of responses**	**Mean**	**Standard deviation**	**Std. Error Mean**
Knowledge about remanufactured products Q1	**231**	**3.14**	**1.093**	**0.071**
Knowledge about remanufactured products Q2	**231**	**3.45**	**1.087**	**0.071**
Perceived Quality Q1	**231**	**2.89**	**1.107**	**0.072**
Perceived Quality Q2	**231**	**3.54**	**1.114**	**0.072**
Perceived Quality Q3	**231**	**3.22**	**1.191**	**0.077**
Performance Q1	**231**	**3.03**	**1.151**	**0.075**

Performance Q2	**231**	**3.38**	**1.093**	**0.071**
Performance Q3	**231**	**3.08**	**1.117**	**0.073**
Confidence Q1	**231**	**3.13**	**1.050**	**0.068**
Confidence Q2	**231**	**2.62**	**1.179**	**0.077**
Confidence Q3	**231**	**2.63**	**1.133**	**0.074**
Willingness to pay Q1	**231**	**3.75**	**1.353**	**0.088**
Willingness to pay Q2	**231**	**3.64**	**1.283**	**0.083**
Willingness to pay Q3	**231**	**3.68**	**1.331**	**0.086**
Care about environment Q1	**231**	**2.15**	**1.405**	**0.091**
Care about environment Q2	**231**	**2.17**	**1.420**	**0.092**
Care about environment Q3	**231**	**2.14**	**1.356**	**0.088**
Care about environment Q4	**231**	**2.13**	**1.433**	**0.093**
Care about environment Q5	**231**	**2.17**	**1.301**	**0.084**
Care about environment Q6	**231**	**2.98**	**1.267**	**0.082**
Care about environment Q7	**231**	**2.29**	**1.332**	**0.086**
Know remanufactured products are green Q1	**231**	**2.85**	**1.157**	**0.075**
Know remanufactured products are green Q2	**231**	**2.61**	**1.169**	**0.076**
Know remanufactured products are green Q3	**231**	**2.52**	**1.188**	**0.077**

In reference to the data from Figure 6.2.1, Chinese respondents perceived that they are knowledgeable about remanufactured products, which shows a mean of higher than 3. However, when consumers' were asked about their awareness of environmental benefits of remanufactured products, they scored lower than three. This indicates that Chinese consumers are not as aware as they had initially perceived. The inconsistency in the survey results is evident on the factors of performance, perceived quality and confidence of remanufactured products. These 3 factors should be linked, but the means of performance and perceived quality of remanufactured products were approximately 0.5, higher than the confidence of remanufactured products. Thus, Chinese respondents showed a low confidence of remanufactured products, but their willingness to pay was high with a mean of 3.7. This point certifies that a major of Chinese respondents did not answer the survey questions properly. Ultimately, concerning the issue of environmental protection, Albert (2016) mentioned that China is the world's largest source of carbon emissions, and the air quality of many of its major cities fails to meet international health standards. Chinese respondents showed a low care concerning the environment with a average mean of lower than 2.2, which is compatible with China's environment pollution circumstance.

Figure 6.22 : Mean of 5 aspects in Malaysia

Mean of 5 aspects in Malaysia				
Question	Number of responses	Mean	Standard deviation	Std. Error Mean
Knowledge about remanufactured products Q1	66	2.97	1.231	0.150
Knowledge about remanufactured products Q2	66	3.22	1.042	0.127
Perceived Quality Q1	66	2.76	0.780	0.095
Perceived Quality Q2	66	2.94	0.886	0.108
Perceived Quality Q3	66	2.93	0.858	0.105
Performance Q1	66	2.72	0.692	0.085
Performance Q2	66	2.72	0.755	0.092
Performance Q3	66	2.96	0.878	0.107

Confidence Q1	66	2.88	0.708	0.086
Confidence Q2	66	2.73	0.931	0.114
Confidence Q3	66	2.57	0.821	0.100
Willingness to pay Q1	66	3.51	1.106	0.135
Willingness to pay Q2	66	3.09	1.026	0.125
Willingness to pay Q3	66	3.42	0.972	0.119
Care about environment Q1	66	1.81	0.892	0.109
Care about environment Q2	66	1.94	0.998	0.122
Care about environment Q3	66	1.93	0.958	0.117
Care about environment Q4	66	1.85	0.909	0.111
Care about environment Q5	66	2.30	0.853	0.104
Care about environment Q6	66	3.48	0.959	0.117
Care about environment Q7	66	2.52	0.894	0.109
Know remanufactured products are green Q1	66	2.51	0.746	0.091
Know remanufactured products are green Q2	66	2.31	0.701	0.086
Know remanufactured products are green Q3	66	2.30	0.798	0.097

Based on data from Figure 6.22, it is apparent that there were more consistent results. Obviously, Malaysian respondents possess knowledge about remanufactured products and are aware of the environmental benefits. Nonetheless, the results imply that the Malaysian respondents do not care about environmental issues, with an average mean of 2.3 which was even lower than Chinese respondents. Both Malaysians and Chinese should attach more importance on environmental protection issues in the future. Furthermore, the results for Malaysian respondents concerning the questions of performance, perceived quality and

confidence of remanufactured products were more consistent and reliable. They expressed a medium high confidence of remanufactured products and a high willingness to pay. Lastly, both Chinese and Malaysian respondents perceived that they have a higher and deeper knowledge about remanufactured products, which is untrue.

Figure 6.23 : Means of 3 factors in China

Means of 3 factors in China				
	Number of responses	Mean	Standard deviation	Std. Error Mean
Status conscious Q1	231	3.02	1.243	0.081
Status conscious Q2	231	2.78	1.266	0.082
Status conscious Q3	231	3.45	1.147	0.075
Status conscious Q4	231	3.17	1.148	0.075
Value conscious Q1	231	3.85	1.198	0.078
Value conscious Q2	231	4.22	1.044	0.068
Value conscious Q3	231	3.97	1.102	0.072
Price conscious Q1	231	2.56	1.165	0.076
Price conscious Q2	231	3.36	1.117	0.073
Price conscious Q3	231	3.78	1.058	0.069
Price conscious Q4	231	3.56	1.208	0.078

Figure 6.24 : Means of 3 factors in Malaysia

Means of 3 factors in Malaysia				
	Number of responses	Mean	Standard deviation	Std. Error Mean
Status conscious Q1	**66**	**3.21**	**1.067**	**0.130**
Status conscious Q2	**66**	**3.51**	**1.066**	**0.123**
Status conscious Q3	**66**	**2.88**	**1.080**	**0.132**
Status conscious Q4	**66**	**3.51**	**0.975**	**0.119**
Value conscious Q1	**66**	**4.31**	**0.874**	**0.107**
Value conscious Q2	**66**	**4.27**	**0.880**	**0.108**
Value conscious Q3	**66**	**4.25**	**0.823**	**0.101**
Price conscious Q1	**66**	**3.15**	**1.019**	**0.124**
Price conscious Q2	**66**	**3.55**	**0.858**	**0.105**
Price conscious Q3	**66**	**4.09**	**0.917**	**0.112**

Price conscious Q4	**66**	**3.75**	**1.049**	**0.128**

In reference to the data shown in Figure 4.11 and 4.12, both Chinese and Malaysian respondents have a medium high sensitiveness about status, value and price factors. Means of each survey question associated with these 3 factors were higher than 2.5. Moreover, Chinese respondents tended to be more status conscious than Malaysian respondents, which proves the concept of “Face value”. This particular concept will influence Chinese consumers’ purchase behavior towards remanufactured products in a high degree. Malaysian respondents presented a stronger consciousness for both price and value than Chinese respondents. Often,"value conscious" is simply assumed as being price conscious. People often regard products as "good value" if the products are associated with affordability while delivering greater benefits (Talwar, 2013). This point should be emphasized when promoting remanufactured products in Malaysia.

6.3 Outcome C : High Status, Value, Price Consciousness

Figure 6.31 : High Status Conscious respondents in China

Factors	Mean
Knowledge about remanufactured product	2.97
Perceive quality of remanufactured product	3.00
Willingness to pay	3.67
Care about environment	3.79
Knowing remanufactured product is green	3.79

Figure 6.32 : High status conscious respondents in Malaysia

Factors	Mean
Knowledge about remanufactured product	2.73
Perceive quality of remanufactured product	2.83
Willingness to pay	2.48

Care about environment	3.55
Knowing remanufactured product is green	3.38

There were three questions associated with status in the questionnaire, with the range of status consciousness degree from 1 to 5. Therefore, the number equal to and above 3 will be assumed as high status conscious respondents. Amongst a total of 231 Chinese applicants, 45% of them showed high status consciousness. For the data collected from Malaysian respondents, 66% of them showed high status consciousness.

Evidently, based on the data from figure 6.31 and figure 6.32, all of means of environmental factors were higher than 3. It portrayed that respondents from both Malaysia and China with a high status consciousness showed they are concerned with environment protection activities. They also demonstrated awareness of the environmental benefits of remanufactured products. Thus, the willingness to pay of remanufactured products of respondents with a high status consciousness from China with a mean of 3.67. The tabulated results of Chinese respondents were higher than the 2.48 from Malaysian respondents. This result confirmed that Chinese consumers tend to be interested in status consumption, and strive in identifying ways to enhance their social status through a higher willingness to pay for products (JieLi, 2015).

Figure 6.33 : High value conscious respondents in China

Factors	**Mean**
Knowledge about remanufactured product	**2.68**
Perceive quality of remanufactured product	**2.81**
Willingness to pay	**2.23**
Care about environment	**3.79**
Knowing remanufactured product is green	**3.32**

Figure 6.34 : High value conscious respondents in Malaysia

Knowledge about remanufactured product	**2.88**

Perceive quality of remanufactured product	3.00
Willingness to pay	3.73
Care about environment	3.78
Knowing remanufactured product is green	3.67

In reference to figure 6.33 and figure 6.34, 92% of Malaysian respondents have a high conscious value. This in turn was higher than the Chinese respondents' result of 80%. Thus, all of the means of these 5 factors of Malaysian respondents were higher than Chinese respondents. At first glance, the results depicted that Malaysian consumers considered is the value of a product. The higher the value Malaysian consumers perceive, the larger the sum of money they would pay for this product. This will also influence the knowledge and perceived quality about remanufactured directly. Compared to Malaysia, the impact of value consciousness on Chinese respondents is relatively lower. Hence, when promoting remanufactured products in Malaysia, it would be more effective to focus on the features of remanufactured products. This would increase the consumer's' awareness regarding the value of remanufactured products.

Figure 6.35 : High price conscious respondents in China

Factors	Mean
Knowledge about remanufactured product	2.88
Perceive quality of remanufactured product	3.00
Willingness to pay	3.73
Care about environment	3.78
Knowing remanufactured product is green	3.67

Figure 6.36 : High Price conscious respondents in Malaysia

Factors	Mean
Knowledge about remanufactured product	2.68
Perceive quality of remanufactured product	2.81

Willingness to pay	2.23
Care about environment	3.79
Knowing remanufactured product is green	3.32

According to the information in Figure 6.35 and Figure 6.36, 80% of Malaysian respondents have a high price consciousness while Chinese respondents with high price consciousness only occupies 56%. One issue from the Chinese respondents' data is that consumers with a high price consciousness tend to have a higher willingness to pay. This result indicates that Chinese respondents carry their "Face value" not only into the purchase behavior of products, but also when they completed the survey. In contrast, the result from Malaysian respondents who have higher price consciousness is much more normal. The higher the price consciousness Malaysian consumers possess, their willingness to pay for products will be lower. Ultimately, for both Chinese and Malaysian respondents, the concepts of status, price and value have a strong impact on the issue of environmental protection.

Although, based on our total responses, people from the 2 countries do not seem to be concerned with environmental issues. All of the means which are associated with environmental protection issues were higher than 3.

Figure 7 : Correlation from Malaysian respondents

	Status	Value	Price
a. Knowledge about remanufactured products	0.063573	-0.10773	-0.17438
b. Confidence toward remanufactured products	0.189185	0.091272	0.093443
c. Willingness to pay	0.050445	-0.13541	0.143243
d. Concern about "Green"	0.030077	0.016007	0.09709
e. Knowing remanufactured products are green products	0.340675	-0.07142	0.138598

Based on the data from Figure 7, the correlations between the 3 factors of Status, Value, Price and these 5 aspects that have been discussed previously from Malaysian respondents were not sufficient. Respondents who are more conscious about status tend to have higher confidence toward remanufactured products and respondents who have a higher value consciousness. Furthermore, respondents who are sensitive about the price are more aware of the environmental benefits of remanufactured products.

Figure 8 : Correlation from Chinese respondents

	Status	Value	Price
a. Knowledge about remanufactured products	0.145933	0.03695	0.071903
b. Confidence toward remanufactured products	-0.07838	0.06411	-0.04406
c. Willingness to pay	-0.02903	-0.10684	0.008472
d. Concern about "Green"	0.052612	0.041436	0.101762
e. Knowing remanufactured products are green products	0.057871	-0.02479	0.061964

As shown in Figure 8, the correlations between the 3 factors of Status, Value, Price from Chinese were also weak. However, when compared against aspect A: Knowledge about remanufactured products and aspect E: Knowing that remanufactured products are green products, it is evident that all of correlations from aspect A are higher than aspect E.

The result shows that respondents from China who possess status, value and price consciousness are not as knowledgeable about remanufactured products as they may perceive. Hence, it is essential to enhance the features of remanufactured products that is helpful in protecting the environment. Furthermore, the results indicate that the Chinese respondents understand the concepts of remanufactured products more efficiently.

Compared to the data from Figure 7 and Figure 8, respondents from China who have status, price and value sensitiveness have a higher willingness to pay. These 3 factors will exert influence on Chinese consumers more than Malaysian consumers. Thus, about the aspect d : Concern about "Green" issues, both of the countries display low awareness concerning it. However, Malaysian respondents with high status, price and value concepts still care more about environmental protection issues than Chinese respondents.

7.0 Implications

Based on the above findings, marketing implications differ for China and Malaysia. In our research study focused in China, we identified one challenge faced by remanufacturing companies as the low level of acceptance towards remanufactured products, resulting in a low demand for them.

Geyer and Jackson (2004) highlighted that the general Chinese consumers' ambiguity towards the quality of remanufactured products induces them to be cautious of purchasing these products.

As shown in our findings, respondents from both Malaysia and China perceive that they have a high awareness in their knowledge of remanufactured products, which was proven untrue. Hence, it is possible that their ambiguity towards the knowledge of remanufactured products has attributed them to be cautious of purchasing them. This is supported by Burton, Howlett and Tangari (2009)'s study where they explained that product knowledge has constantly ranked one of the top influences in regards to consumers' purchase behaviour, along with purchase risk determination and product value being contrived from such knowledge.

Following this, we have developed several marketing strategies to aid in enhancing the consumers' trust towards remanufactured products.

For China:

(a) Focus on the differentiation

When advertising to consumers, remanufacturing companies can focus on the differentiation between remanufactured products and regular new products, which can be achieved through educating consumers on green knowledge through highlighting the environmental benefits that remanufactured products bring about, for instance, sustainable production and consumption, energy and climate change, environmental enhancement, raw material savings and protection of natural resources and landfill and pollution reduction.

Organizations are constantly searching for methods to augment the sustainability of their supply chains along with advertising to consumers how they are implementing practicing sustainability. (Presley, Meade and Sarkis, 2007) Green knowledge pertains to the understanding that significant energy and resource savings, along with reductions of solid waste are attainable through the recovery of used elements and remanufacturing them subsequently. Michaud and Llerena (2010) remarked that research studies have established that consumers value remanufactured products beneath conventional new products, apart from when they are aware of the environmental impacts each product brings about. Hence from this we can determine that the green value of remanufactured products should improve the consumers' perceived value of remanufactured products.

(b) Higher Pricing

Guide and Li (2010) states that cost knowledge takes into account a consumer's awareness that the price of remanufactured products are a fraction of the price of similar new products.

Dowlatshahi (2000) highlighted that the cost of remanufacturing a product is generally 40% to 60% the cost of manufacturing a conventional new product. Additionally, producing a

remanufactured product requires as low as 20% production effort of manufacturing a new product, hence a remanufactured product is typically priced up to 40% less than a conventional new product in the Chinese market (Wang, 2013).

According to Zeithaml (1988) and Chang and Wildt (1994), research has constantly proven that a lower pricing is a crucial determinant in greater perceived value, which led to studies suggesting that a remanufactured product be priced lower than a new one, hence consumers would have a higher value perception of remanufactured products.

However, the research team suggested higher pricing as a strategy as based on our research results found, Chinese consumers were highly brand conscious and had a high willingness to pay.

Hence, the suggestion that in order to increase the consumers' perception of the remanufactured product's value, remanufacturing companies should increase the pricing of the product because chinese consumers perceive the value of a certain product based on its price.

(c) Building Brand Equity

Brand equity is defined as the business value that is derived from a consumer's perception of the brand of the product. Remanufacturers can achieve this through positioning their brand and product as one that is reliable and unique. Additionally, remanufacturers have to have the capability to adapt to constant changes in the market condition, so as to stay relevant. They can attain this through consistent monitoring of upcoming trends and potential competitors.

Apart from these, manufacturers should also take into consideration their consumers' feedback regularly and implement their suggestions into marketing and designing their product to ensure that their consumers' needs are catered to.

Through these strategies, we aim to accentuate that remanufactured products and regular products have the same quality.

In our research study focused in Malaysia, respondents exhibited a slightly higher level of acceptance towards remanufactured products, low consciousness of "face" and high consciousness of price and value. The following are some of the marketing strategies we have developed to aid in enhancing the consumers' trust towards remanufactured products.

For Malaysia:

(a) Focusing on remanufactured product features

As aforementioned, product knowledge has constantly ranked one of the top influences in regards to consumers' purchase behaviour, while purchase risk determination and product value could be contrived from such knowledge.

Our research findings indicated that similar to Chinese consumers, Malaysian consumers had low understanding of green knowledge on remanufactured products, limited experience with them and no knowledge of the products' quality. However, they showed a higher level of confidence towards remanufactured products. Hauser and Lund (2003) proposed that consumers with higher awareness of remanufactured products would have a greater comprehension of the quality considerations affiliated with remanufactured products.

Hence, the research team envisions that through informing consumers of the quality and features of remanufactured products, their perceived value affiliated with purchasing remanufactured products would also increase. Remanufacturing companies can highlight the features of remanufactured products when they are promoting and advertising them. Through this, they can potentially inform consumers of the benefits such as the new up-to-date technology and attractive features that the remanufactured products comprise of.

(a) Targeting Budget Segment

As highlighted in the results, Malaysian respondents exhibited high price and value consciousness, hence remanufacturing companies can use this information to their advantage and target the "budget" consumers with a low pricing strategy.

(b) Value for money

Our research findings indicated that Malaysian respondents are high price and value conscious, remanufacturing companies have to emphasize and advertise to consumers that their remanufactured products are of good quality, if not, possessing the same quality as a new product. Michaud and Llerena (2010) highlighted that it is vital for remanufacturers to impose high quality standards on their products to establish a level of trust between consumers, them and their products. Remanufacturing companies can collaborate with the necessary government agencies to establish said evaluation systems and technical standards for the remanufacturing process. Additionally, they can conduct stringent quality tests to ensure that their products are of good quality prior to distribution to wholesalers.

Lastly, organizations can market remanufactured products accordingly to each social group and what influences them in order to increase the popularity and awareness of remanufactured products.

8.0 Conclusion

In conclusion, the findings indicate that the Chinese consumers are more status conscious than the Malaysian consumers. As mentioned in the results, this may be due to the "face" concept. Furthermore, it was revealed that the " saving face" concept was carried out during the completion of the survey itself. Moreover, the results revealed that Malaysians respondents are more value and price conscious than the Chinese Respondents which consequently implies that Malaysians prefer value for money.

The findings further revealed that the consumers had limited knowledge on the subject of remanufactured products and the environmental benefits of these products. As mentioned by Gaur et al given that a considerable portion of consumers are environmentally aware, the knowledge of environmental issues can affect individuals' attitudes and purchase behavior. (2013). Therefore, the reason consumers may not be purchasing these products and have a low

willingness to pay can be due to lack of knowledge. The implication of consumers having a low to medium willingness to pay for remanufactured products can be explained by the perceived quality. The findings depicted that both countries have a low perception of quality of remanufactured products.

Unfortunately, the research was not without limitations. Due to the inconsistencies in the responses, it is difficult to properly assume the factors that are important in the Malaysian and Chinese respondents purchase behaviour. Future research remains to observe why consumers appear to have a low perception of remanufactured products and improve the consumer's' understanding of the environmental benefits of remanufacturing, Understanding consumer perception and their willingness to pay for remanufactured products is a growing area of study in sustainability. There is lush opportunity for future research predominantly for firms who wish to adopt the concept of remanufacturing and for how these products can be efficiently marketed.

9.0 Recommendations

This research study examined the impact of three aspects; status, value and price, and how they influenced the consumers' perception of remanufactured products as well as their purchase intentions, and concluded that purchase intention is positively influenced by perceived value, and negatively influenced by confidence and knowledge of remanufactured products. These research findings can be utilized to aid remanufacturing companies in the developing of marketing strategies whilst fixating on the aspects that are most influential and imperative to consumers.

Some recommendations would be for remanufacturers to inform consumers of the aforementioned environmental benefits associated with purchasing and utilizing remanufactured products. Ideally, remanufacturers can also highlight the key features of remanufactured products in advertisements or during other forms of promotion, and educate consumers more about their products. They can also provide consumers with more product information to demonstrate that the quality of remanufactured products is the same, if not better than conventional new products.

Additionally, as the research findings indicated that respondents who are concerned about environmental issues are aware that remanufactured products provide environmental benefits,remanufacturers can collaborate with firms from other industries or the government to increase public awareness of green knowledge and remanufactured products, thereby enlarging the market. This can build good image for the remanufacturing companies as they are contributing in social responsibility, which is the most fundamental way to change consumer's perception of remanufactured products, as well as resulting in good financial performance of company. This in turn would change the consumers' perception and purchase intention towards remanufactured products.

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Appendices

Figure 6.11 : Status consciousness & Willingness to pay for remanufactured products

Status consciousness & Willingness to pay for remanufactured products in China					
		Question 1	Question 2	Question 3	Question 4
Question 1	Pearson Correlation	.148**	.140*	-.130*	0.109
	Sig.(2-tailed)	0.023	0.031	0.046	0.094
	N	231	231	231	231
Question 2	Pearson Correlation	.168**	.157*	-0.116	0.097
	Sig.(2-tailed)	0.01	0.015	0.074	0.137
	N	231	231	231	231
Question 3	Pearson Correlation	.144*	.198*	-.144*	.150*
	Sig.(2-tailed)	0.026	0.002	0.027	0.021
	N	231	231	231	231

Figure 6.12 : Status consciousness & Willingness to pay for remanufactured products

Status consciousness & Willingness to pay for remanufactured products in Malaysia					
		Question 1	Question 2	Question 3	Question 4
Question 1	Pearson Correlation	-0.024	-0.037	0.126	0.116

	Sig.(2-tailed)	0.845	0.764	0.31	0.35
	N	66	66	66	66
Question 2	Pearson Correlation	-0.107	-0.029	0.100	0.031
	Sig.(2-tailed)	0.388	0.818	0.423	0.804
	N	66	66	66	66
Question 3	Pearson Correlation	0.086	0.034	0.038	.243*
	Sig.(2-tailed)	0.491	0.783	0.758	0.047
	N	66	66	66	66

Figure 6.13 : The average amount to pay for remanufactured products in China

The average actual amount to pay for remanufactured products in China				
Brand	Number of responses	Mean	Standard deviation	Std. Error Mean
Apple	231	$802.95	162.449	10.552
Samsung	231	$774.26	143.990	9.353
Xiaomi	231	$753.59	136.068	8.839
LG	231	$750.21	132.966	8.637
Average actual amount to pay	231	$770.25	125.428	8.148

Figure 6.14 :

The average actual amount to pay for remanufactured products in Malaysia				
Brand	Number of responses	Mean	Standard deviation	Std. Error Mean
Apple	66	$850.75	147.065	17.967
Samsung	66	$783.58	118.829	14.517

Xiaomi	**66**	**$735.82**	**73.240**	**8.948**
LG	**66**	**$749.25**	**97.504**	**11.912**
Average actual amount to pay	**66**	**$779.85**	**93.768**	**11.456**

Figure 6.15 :

Willingness to pay & Actual amount to pay for remanufactured products in Malaysia				
		Question 1	**Question 2**	**Question 3**
Apple	**Pearson Correlation**	**0.151**	**.362****	**0.214**
	Sig.(2-tailed)	**0.221**	**0.003**	**0.082**
	N	**66**	**66**	**66**
Samsung	**Pearson Correlation**	**0.224**	**.323****	**0.163**
	Sig.(2-tailed)	**0.069**	**0.008**	**0.188**
	N	**66**	**66**	**66**
Xiaomi	**Pearson Correlation**	**.246***	**.346****	**.256***
	Sig.(2-tailed)	**0.044**	**0.004**	**0.036**
	N	**66**	**66**	**66**
LG	**Pearson Correlation**	**0.221**	**0.257**	**0.109**
	Sig.(2-tailed)	**0.072**	**0.036**	**0.382**
	N	**66**	**66**	**66**
Average actual amount to pay	**Pearson Correlation**	**0.236**	**.379****	**0.214**
	Sig.(2-tailed)	**0.055**	**0.002**	**0.082**
	N	**66**	**66**	**66**

Figure 6.16 :

Willingness to pay & Actual amount to pay for remanufactured products in China				
		Question 1	Question 2	Question 3
Apple	Pearson Correlation	0.106	0.076	.172**
	Sig.(2-tailed)	0.102	0.242	0.008
	N	231	231	231
Samsung	Pearson Correlation	.163*	0.110	.174**
	Sig.(2-tailed)	0.012	0.092	0.007
	N	231	231	231
Xiaomi	Pearson Correlation	0.192	0.130	0.154
	Sig.(2-tailed)	0.003	0.046	0.018
	N	231	231	231
LG	Pearson Correlation	.194**	.135*	.192**
	Sig.(2-tailed)	0.003	0.038	0.003
	N	231	231	231
Average amount to pay	Pearson Correlation	.185**	0.127	0.198
	Sig.(2-tailed)	0.004	0.051	0.002
	N	231	231	231

Figure 4.9 : Mean of 5 aspects in China

Mean of 5 aspects in China				
Question	Number of responses	Mean	Standard deviation	Std. Error Mean

Knowledge about remanufactured products Q1	**231**	**3.14**	**1.093**	**0.071**
Knowledge about remanufactured products Q2	**231**	**3.45**	**1.087**	**0.071**
Perceived Quality Q1	**231**	**2.89**	**1.107**	**0.072**
Perceived Quality Q2	**231**	**3.54**	**1.114**	**0.072**
Perceived Quality Q3	**231**	**3.22**	**1.191**	**0.077**
Performance Q1	**231**	**3.03**	**1.151**	**0.075**
Performance Q2	**231**	**3.38**	**1.093**	**0.071**
Performance Q3	**231**	**3.08**	**1.117**	**0.073**
Confidence Q1	**231**	**3.13**	**1.050**	**0.068**
Confidence Q2	**231**	**2.62**	**1.179**	**0.077**
Confidence Q3	**231**	**2.63**	**1.133**	**0.074**
Willingness to pay Q1	**231**	**3.75**	**1.353**	**0.088**
Willingness to pay Q2	**231**	**3.64**	**1.283**	**0.083**
Willingness to pay Q3	**231**	**3.68**	**1.331**	**0.086**
Care about environment Q1	**231**	**2.15**	**1.405**	**0.091**
Care about environment Q2	**231**	**2.17**	**1.420**	**0.092**
Care about environment Q3	**231**	**2.14**	**1.356**	**0.088**
Care about environment Q4	**231**	**2.13**	**1.433**	**0.093**
Care about environment Q5	**231**	**2.17**	**1.301**	**0.084**
Care about environment Q6	**231**	**2.98**	**1.267**	**0.082**

Care about environment Q7	**231**	**2.29**	**1.332**	**0.086**
Know remanufactured products are green Q1	**231**	**2.85**	**1.157**	**0.075**
Know remanufactured products are green Q2	**231**	**2.61**	**1.169**	**0.076**
Know remanufactured products are green Q3	**231**	**2.52**	**1.188**	**0.077**

Figure 4.10: Mean of 5 aspects in Malaysia

Mean of 5 aspects in Malaysia				
Question	**Number of responses**	**Mean**	**Standard deviation**	**Std. Error Mean**
Knowledge about remanufactured products Q1	**66**	**2.97**	**1.231**	**0.150**
Knowledge about remanufactured products Q2	**66**	**3.22**	**1.042**	**0.127**
Perceived Quality Q1	**66**	**2.76**	**0.780**	**0.095**
Perceived Quality Q2	**66**	**2.94**	**0.886**	**0.108**
Perceived Quality Q3	**66**	**2.93**	**0.858**	**0.105**
Performance Q1	**66**	**2.72**	**0.692**	**0.085**
Performance Q2	**66**	**2.72**	**0.755**	**0.092**
Performance Q3	**66**	**2.96**	**0.878**	**0.107**
Confidence Q1	**66**	**2.88**	**0.708**	**0.086**
Confidence Q2	**66**	**2.73**	**0.931**	**0.114**

Confidence Q3	66	2.57	0.821	0.100
Willingness to pay Q1	66	3.51	1.106	0.135
Willingness to pay Q2	66	3.09	1.026	0.125
Willingness to pay Q3	66	3.42	0.972	0.119
Care about environment Q1	66	1.81	0.892	0.109
Care about environment Q2	66	1.94	0.998	0.122
Care about environment Q3	66	1.93	0.958	0.117
Care about environment Q4	66	1.85	0.909	0.111
Care about environment Q5	66	2.30	0.853	0.104
Care about environment Q6	66	3.48	0.959	0.117
Care about environment Q7	66	2.52	0.894	0.109
Know remanufactured products are green Q1	66	2.51	0.746	0.091
Know remanufactured products are green Q2	66	2.31	0.701	0.086
Know remanufactured products are green Q3	66	2.30	0.798	0.097

Figure 4.11 : Means of 3 factors in China

Means of 3 factors in China				
	Number of responses	Mean	Standard deviation	Std. Error Mean
Status conscious Q1	231	3.02	1.243	0.081
Status conscious Q2	231	2.78	1.266	0.082
Status conscious Q3	231	3.45	1.147	0.075
Status conscious Q4	231	3.17	1.148	0.075
Value conscious Q1	231	3.85	1.198	0.078
Value conscious Q2	231	4.22	1.044	0.068
Value conscious Q3	231	3.97	1.102	0.072
Price conscious Q1	231	2.56	1.165	0.076
Price conscious Q2	231	3.36	1.117	0.073
Price conscious Q3	231	3.78	1.058	0.069
Price conscious Q4	231	3.56	1.208	0.078

Figure 4.12 : Means of 3 factors in Malaysia

Means of 3 factors in Malaysia				
	Number of responses	Mean	Standard deviation	Std. Error Mean
Status conscious Q1	66	3.21	1.067	0.130
Status conscious Q2	66	3.51	1.066	0.123
Status conscious Q3	66	2.88	1.080	0.132
Status conscious Q4	66	3.51	0.975	0.119
Value conscious Q1	66	4.31	0.874	0.107
Value conscious Q2	66	4.27	0.880	0.108
Value conscious Q3	66	4.25	0.823	0.101
Price conscious Q1	66	3.15	1.019	0.124
Price conscious Q2	66	3.55	0.858	0.105
Price conscious Q3	66	4.09	0.917	0.112
Price conscious Q4	66	3.75	1.049	0.128

Figure 1 : High status conscious respondents in China

Factors	Mean
Knowledge about remanufactured product	2.97
Perceive quality of remanufactured product	3.00
Willingness to pay	3.67
Care about environment	3.79
Knowing remanufactured product is green	3.79

Figure 2 : High status conscious respondents in Malaysia

Factors	Mean
Knowledge about remanufactured product	2.73
Perceive quality of remanufactured product	2.83
Willingness to pay	2.48
Care about environment	3.55
Knowing remanufactured product is green	3.38

Figure 3 : High value conscious respondents in China

Factors	Mean
Knowledge about remanufactured product	**2.68**
Perceive quality of remanufactured product	**2.81**
Willingness to pay	**2.23**
Care about environment	**3.79**
Knowing remanufactured product is green	**3.32**

Figure 4 : High value conscious respondents in Malaysia

Knowledge about remanufactured product	**2.88**
Perceive quality of remanufactured product	**3.00**

Willingness to pay	3.73
Care about environment	3.78
Knowing remanufactured product is green	3.67

Figure 5 : High price conscious respondents in China

Factors	Mean
Knowledge about remanufactured product	2.88
Perceive quality of remanufactured product	3.00
Willingness to pay	3.73
Care about environment	3.78
Knowing remanufactured product is green	3.67

Figure 6 : High Price conscious respondents in Malaysia

Factors	Mean
Knowledge about remanufactured product	2.68
Perceive quality of remanufactured product	2.81
Willingness to pay	2.23
Care about environment	3.79
Knowing remanufactured product is green	3.32

Figure 7 : Correlation from Malaysian respondents

	Status	Value	Price
a. Knowledge about remanufactured products	0.063573	-0.10773	-0.17438
b. Confidence toward remanufactured products	0.189185	0.091272	0.093443
c. Willingness to pay	0.050445	-0.13541	0.143243
d. Concern about “Green”	0.030077	0.016007	0.09709
e. Knowing remanufactured products are green products	0.340675	-0.07142	0.138598

Figure 8 : Correlation from Chinese respondents

	Status	Value	Price
a. Knowledge about remanufactured products	0.145933	0.03695	0.071903
b. Confidence toward remanufactured products	-0.07838	0.06411	-0.04406
c. Willingness to pay	-0.02903	-0.10684	0.008472
d. Concern about “Green”	0.052612	0.041436	0.101762
e. Knowing remanufactured products are green products	0.057871	-0.02479	0.061964