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The Influence of Consumption Values on the Consumption Behaviour of Washing Machine among Housewives in Kulim, Kedah

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Abstract

This study aims to determine the relationship between consumption value and consumption behaviour of washing machines among housewives in Kulim, Kedah. The specific objectives are to examine the consumption behaviour and consumption values associated with washing machines, and to identify significant predictors for consumption behaviour of washing machines. A total of 382 housewives were selected as respondents through random sampling. Data was collected using self-administered questionnaires adapted from various studies on consumer products. The findings indicate that housewives in Kulim exhibit high levels of consumption behaviour and assign high importance to all five consumption values related to washing machines: functional, conditional, social, epistemic, and emotional. Multiple regression analysis revealed that 30.8% of the variance in washing machine consumption behaviour could be explained by functional, conditional, social, and epistemic values. These results provide valuable insights for marketers and policymakers aiming to understand and influence the consumption behaviour of washing machines in this demographic.

Keywords: Consumption Behaviour, Consumption Values, Washing Machines, Housewives, Household appliances

Introduction

The home appliance market is undergoing significant technological advancements, accompanied by a substantial increase in annual consumption, projected to reach billions of dollars (Kamran & Siddiqui, 2019). These advancements are reshaping consumer behavior towards household appliances, essential devices used for various tasks such as cleaning and cooking (Alejandre, Akizu-Gardoki, & Lizundia, 2022). According to ElNashar et. al. (2018), among these appliances, washing machines stand out as critical tools to help ease household chores, having evolved from manual methods to sophisticated automated processes over the years.

Household appliances play a major role in every household. The purchasing of household appliances necessitates an understanding of consumption values to measure consumer behavior towards these consumption processes (Angelucci et. al. 2012). These consumption values impact consumer intentions, preferences, attitudes, decision-making processes, and purchasing behaviors. The decisions made by housewives regarding the acquisition, use, and disposal of washing machines are influenced by the consumption values they held. Given the diversity in consumer needs, wants, and desires, consumption behavior varies according to levels of knowledge, socio-cultural factors, post-purchase reviews, and purchase intentions. Analyzing consumption values provides insights into individuals' behaviors, practices, experiences, and ideas related to product consumption.

Originally invented in the 1850s, washing machines have undergone continuous development, resulting in various types and models, including top loaders, front loaders, and fully automatic machines (Wang, 2018). However, despite their significance, washing machines tend to have relatively short lifespans compared to other household appliances, with an average lifespan of approximately twelve years (Fuerst et. al. 2020). This limited lifespan is influenced by factors such as usage patterns, performance, and owner maintenance.

The environmental impact of washing machines is also a critical concern. Washing machines consume water, energy, and detergent, contributing to greenhouse gas emissions and substantial water consumption (Yalcintas & Kaya, 2017). The energy and water usage of washing machines have direct implications for the environment, accounting for a significant portion of annual CO2-equivalent emissions. However, technological advancements have led to the development of more efficient models that consume less water and energy per load (Galvao et. al. 2020).

Understanding consumer behavior towards washing machines is crucial in today's context as it influences choices and consumption patterns. This study seeks to study the complex relationship between consumer values and behavior in the context of washing machine consumption. This understanding can inform better marketing strategies and promote more sustainable consumption practices.

Objectives

i. To describe on the level of consumption behaviour and consumption values on washing machines among housewives in Kulim.
ii. To investigate the association between various consumption values and the consumption behaviour of washing machines among housewives in Kulim, Kedah.
iii. To identify the predictive variables among the consumption values that could influence the consumption behaviour of washing machines among housewives in Kulim, Kedah.

Literature Review

The purpose of this literature review is to provide an overview of the study where the dependent and independent variables are explained in detail. These variables include the consumption behavior of washing machines among housewives, as well as the consumption

values which includes functional value, conditional value, social value, emotional value, and epistemic value.

Theory of Consumption Values

The theory was developed by Sheth et al. (1999), which explains consumption values in terms of their relative importance and applicability in various scenarios, serving as a guide for appraising behavior and occurrences (Schwartz & Bilsky, 1987). The main concept of this theory is to analyze why consumers purchase products, choose specific products despite having multiple choices, and their decision-making processes in relation to acquisition, use, and disposal practices of washing machines.

According to Woodruff (1997), value refers to the consumer's observed propensity towards and evaluation of product characteristics and the standard outcomes from their behaviors. The theory of consumption values categorizes these values into five types: functional, conditional, social, emotional, and epistemic value (Sheth et. al. (1999). These values explain why consumers buy and how they behave towards products, with each value playing a unique role and contributing in different ways. Functional value is a critical factor because it is the primary consideration for consumers when making choices and decisions. Functional value pertains to the attributes, characteristics, and price of products (Finch, 2006). This value considers the tangible outcomes resulting from qualities, costs, features of items, and product longevity (Lin & Huang, 2012). Conditional value pertains to consumption that occurs based on specific seasons and situations, functioning effectively in particular contexts (Gonçalves et. al. 2016). This value is based on situational factors and varying user needs (Wang et. al. 2013). Social value reflects social group opinions on the purchase, use, and disposal of products (Sheth et. al. 1991). Web et. al. (2008) stated that, social value represents those who use their purchasing power to effect social change (Webb et. al. 2008). Emotional value, another significant aspect, reflects the feelings of consumers regarding their purchasing, using, and disposing activities (Sheth et. al. 1991). As also mentioned by Bei & Simpson (1995) where emotional value depends on consumers' feelings, emotions, and perceptions during acquisition, use, and disposal. The final category, epistemic value, is related to intellectual achievements such as genuine ideologies, rational views, information, and comprehension (Khan & Mohsin, 2017). It helps in understanding how consumer appllied their knowledge and information in the consumption process (Lin & Huang, 2012). Therefore, this value helps in understanding the patterns of consumer decision-making concerning consumption behaviour which includes acquisition, use, and disposal behavior.

Overall, consumption values offer a comprehensive framework for understanding consumer behavior, highlighting the interconnections of acquisition, usage, and disposal practices in shaping sustainable and socially responsible consumption patterns.

Consumer Behaviour and Consumer

Consumption behavior encompasses consumer acknowledgment, information search, alternative appraisal, purchase choice, and post-purchase decisions (Dong et. al. 2018). It is influenced by psychological, social, cultural, and personal factors. Consumption behavior involves acquiring, using, and disposing of products. In terms of acquisition, it includes purchasing activities and service utilization for personal, family, or others' use, assessing factors such as local availability, service hours, price, quality, and appearance (Sanchez-

Fernandez & Iniesta-Bonillo, 2007). Usage behavior examines how frequently and satisfactorily consumers use products, including the problems faced and overall satisfaction (Engelland et. al. 2000). Disposal behavior comprises practices towards the end of a product's life cycle, such as reselling, repairing, reusing, or maintaining to extend product durability instead of discarding it.

Household appliances play a major role in everyday life. The purchasing of household appliances necessitates understanding consumption values to measure consumer behavior towards consumption processes (Angelucci, et. al. 2012). These values impact consumer intentions, preferences, attitudes, decision-making, and purchasing behavior. Since consumer needs, wants, and desires vary, consumption behavior also differs based on knowledge levels, socio-cultural factors, post-purchase reviews, and purchase intentions. Various factors influence consumer behavior towards washing machines, including price, brand reputation, energy efficiency, and technological features. Some consumers prioritize energy-efficient and water-saving features due to cost savings and environmental concerns. Studies reveal insights into how frequently consumers use their washing machines, preferred settings, and maintenance practices. For example, a study by Ramya & Ali (2016) found that usage frequency affects energy and water consumption, highlighting the importance of sustainable usage patterns. Disposal behaviors, such as reuse, repair, and recycling, reflect consumer engagement with sustainability and responsible consumption (Peattie & Peattie, 2009).

Consumption values influence consumers' intentions, preferences, attitudes, decision-making processes, and purchasing behavior. These values also reveal people's behavior, practices, experiences, and ideas regarding product consumption. Numerous studies have shown a significant relationship between consumption values and consumption behavior in using household products, such as washing machines. The consumption value framework provides a comprehensive understanding of the intricate relationship between consumer behavior and product life cycle stages (Finch, 2006). By integrating functional, conditional, social, emotional, and epistemic values, consumers' perceptions and actions throughout the product life cycle are better understood (Wang et. al. 2013; Sheth et. al. 1991; Bei & Simpson, 1995; Lin & Huang, 2012). Recognizing these values is crucial for informed decision-making and promoting sustainable consumption practices, especially in the context of washing machine usage.

Methodology

This research employs an exploratory approach to investigate the relationship between consumption values and consumption behavior of washing machines among housewives in Kulim, Kedah. A quantitative method was utilized for data collection and to address the research objectives. The study was conducted in Kulim, Kedah, located in the northern region of Peninsular Malaysia. According to the Household Income and Basic Amenities Survey Report by State and Administrative District Kedah (2019), Kulim has a residential area comprising 93,407 living quarters with 83,803 households.

The research selected five sub-districts in Kulim using random sampling (the lottery method): Bandar Padang Serai, Bandar Kulim, Bandar Lunas, Mukim Junjong, and Mukim Mahang. The number of households in each sub-district, as reported by the Population and Housing Census of Malaysia, 2020, are as follows: 370 in Bandar Padang Serai, 380 in Bandar

Kulim, 370 in Bandar Lunas, 254 in Mukim Junjong, and 326 in Mukim Mahang. Within each sub-district, 76 to 77 housewives were randomly selected using lottery method. A total of 382 housewives were selected as respondents to ensure representative distribution of the questionnaires.

The research instrument consisted of a questionnaire adapted from several previous studies, specifically Ayar & Gurbuz (2021), Mohd Suki, Majeed, & Mohd Suki (2022), Rizkalla & Setiadi (2020), Woo & Kim (2019), Biswas & Roy (2015), and Candan, Unal, & Erciş (2013). The instruments used in this research demonstrated high reliability, with Cronbach's alpha values ranging from 0.748 to 0.870, indicating that the questionnaire items consistently measure the constructs of interest. The questionnaire was written in both Bahasa Melayu and English and included items derived from prior research investigations. Respondents rated statements on a 1-to-5-point scale, indicating their level of agreement or disagreement with each item. Based on the respondents' answers to a series of questions regarding their usage of the washing machine, this study classified respondents into high, medium, and low levels in order to measure consumption behavior among housewives in Kulim, Kedah. On a scale of 1 to 5, respondents assessed their consumption behaviour and consumption values. For each respondent, the total score were calculated by adding all their ratings. High consumption behavior was defined as scores of more than 18, Medium scores 12 to 18, and low consumption behaviour of less than 12. For level of consumption values, it is considered if the score is more than 23, medium level 14-23 and low level it is less than 14.

The collected data were also analyzed using statistical methods to determine the relationships between the five consumption values (functional, conditional, social, emotional, and epistemic) and consumption behaviors. Descriptive statistics were used to summarize the data, while inferential statistics, including multiple regression analysis, were employed to identify significant predictors of consumption behavior.

In conclusion, this study seeks to provide a comprehensive understanding of the intricate relationship between consumer behavior and product life cycle stages, particularly focusing on washing machines. By integrating functional, conditional, social, emotional, and epistemic values, the study aims to elucidate consumers' perceptions and actions throughout the product life cycle, promoting informed decision-making and sustainable consumption practices.

Demographic Statistics

Majority of the respondents are between the ages of 30 and 49 years old (39.8%) with Malays (43.1%) make up the majority of the ethnic population, followed by Indians (37.4%) and then Chinese (19.4%). Educationally, a significant percentage has completed Secondary Level or above (SPM/SVM/O level and above) (88.7%), with household income, between RM1500 and RM4849 (38.1%). These demographic statistics highlight that the study primarily involves middle-aged, predominantly Malay women with a reasonable level of education and moderate household income. This demographic is likely to be actively engaged in household decision-making, including the purchase and use of washing machines (See Table 1 below).

Table 1
Demographic Backgrounds of Respondents (N=382)

Characteristic		Frequency	Percent
Age			
	21-29	47	11.3
	30-39	103	17.0
	40-49	151	39.8
	50-66	80	10.9
Ethnic			
	Malay	165	43.1
	Chinese	74	19.4
	Indian	143	37.4
Education			
	PT3 and below	42	10.9
	SPM/SVM/O level	131	34.1
	A-Level/STPM/Dip.	146	38.1
	Degree and above	62	16.5
Household income			
	<RM1500	93	14.3
	RM1500-RM4859	146	38.1
	>RM4850	132	36.3

Consumption behaviour of Washing Machine among Housewives

Table 2 categorises the level of consumption behaviour of housewives based on their responses to the statements in Table 1. The levels are classified as low, moderate, and high, with corresponding frequencies and percentages.

Table 2
Level of Consumption Behaviour of Washing Machine among Housewives

Level	Frequency	Percent
Low (<12)	15	3.9
Moderate (12-18)	35	9.1
High (>18)	331	86.9

Table 3
Consumption Behaviour of Washing Machine among Housewives

Statement	Percentage					Mean	Standard Deviation
	1	2	3	4	5		
I do not buy washing machines that I think will harm the environment	6.3	1.6	3.4	40.6	47.1	4.10	1.068
I bought a washing machine which has a long warranty for the motor and other parts.	1.6	3.9	4.7	36.1	53.7	4.36	0.867
I will ensure that I will optimize the use of my washing machine as recommended to control the amount of energy use.	1.6	1.8	11.0	35.3	50.3	4.31	0.857
I consider the potential environmental impact of my using actions towards washing machine.	0.8	3.1	10.5	35.6	50.5	4.31	0.841
It is important to know which method is most sustainable for disposing of my washing machine.	0.5	3.1	10.7	41.1	43.5	4.15	0.809

The findings indicate that 86.9% of the housewives exhibit a high level of consumption behaviour regarding washing machines and a very low percentage for moderate (9.1%) and low level (3.9%). They prioritise purchasing washing machines with long warranties for the motor and other parts (mean value 4.36). This will ensure the optimal usage in controlling the energy consumption (mean value 4.31) and considering the potential environmental impact of their actions (mean value 4.31). Moreover, they also value the knowledge of knowing the most sustainable method for disposing of washing machines, reflecting their awareness of environmental concerns (mean value 4.15) (see Table 3).

These results align with previous research highlighting consumers' growing concerns about environmental sustainability and product durability (Kamran & Siddiqui, 2019; Alejandre, Akizu-Gardoki & Lizundia, 2022). Consumers are increasingly seeking eco-friendly and durable options, as evidenced by their preference for washing machines with long warranties and their consideration of environmental impacts.

Level of Consumption Values

In measuring the level of consumption values, it is classified as low, moderate, and high, with corresponding frequencies and percentages (Table 4, 6, 8, 10 and 12). Various statement was used to identify the importance of these values. Each statement is rated on a scale of 1 to 5, with 1 indicating strong disagreement and 5 indicating strong agreement. The percentage column shows the proportion of respondents who selected each rating, while the mean and standard deviation columns provide statistical measures of central tendency and dispersion, respectively. For all the consumption values statement, please refer to table 5, 7, 9, 11 and 13.

Functional Value

Table 4 below categorises the level of functional value reported by respondents based on their responses to the statements in Table 5.

Table 4
Level of Functional Value

Level	Frequency	Percent
Low (<14)	1	0.3
Moderate (14-23)	51	13.6
High (>23)	319	81.6

Table 5
Functional Value

Statement	**Percentage**					**Mean**	**SD**
	1	**2**	**3**	**4**	**5**		
The washing machines are reasonably priced.	1.0	1.8	6.0	33.0	58.1	4.45	0.778
The washing machines are a good product for the price.	0.5	1.6	6.5	35.1	55.1	4.41	0.771
To save energy, I use my washing machine as little as possible.	0.0	3.7	5.5	37.1	53.7	4.41	0.757
I normally make conscious effort to limit my use of washing machine that are made of or use high scarce resources.	0.3	1.1	9.7	38.1	49.7	4.35	0.761
Taking it back to the store to be recycled without receiving an incentive.	1.0	1.4	7.1	34.0	55.5	4.41	0.807

It is important that, if the washing machine need to be repaired, the spare parts is easily available.	0.3	1.6	6.5	40.8	49.7	4.37	0.745

The findings as shown in Table 4, reveal that 81.6% of respondents attributed a high level of importance to functional value (mean value 4.45), emphasizing practical aspects such as affordability, energy efficiency, and ease of maintenance (mean value at 4.41) (Table 5). These results are in line with contemporary consumer preferences, where individuals prioritise value for money and environmental sustainability when selecting household appliances (Kamran & Siddiqui, 2019; Alejandre, Akizu-Gardoki & Lizundia, 2022). Supporting this trend, Jacobs & Horisch (2021) highlighted consumers' preference for washing machines with multiple wash cycles and load capacities, stressing the pivotal role of functional attributes in purchase decisions. Similarly, Tao et. al. (2022) underscored the significance of functional value in the adoption of refrigerators, citing consumers' valuation of attributes such as storage capacity and temperature control.

Conditional Value

Table 6 categorises the level of conditional value reported by respondents based on their responses to the statements in Table 7.

Table 6
Level of Conditional Value

Level	Frequency	Percent
Low (<10)	1	0.5
Moderate (10-15)	49	11.8
High (>15)	331	86.6

Table 7
Conditional Value

Statement	Percentage					Mean	SD
	1	2	3	4	5		
I usually purchase the lowest priced washing machine, regardless of it brands.	1.3	1.9	7.3	18.0	60.5	4.43	0.851
For me, it's easy to handle my washing machine at any time.	0.3	0.8	4.7	33.5	60.7	4.54	0.650
The washing machine are	0.0	1.0	6.8	36.4	55.8	4.47	0.670

easy to repair at my area.							
The washing machine repairs are inexpensive.	0.3	3.9	9.1	38.5	48.1	4.30	0.815

The findings suggest that 86.6% of respondents prioritise specific circumstances when making decisions about washing machine consumption, indicating a high level of conditional value among housewives (Table 6). Factors such as ease of handling (mean value 4.54), repairability (mean value, 4.47), and affordability (mean value, 4.43) hold significant sway over these consumers' choices (Kamran & Siddiqui, 2019). Sostar & Ristanovic (2023) delved into how economic conditions and promotional offers influence consumers' perception of the conditional value of home appliances, shedding light on the role of external factors in shaping consumption behaviour. These insights underscore the importance of practicality and convenience in guiding consumer decisions regarding household appliances.

Social Value

Table 8 below table categorises the level of social value reported by respondents based on their responses to the statements in Table 9.

Table 8
Level of Social Value

Level	Frequency	Percent
Low (<15)	1	0.5
Moderate (15-23)	53	13.9
High (>23)	317	85.6

Table 9
Social Value

Statement	Percentage					Mean	SD
	1	2	3	4	5		
I get advice of the people around when determining brand of the washing machine.	0.5	1.6	4.5	38.7	54.7	4.46	0.704
The positive opinion of my friends influence my purchasing of washing machine.	0.3	0.8	8.4	41.9	47.6	4.37	0.693
For me, it is important that the brand of washing machine that I use is familiar to me.	0.3	1.8	8.6	34.3	55.0	4.41	0.748

I prefer the washing machine brands of distinguished people, not the ones used by everybody.	0.8	1.4	8.4	36.9	51.6	4.36	0.797
Preventing pollution and protecting natural resources from using washing machine reflects the social values among my family members and friends.	1.0	3.4	8.4	41.4	45.8	4.17	0.739
I and my friend find it important to be sustainable while waste disposal of washing machine.	0.0	1.8	8.9	40.3	49.0	4.36	0.711

The findings suggest that a large percentage (85.6%) of respondents place a high value on the societal implications of washing machine consumption behaviour (Table 8). This can be seen where they emphasised the need to get advice from other before deciding buying washing machines (mean value 4.46), especialy among friends (mean value 4.37) and only bought the washing machines brand that they are familiar with (mean value, 4.41). Cheung et. al. (2020) investigated the impact of peer interactions and social media on consumers' perceptions of the social value of home appliances, illustrating the significant role of social influence in shaping consumption behaviour. Furthermore, there are also those who associate washing machines brand used by distinguished (mean value, 4.36). This is similar with what observed by Dubois et. al. (2021) when they stated that, high-end kitchen appliances often serve as status symbols among affluent consumers, highlighting the social value associated with luxury appliances (Table 9).

Emotional Value

Emotional value, on the other hand, encompasses the affective benefits and personal significance that consumers attribute to home appliances. This underscores the influence of social factors, such as peer opinions and environmental consciousness, on consumer decisions regarding washing machines. Table 10 below categorises the level of emotional value reported by respondents based on their responses to the statements in Table 11.

Table 10
Level of Emotional Value

Level	Frequency	Percent
Low (<15)	1	0.5
Moderate (15-23)	40	10.5
High (>23)	340	89.0

Table 11
Emotional Value

Statement	Percentage					Mean	SD
	1	2	3	4	5		
When buying a washing machine, I make my decision according to my preference.	0.8	1.8	4.1	30.9	61.3	4.51	0.734
Buying the washing machine would feel like saving time and energy from cleaning and drying.	0.0	1.1	7.6	33.1	57.1	4.45	0.716
I feel it is easy to use and care for my washing machine.	0.0	1.6	5.1	34.0	59.1	4.51	0.671
I enjoy it when my washing machine work well.	0.0	1.6	4.5	35.6	58.4	4.51	0.659
It is important that it takes me little time to discard the washing machine.	0.8	1.1	6.0	35.9	55.1	4.43	0.766
I feel worried if the washing machine is not able to be repaired after damage or failure to function.	0.3	1.8	9.4	41.1	46.3	4.31	0.741

The findings, as shown in Table 10, reveal that a majority (89.0%) of respondents attribute a high level of emotional value to their washing machine consumption behaviour, emphasizing the significance of emotional considerations in their perception and engagement with this household appliance (Sheth et. al. 1991). Visser et. al. (2021) noted that consumers derive emotional value from vacuum cleaners offering ease of use and effective cleaning performance, resulting in heightened satisfaction and brand loyalty. Moreover, Vrtana & Krizanova (2023) explored the emotional attachment consumers develop towards smart home appliances, emphasizing features such as remote accessibility and customization that

evoke positive emotions. These observations underscore the pivotal role of personal preferences, ease of use, and the satisfaction derived from utilizing washing machines (mean value, 4.51) (Table 11).

Epistemic Value

Table 12 below, categorises the level of epistemic value reported by respondents based on their responses to the statements in Table 131.

Table 12
Level of Epistemic Value

Level	Frequency	Percent
Low (<15)	1	0.3
Moderate (15-23)	47	11.3
High (>23)	334	87.4

Table 13
Epistemic Value

Statement	Percentage					Mean	Standard Deviation
	1	2	3	4	5		
Before buying a washing machine, I would obtain substantial information about the different makes of product.	0.0	1.0	5.8	38.0	55.1	4.47	0.655
I change my buying decision after acquire a great deal information about the washing machine.	0.3	1.3	8.9	33.8	55.8	4.43	0.731
I find it important that is easy to maintain my washing machine.	0.0	1.6	5.8	33.5	59.1	4.50	0.679
It is important that I know where I can sell my washing machine.	0.3	1.8	8.4	33.5	56.0	4.43	0.745
Recycling knowledge regarding washing machine is very important issue for me.	0.0	1.1	6.5	34.6	56.8	4.46	0.711
It is important to know proper disposal of washing machine.	0.3	1.1	7.6	39.3	50.8	4.38	0.739

The findings, as illustrated in Tables 11, indicates that a significant majority (87.4%) of respondents attribute a high level of epistemic value to their washing machine consumption behaviour, reflecting a keen interest in acquiring knowledge and information related to their usage patterns (Sheth et. al. 1991). Liu et. al. (2021) studied the consumers' perceptions of the epistemic value associated with smart home appliances, emphasizing features such as voice recognition and learning algorithms that contribute to enhancing users' technological literacy. Bhutto et. al. (2020) examined the educational value attributed to energy-efficient appliances, highlighting consumers' increased in awareness of environmental concerns and their preference for eco-friendly products. These insights underscore the significance of comprehending various aspects pertinent to the acquisition and disposal of washing machines within the consumer context. Before acquiring they get the necessary first need to get the information (mean value 4.47). Once acquired, the focus on the issue of maintaining the washing machines (mean value, 4.50), and also the importance of recycling of the washing machines if the washing no longer needed (mean value 4.46) (Table 13).

The Relationship between Consumption Values and Consumption behaviour

The multiple linear regression analysis was conducted to examine on the five consumption values roles in predicting consumption behaviour of washing machines among housewives in Kulim, Kedah. The model as shown in the table table below summarized the strength and fit of the regression model.

Table 14
Modal Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.555[a]	0.308	0.199	3.033

Table 15
Multiple Regression Analysis of Consumption Value and consumption behaviour of Washing Machine

	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
(Constant)	-1.141	1.876		-1.141	0.154		
Functional Value	0.114	0.056	0.101	4.016	.000	0.114	0.333
Conditional Value	0.133	0.084	0.145	1.787	.006	0.069	0.397
Social Value	0.118	0.065	0.183	3.365	.001	0.090	0.345

Emotional Value	0.119	0.061	0.097	1.916	.056	-0.003	0.240
Epistemic Value	0.174	0.066	0.136	1.610	.009	0.043	0.305

The study found out that, four of the consumption values serves as significant predictors for washing machine consumption behaviour. These predictors, Functional Value ($p<0.001$), Social Value ($p<0.001$), Conditional Value ($p<0.05$), and Epistemic Value ($p<0.05$), collectively accounted for 30.8% of the variance in consumption behaviour ($R^2 = 0.308$) (Table 14 and Table 15). However, Emotional Value was not found to be a significant predictor ($p > .05$) (Table 15). The results suggest that factors such as the functional, social, conditional, and epistemic values play crucial roles in influencing housewives' consumption behaviour regarding washing machines. These findings are consistent with previous research emphasizing the importance of various consumption values in shaping consumer behaviour usage of consumer products (Sheth et. al. 1991; Finch, 2006; Wang et. al. 2013).

Conclusion

In conclusion, the research findings explain the multifaceted nature of consumption behaviour regarding washing machines among housewives in Kulim, Kedah. It revealed the significant influence of four key consumption values. Functional value emerges as a primary driver, guiding housewives' to make a good decisions towards washing machines that offer efficiency, reliability, and performance, thereby enhancing their household chores.

Concurrently, conditional value shapes consumption behaviour by considering factors like price, availability, and convenience This reflect a pragmatic approach to purchasing decisions. Moreover, social value plays a pivotal role, with societal norms and perceptions on brand and model choices. Housewives in Kulim, Kedah, seem to seek alignment with social expectations and signal social status through their consumption. Epistemic value also proves noteworthy, as housewives prioritise machines with innovative features and technological advancements, reflecting a desire for improved efficiency and enhanced laundry experiences. While emotional value did not exhibit statistical significance in this study, it's essential to acknowledge its potential subtle influence on consumer decisions, particularly regarding aesthetics and personal preferences. Although emotional value did not exhibit statistical significance in this study, its influence on consumer decisions should not be discounted, especially concerning brand loyalty and personal preferences.

Understanding these influences, the industrial players can tailor their approaches to meet the diverse needs and preferences of housewives. They can also help to encourage sustainable consumption behaviours and enhance consumer satisfaction in the household appliance industry. By aligning product offerings with these consumption values, companies can better cater to the specific desires and priorities of their target consumers, ultimately fostering long-term success and loyalty in the market.

These insights underscore the importance of understanding the multifaceted nature of consumer behaviour towards washing machines. The study suggests that marketers should

consider these diverse consumption values when designing and promoting washing machines to meet consumer preferences and foster sustainable consumption practices. By addressing the functional, social, conditional, and epistemic needs of consumers, companies can enhance customer satisfaction and loyalty, ultimately contributing to more sustainable and responsible consumption patterns.

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