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A Study on Consumer Buying Behaviour towards Cube Store Products in Brunei Darussalam

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Abstract

Cube stores are a recent phenomenon in Brunei Darussalam initiated by the response for the nation's need to diversify its economy. There is an increasing need for independent economic growth, particularly for the youth of the nation. Cube stores are a form of micro-business for youth to set up their own business in the initial stages before it grows larger. However, more and more cube stores are now experiencing a saturated market in which competition is high among cube stores. The aim of this research is to investigate how psychological factor can affect the way consumers choose to either purchase or not to purchase a particular cube store product. This research is using quantitative methods and non-probability sampling with specific focus on the youth society in Brunei Darussalam. This research methodology is to determine the level of significance relationship between consumer perceptions towards marketing mix on cube stores that influence their purchase intention. The findings conclude what behaviour induces consumers to purchase a cube store product and why. The research will conclude by recommending specific marketing strategies for cube store vendors based on the findings of consumer behaviour.

Keywords: Consumer Perception, Cube Stores, 4Ps, Intention To Purchase, Scale Of Frequency

Introduction

For the past few years, there is a noticeable trend in the Brunei's business market. There are many shops that adopted the concept of cube store in the country and we can see these types of shops in the shop houses and shopping malls. The concept of cube shop came from Japan in 2000, and soon spread to Taiwan in 2001. Most recently, Hong Kong adopted it for the consignment of selling the latest trendy clothes and even services. (Wikipedia, 2017)

Cube shops normally have many cube shelves where wide varieties of products are being displayed such as foods, jewellerys, stationaries, books, and gadgets. The owner of the cube shops is renting these cube shelves to the public. For that reason, cube stores are attracting many micro, small and medium enterprises (MSME) as well as aspiring entrepreneurs to sell their products there. Those who wish to start their own business can just rent the cube shelf since it is inexpensive, can save time, and it is less risky option (BruDirect, 2016).

However, with the abundance of the cube stores in Brunei, less known or newly established cube stores are finding it difficult to survive in these already challenging business markets. Based from the article that was published in The Brunei Times by Ak Mohd Khairuddin Pg Harun (2016), the common problem faced by most cube operators in Brunei are the empty shelves. It means that the stores are having difficulty in attracting renters and customers. Further explanation of the problems will be discussed in the next section of this research paper.

The cube stores in Brunei have hard time to maintain sustainability and its survival in Brunei market. For the past few years, the cube stores may have been increasing in number and maintaining its business survival, however, the cube stores are small business competing in saturated business market which it is lacked of its popularity among the customers. Hence, many of the cube stores shelves are left-empty or less occupied of certain products such as food or beauty care products which it could lead of business-declining due to less attraction.

The owners of cube stores or the cube store shelve renter may just started its business without proper considerations of decision making and its strategy in term of understanding of what consumers' needs or wants in the products, for instance, the vendors charged the shelve renter quite expensive to sell their products in small shelve. The consideration of cube store location could be affecting the business as Brunei has small local market and low population. The preference of cube stores products or the physical store may be affecting the consumer's intention to purchase. The challenge is the customers may evaluate the store based on its atmospheric and physical attraction of the stores before their decision-making process to purchasing an item. Each individual may be driven by their inner intention to purchase the products in cube stores, however, the customer perception may also affect their decision to purchasing as they could have perceived the products has low quality or value. This is because the consumers are not allowed to touch and feel the product in the cube store shelves. The customers may have lack of knowledge regarding the products, thus, it become unfamiliar for the consumers. Certain consumers may have perceived the products in cube stores some fake products in term of the prices which it become dull products. Thus, the level of consumer's product involvement is low.

Consumer Buying Behaviour

Consumer behaviour focused on how an individual or groups of consumers decide to spend their resources such as time, money, effect on products or services, which cover what, where, why, when consumers buy a specific product or service, how often they buy and use (Schiffman & Kanuk, 2000). On the other hand, buying behaviour is referring to "the decision processes and acts of people involved in buying and using products" (Sharma, 2014). For the purpose of this study, we are interested in looking at how consumers of cube shop decide whether or not to buy the products on display. According to Solomon (2007), consumer behaviour contains many aspects, which includes when a consumer or groups of consumers make decisions, purchase, use or get rid of products, services, suggestions or experiences to meet consumers' needs and wants. In the case of any shop, the loyalty and frequency of buying from consumers are vital in order to ensure success and sustainability.

Establishing relations with consumers and sustaining it in a longer period requires to company to focus the actions on creating and providing the value expected and demanded by the customer (Storbacka, Stradvik, & Grönroos, 1994). According to Khan (2007), when everything revolves around the consumers then the study of consumer behaviour becomes a necessity. In addition, there are several factors such as mix of culture, social, personal and psychological issues that affect the consumers purchasing behaviour, and these factors are not easily controlled (Wilson & Gilligan, 2003).

Purchase Intention

Consumer's buying decision is complicated and usually purchase intention is involved in decision. Kotler (2006) mentions that there are five stages in the buying decision process which includes "problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behaviour" (Kabir & Sumi, 2010).

Purchase intention is defined as the likelihood of a consumer to purchase certain product in the future and it tends to be associated with the consumer's attitude, perception, and buying behaviour (as cited in Muhammad Bilal & Tahir Ali, 2013). Additionally, Ghosh (1990) stated that consumers' purchase intention can be used to predict their buying behaviour (as cited in Mohani, Pan, & Siti Nurafifah, 2012). Most of organisation use or studied purchase intention as an effective tool to predict what consumer purchasing process in products and service. As once the consumers have decided to purchase any products or services, it is driven by their intention to purchase, however, consumer's perceptions may be affecting their intention and decision to purchase items. According to Zeithaml (1988) and Grewal et al. (1998), there are several variables that can affects the consumers intention to purchase; their perception towards price, quality, and value.

Psychological Factors

Psychological factors are one among some of the factors that may affect a consumer's buyer behaviour. Other factors include cultural factors, social factors, personal factors beliefs and attitudes, personality and self-concept. In this study, psychological factors will be used as one of the main factors that will affect a consumers' buying behaviour. The retailers or organisation need to understand the psychological factors to make decision on its marketing strategy as it is depending on how each individual perceives the organisation or retailer's the product's value or what motivate the customers to purchase its products or services. Psychological factors generally include factors that will affect the consumer's psychology to buy a particular product. These factors can be broken down into more areas of study such as motivation, perception and learning. This research will focus on consumer's perception because a consumer is motivated to buy a product when he recognizes that there is a need arising from it. A motivated person is ready to act and when people act, they learn. Learning can be described as changes in an individual's behaviour arising from experience. It is from this experience that people select, organize and interpret information to form a meaningful picture of the world (Furaiji et. al., 2012). This process is thus called perception. It is the most compelling factor which will stimulate a consumer to buy a product or otherwise.

Perception

Nguyen and Gizaw (2014) and Durmaz (2014) state that perception is a process or as energy by which each individual aware of their surrounding environment and interpreted the information. For instance, two individuals would have different response according to the way on how each individual perceive the stimuli and interpret their perception message as both were exposed at the same stimuli and same situation. Hence, customers using their senses to understand the surrounding based on perceived information, then perception information may have influenced by the consumers biases or past experience and subconsciously evaluate their needs and wants, expectations and value of the products. According to a source, different perceptions can be formed from the same stimulus because of three perceptual processes namely selective exposure; selective distortion and selective retention (Adam, Armstrong, Brown, & Kotler, 2010).

Selective exposure refers to what a person chooses to focus on. If that person is exposed to a wide range of information, then sub-consciously they will select certain information they want to see and screen certain information that they do not want to see. Selective distortion is also relating to the information in which they select and at the same time they will try to interpret this information according to their individual mindset. A person's mindset is a set of beliefs that are already ingrained within the human mind which they believe in whether it is true or otherwise. Selective retention is also the amount of information which they retain in their memory. This will also be selective. Different individuals tend to remember information which is important to them and forget information which is unimportant to them.

Marketing Mix

Kotler defines marketing mix as a "set of controllable variables that the firm can use to influence the buyer's response" (as cited in Mahajan, 2013). There are four components of marketing mix; product, price, promotion, and place (4-Ps) and further explanations of each 4-Ps can be seen in the next chapter. Jobber (1998) points out that to ensure that the customer satisfaction is high, the marketing team should take into account these 4-Ps in their marketing strategies (p. 14). In addition, he also mentions four important features of an effective marketing mix. According to him, to have effective marketing mix, it should "matches customer needs, creates a competitive advantage, well blended, and matches corporate resources" (p. 16).

These 4-Ps will be used to measure the consumer's perception towards cube store products in this research project. Analysis of these 4-Ps are essential because the marketing mix concept provides a valuable framework for allocating financial and human resources; it helps allocate responsibilities; provides an opportunity to analyse elasticities; as well as facilitates communication (Majaro, 1993). According to contemporary marketing, the 4Ps have been translated into the 7C model: customers, competitors, channels, costs, company, constraints and contacts. This new model provides a framework for practicing marketing managers to consider before planning the traditional 4Ps or the modern marketing mix (Ahuja & Jackson, 2016).

Conceptual framework

Retailers may use various marketing strategies to influence the consumer buying behaviour, however, it is unpredictable for retailers to recognize on how each individual would respond to them based on the products or services. The external stimuli including the marketing mix (4-Ps) may influence and attracting the consumers, but there are other stimuli that affecting consumer's mind to purchasing the products: social, personal, and psychological factors.

EXTERNAL STIMULI	BLACK BOX (BUYER'S MIND)	BUYER RESPONSES
Marketing Mix	Psychological	Purchase Intention
Product	Perception	Extensive
Price		Routine
Place		Limited
Promotion		

Table1: Black Box Model of consumer behaviour. Adapted from *Marketing* by W.Keegan, S. Moriarty, & T. Duncan, 1992, p. 193. Englewood Cliffs, NJ: Prentice-Hall. (As cited in Furaiji et al., 2012)

Theory of Planned Behaviour (TPB)

This theory which was proposed by Ajzen (1991) is used to “predict and explain human behaviour in specific contexts”. According to him, the main essence of TPB is the intention of the individuals because it can directly influence someone's behaviour. To quote him, "the stronger the intention to engage in a behaviour, the more likely should be its performance".

Ajzen (1991) further argues that there are three types of beliefs that can influence human behaviour which are; attitude toward the behaviour, subjective norm, and perceived behavioural control. In the case of this research, the main purpose is to examine consumers' perception towards marketing mix can positively affect their purchase intention.

Framework And Hypothesis

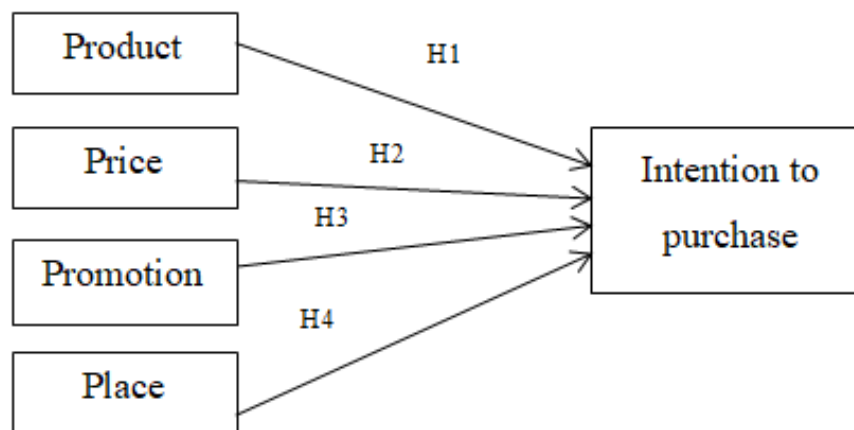


Figure 2: Theoretical Framework

The theoretical framework above describes the relationship of the variables between the marketing mix and their influence towards a consumer's purchase intention. From past research, it has been confirmed that the marketing mix have an indirect effect towards these factors. Whereas the factors mentioned above have a direct effect upon the consumer's buying behaviour. However, another research in Iraq confirmed that, in-depth analysis found that the marketing mix elements were strongly associated with the buying behaviours of Iraqi consumers. These analyses make it possible to discover consumer decision-making rules (Furajji et al., 2012). The theoretical framework can further be emphasised on the perception of values, quality and technological risk that a product has which may influence consumer buying behaviour (Spais, 2006).

For example, the placement of the product may be associated with technological risk as nowadays more and more products can now be purchased online conveniently and efficiently which may affect the consumer behaviour towards cube stores. As time goes on and technological advances change rapidly, more consumers are opting to purchase online while offline stores experience the disadvantage of receiving less customers and high cost on rent and other resources.

Hypotheses

The hypotheses for this research are presented under each variable below:

1. Product

Product consists of several subcomponents including brand, packaging, warranties, service, features, and guarantees (Majaro, 1993). There are also three different levels of products to consider when it comes to marketing which include the core product, actual product and augmented product. The core product is the benefit or service recognised and desired by the target customer. The actual product is a composite of 'real' attributes followed by augmented products, softer service-oriented issues which help ease the purchase or use of a product such as through issuing warranties for a product (Bradley, Dibb, & Simkin, 1996). A good perception towards the product quality and image will encourage a stronger purchase intention for the consumer. For example, to meet customers' expectations by being demonstrably socially responsible. This strategy may offer the potential benefits of improvement in market share and assist to achieve sustainable longer-term profitability (D'Souza, Khosla, & Taghian, 2007).

H1: *There is a positive significant relationship between consumer perception towards product and purchase intention.*

H0: *There is no significant relationship between consumer perception towards product and purchase intention.*

2. Price

The subcomponents under price for a marketer to consider are credit terms, payment period, discounts, instalments, commissions and general cost or benefit in use (Majaro, 1993). There are many factors to consider when setting prices and these include internal and external factors. Internal factors include the marketing objectives, marketing mix strategy, costs and organizational considerations. The external factors that affect pricing decisions are the market and its demand, competitor's prices and offers and other external factors (Adam et al., 2013). All these factors will affect a consumer's perception towards the product and it will also influence their decision to buy or not to buy the product. Pricing requires not just technical expertise but also creative judgement and awareness about the buyer's motivations. It encompasses a careful analysis of who these buyers are, why they buy and how they make their decisions to buy the product. This can also be called as effective buyer oriented pricing which involves understanding how much value customers place on the benefits of a product and setting a price that fits this value (Adam et al., 2013).

H2: *There is a positive significant relationship between consumer perception towards price and purchase intention.*

H0: *There is no significant relationship between consumer perception towards price and purchase intention*

3. Promotion

Promotion can also be sub-divided into the promotional mix which comprise of advertising, sales promotion, merchandising, packaging, personal selling and public relations (Chadwick, Lowes, Pass, & Pendelton, 1995). Promotion is an essential marketing technique which persuades customers to purchase a product. Promotion will also be able to establish trust between vendor and seller through repeat purchasing. In this case, if a customer purchases a product more than once from the same vendor, he/she will become the vendor's consumer.

Various promotion strategies have been proven to be effective and useful in influencing a consumer's purchase intention such as price offers and price information which are considered useful for price conscious consumers whereas promotions such as price discounts are effective tools to encourage consumers to buy more (Munusamy & Wong, 2008). Other research has stated that promotion plans should incorporate the top-down strategy with tactical bottom-up purchase analysis (Munusamy & Wong, 2008).

H3: *There is a positive significant relationship between consumer perception towards promotion and purchase intention.*

H0: *There is no significant relationship between consumer perception towards promotion and purchase intention.*

4. Place

Place is concerned with the issues of distribution which include the activities that offer products and services to the customers when and where they want to purchase them (Bradley et al., 1996). The subcomponents of place comprise of channels, locations, transport, delivery, stocks and customs clearance (Majaro, 1993). Recent research has shown that there exists a relationship between the format of the retail store and its location. Before deciding a location for a new store of a particular format, the retailers take into account the catchment area, competitors, income profile of the people living in the trade area, their lifestyle, and demographic factors (Goyal, Prasad, & Ramesh, 2011).

H4: *There is a positive significant relationship between consumer perception towards place and purchase intention.*

H0: *There is no significant relationship between consumer perception towards place and purchase intention.*

Methodology

Quantitative method is used for this research and in this chapter, further explanation for research methodology will be presented. Section 4.1 explains about types of sampling methodology, section 4.2 explains about the type of data collection the researchers has used to collect its information, section 4.3 outlines the instruments used in questionnaires survey and section 4.4 outlines the data analysis methods that are used and conducted in this study.

The sampling method used in this study is non-probability method and based on convenience sampling method. This type of sampling is chosen because it is more convenient and also easy to acquire large number of data in a short period of time (Babin, Carr, Griffin, & Zikmund, 2013). This research study was conducted in all four districts in Brunei Darussalam and the samples of this research respondents are based on youth society from age of 15 to 40 years old, both male and female, from all ethnic groups and religions. This quota method is chosen due to the varieties of products sold in cube stores, therefore, it is likely that youth society would purchase items from cube stores.

Evidently, from past research, the 'older' generation in the age group of 45 years and above visits retail outlets less frequently. Such findings could be attributed to certain facts like: elder generations are less experimental and wish to remain associated with the stores they have been patronising for longer duration; they are pragmatic and seek value, whereas a general perception about new retail formats is that these formats offer comparatively higher prices, do not provide personal attention and are inconvenient (Ghosh, Tripathi, & Kumar, 2010). Furthermore, the youth population is considered more representative of the population as can be seen from the population pyramid below:

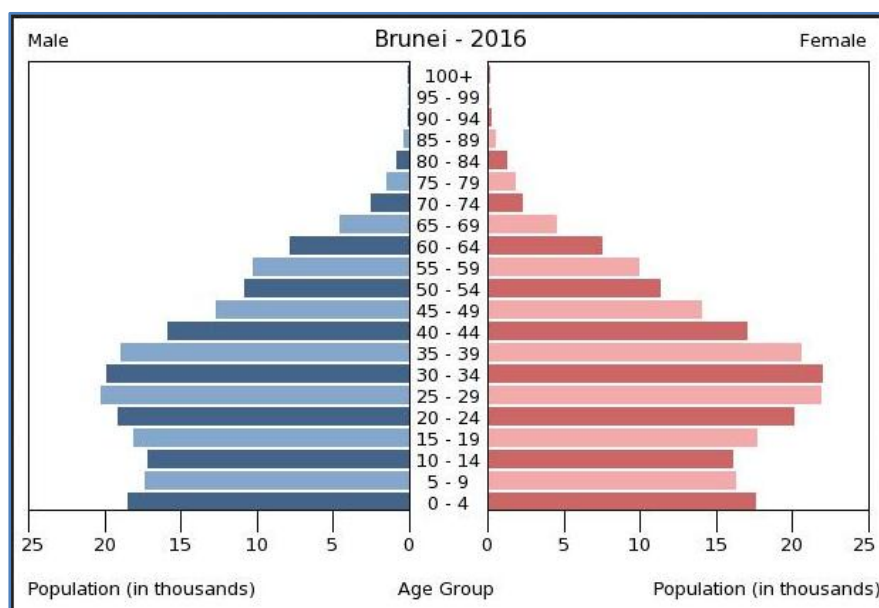


Figure 3: Population pyramid of Brunei Darussalam – Source: Brunei People (2017) CIA World Factbook

Unit of Analysis	Individuals
Population	Bruneians
Sample	Youth population (between 15 to 40 years old)
Sampling Method	Convenience sampling method

Table 2: Unit of analysis, population, sample, and sampling method

The procedure to collect the primary data is through survey questionnaires and this research are using Qualtrics online survey to conduct the data collection. In this research, a total target estimate of 120 to 300 respondents will participate. The survey is distributed online through WhatsApp and the survey designed based on demographic of respondents, IV and DV. The secondary data are used in this research which collected from various sources including relevant previous journal articles, internet website, and etc. This helps the researchers to save time in collecting data information and minimising costs and time constraints. In this research have used certain key words for the information collections; consumer buying behaviour, purchase intention, marketing mix, cube stores and etc.

Discussion, Limitations & Implications

This research focus on to investigate and to understand how the marketing mix (product, price, promotion, and place) influence consumer perception toward the stores and their purchase intention to buy items from the cube stores. The discussion will explain further in detail to answer the research objective.

Objective 1: To understand and to examine how consumer perception on the marketing mix (product, price, promotion, and place) influences the consumer purchase intention towards cube stores.

Although in consumer buying behaviour there is limited studies on gender differences but based on the research findings, it states that the majority of respondents are female which indicated that gender differences may be affecting the variety choice of cube stores products which allowing the cube store vendors to estimate types of products that they need to sell in the stores to meet the consumer needs and demands. In this research findings stated that majority of youth society age between 15 to 25 are more likely significant to influencing the marketing mix towards Cube stores. Based on cube stores products and price, it is likely to influence their purchase intention. The older age may sensitive on their purchase intention regarding the quality of Cube store products, the price, the cube store promotion and the location of cube stores.

Based on the age, education or employment level may influencing the other demographic factors such as level of income which indicate on how willing the youth society to purchase items from cube stores and affected their decision and their purchase intention. Moreover, scale of frequency on cube stores are analysed based on how often do the respondents visit and purchase items from the cube stores. It is indicated that 91.3 percent majority of respondents have visited cube stores, however, the respondents shows that 58 percent rarely purchase items from cube stores, which indicated that it is not necessary for youth society to purchase items even though they ever visited the place. Thus, purchase intention and consumer perception has affected their behaviour regarding their assumption on cube stores products.

Objective 2: To determine the level of consumer perceptions on marketing mix towards cube stores influence their purchase intention.

The hypotheses are analysed in order to determine the correlation relationship between independent variables and dependent variable and to accepted or rejected the statement. The Pearson Correlation test was used and conducted to determine the level of correlation relationship between Consumer Perception towards Products, Consumer Perception towards Price, Consumer Perception towards Promotion, Consumer Perception towards Place and Purchase Intention.

Hypothesis 1

	Consumer Perception towards Product	Purchase Intention
Consumer Perception towards Product		
Pearson Correlation	1	.232
Sig. (2-tailed)	0.004	
Purchase Intention		
Pearson Correlation	.232	1
Sig. (2-tailed)		0.004
Statement	Findings	Decision
There is positive significance relationship between Consumer perception towards Product and Purchase Intention.	r=0.232	Rejected

Table 3: Pearson Correlation between Consumer Perception towards Product and Purchase Intention

Table 3 shows that Consumer perception towards products and purchase intention is at 0.232. This indicated that the Consumer perception towards products and purchase intention has weak correlation relationship. The significant value is 0.004 which lower than 0.05, indicated that there are statistically significant correlations between Consumer perception towards products and purchase intention. Thus, the Hypothesis 1 is rejected as there is no significant relationship between consumer perception towards product and purchase intention. The factors that may influencing consumer's perception towards the Cube stores products such as quality of the products or a brand name that consumer have heard of. Even though there is variety of products sell in Cube stores, the consumers may have perceived the products has low quality items as the consumers did not know the origin and the brand name of the products.

Hypothesis 2

	Consumer Perception towards Price	Purchase Intention
Consumer Perception towards Price		
Pearson Correlation	1	0.156
Sig. (2-tailed)		0.057
Purchase Intention		
Pearson Correlation	0.156	1
Sig. (2-tailed)	0.057	

Table 4: Pearson Correlation between Consumer Perception towards Price and Purchase Intention

Statement	Findings	Decision
There is positive significance relationship between Consumer perception towards Price and Purchase Intention.	r=0.156	Rejected

Table 4 shows that Consumer perception towards price and purchase intention is at 0.156. This indicated that the Consumer perception towards price and purchase intention has weak correlation relationship. The significant value is 0.057 which lower than 0.05, indicated that there are statistically significant correlations between Consumer perception towards price and purchase intention. Thus, Hypothesis 2 is rejected as there is no significant relationship between consumer perception towards price and purchase intention. Each consumer has price sensitivity on the products from Cube stores as the consumers have different price acceptability range. Consumers may have perceived the prices from Cube store are cheaper than online products but when it did not meet the expectation of consumers, it influence their purchase intention decision to purchase the products. The consumers have perceived the products has low quality but it is overpricing, consumers thought that it is no worth to purchase.

Hypothesis 3

	Consumer Perception towards Product	Purchase Intention
Consumer Perception towards Product		
Pearson Correlation	1	0.224
Sig. (2-tailed)		0.006
Purchase Intention		
Pearson Correlation	0.224	1
Sig. (2-tailed)	0.006	

Table 5: Pearson Correlation between Consumer Perception towards Promotion and Purchase Intention

Statement	Findings	Decision
There is positive significance relationship between Consumer perception towards Promotion and Purchase Intention.	r= 0.224	Rejected

In the table 5 shows that Consumer perception towards promotion and purchase intention is at 0.224. This indicated that the Consumer perception towards promotion and purchase intention has weak correlation relationship. The significant value is 0.006 which lower than 0.05, indicated that there statistically significant correlations between Consumer perception towards promotion and purchase intention. Thus, Hypothesis 3 is rejected as there is no significant relationship between consumer perception towards promotion and purchase intention. In this research findings stated that discount promotion may led to negative perceptions of consumers towards the Cube stores products. It is presumed that criteria of the products sell in Cube stores did not meet the consumer demands and needs as the first impression on the products has low quality, adding promotion may increase the consumer doubt in their purchase intention decision to purchase.

It is difficult for consumer to perceived the promotion is good as the consumers may never heard of the brand name of the products or seen or even try the products before.

Hypothesis 4

	Consumer Perception towards Product	Purchase Intention
Consumer Perception towards Product		
Pearson Correlation	1	0.507
Sig. (2-tailed)		0.000
Purchase Intention		
Pearson Correlation	0.507	1
Sig. (2-tailed)	0.000	

Table 6: Pearson Correlation between Consumer Perception towards Place and Purchase Intention

Statement	Findings	Decision
There is positive significance relationship between Consumer perception towards Place and Purchase Intention.	r=0.507	Accepted

In the table 6 shows that consumer perception towards place and purchase intention is at 0.507. This indicated that the consumer perception towards promotion and purchase intention has moderate correlation relationship. The significant value is 0.000 which lower than 0.05, indicated that there statistically significant correlations between Consumer perception towards promotion and purchase intention. Thus, Hypothesis 4 is accepted as there is positive significance relationship between Consumer perception towards Place and Purchase Intention. This concluded that location of Cube stores has affected consumer's perceptions and purchase intention. If the location of cube stores were located at shopping mall or food eatery place, it is highly likely for consumers to visit the cube stores.

In the questionnaire, there is one open-ended question for the respondents to answer. The question asks for their suggestions or recommendations for the cube stores in Brunei. Therefore, based from the feedbacks from the respondents, we had identified several strategies that can be implemented by the cube stores' owners in Brunei. Firstly, limitation should be enforced on the the number of cube stores in a particular location. Majority of the respondents mentions that there are too many cube stores in Brunei Darussalam and there are cases where there are more than two cube stores in one location. As mentioned in the literature, consumers faced with an overload of information may tend to sub-consciously screen out information that they do not want to see. Thus, relocating to another location that does not already have a cube store would be the solution. Secondly, more diverse, unique, and interesting products can be offered. According to Entrepreneur (2016), one of the most effective ways to approach a saturated market is to carve your own niche and offer a better value to the customer which is to provide a product which is distinctly different but at the same time useful and meets the needs of the customer. Thirdly, it is necessary to have quality assurance certificate to ensure consumers trust the quality of their products – Past research has shown how a certificate assures customers that the product sold is produced according to the appropriate quality standards and provides certified evidence of its quality and this will enable them to gain customers trust (Clemens, 2003). Fourth, a better layout of cubes and categorization of product types show stronger buying behaviour towards shelf-positioning such as eye-level or higher. Reducing the selection on offer is also helpful. It was found in a study that consumers like unfamiliar products to be categorise even if the categories are meaningless (The Economist, 2008). Fifth, lower rental prices of the cubes. Cubes that are positioned at eye-level have a generally costlier rent than those positioned at lower level. Lowering the rental price for all the cubes could help cube stores to gain more vendors for their empty cubes. Studies have shown than lowering the price will help sellers compete in a saturated market (Liu, & Yang, 2009). Lastly, enable product mobilization so that entrepreneurs can sell their products elsewhere. In order to reach a wider market, they can mobilize their products by selling and promoting them in expos offered in other venues during the sales season. Sales seasons are normally the peak seasons when customers tend to buy products.

Conclusion

The study shows a majority of the respondents are unemployed female youth who reside in the Brunei-Muara district and it shows that most of the respondents do often purchase cube store products. As predicted by researchers, unemployed youth are more likely to browse around the cubes stores compared with employed youth. However, the scale of frequency indicates a weaker purchase intention for the cube store products. The respondents showed a positive perception towards product, price and promotion but a somewhat negative perception towards place. The respondents mostly agreed that cube stores provide various products of high quality. Most of them agree that the price range of cube store products varies among different stores and that most cube store vendors promote their products through online social media. Most of the respondents also agreed that cube stores are located strategically but it was not easy for them to find products that meet their needs. Based on how consumer perception towards the 4Ps influence their purchase intention, the study shows that product, price and place does not have a positive influence or effect on the consumer's purchase intention. However, it does show that consumer's perception towards place has a moderately positive effect on their purchase intention. Therefore, in order for aspiring new cube store businesses to survive within the saturated market, vendors need to improve on their location strategy and store layout, particularly on how items are arranged and placed within the cube store. The more positive the consumer's perception towards the cube store place the stronger is their intention to buy the product.

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