DETERMINANTS AFFECTING THE PREFERENCES OF SELECTED MALAYSIAN MILLENNIAL TOWARDS INTERNATIONAL BRANDS

MUHAMMAD ABDULLAH BIN MORTADZA
2015278872

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

JULY 2017
I, Muhammad Abdullah Bin Mortadza, (I/C Number: 930209045033)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

- This project-paper is the result of my independent work and investigation, except where otherwise stated.

- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:_________________________ Date:__________________
TABLE OF CONTENTS

TITLE PAGE i
DECLARATION OF ORIGINAL WORK ii
LETTER OF SUBMISSION iii
ACKNOWLEDGEMENT iv
TABLE OF CONTENTS v
LIST OF FIGURES ix
LIST OF TABLES x
LIST OF ABBREVIATIONS xi
ABSTRACT xii

CHAPTER 1 INTRODUCTION

1.1 Overview 1-2
1.2 Problem Statement 2-4
1.3 Research Question 4
1.4 Research Objective 4
1.4.1 General Objective 4
1.4.2 Specific Objective 4
1.4.3 Hypothesis Development 5
1.5 Scope of Study 5
1.6 Significance of Study 6
1.7 Definition of Terms 6
1.7.1 Millennial 6
1.7.2 Brand Innovativeness 7
1.7.3 Brand Trust 7
1.7.4 Brand Loyalty 7
CHAPTER 2 LITERATURE REVIEW

2.1 Millennial Preferences towards International Brands
   2.1.1 Definition of Millennial

2.2 Brand Innovativeness

2.3 Brand Trust

2.4 Brand Loyalty

2.5 Literature Review
   2.5.1 Theoretical Framework

2.6 Summary

CHAPTER 3 RESEARCH METHODOLOGY

3.1 Research Design
   3.1.1 Purpose of Study
   3.1.2 Research Design
   3.1.3 Extent of Researcher Interference
   3.1.4 Study Setting
   3.1.5 Unit of Analysis
   3.1.6 Time Horizon

3.2 Data Collection Method
   3.2.1 Primary Data
   3.2.2 Secondary Data

3.3 Population Sample Size
   3.3.1 Population
   3.3.2 Population Frame
   3.3.3 Sampling Method
ABSTRACT

This research paper explains the study of determinants affecting selected Malaysia millennial preferences towards international brands. The determinants that are brand innovation, brand trust and brand loyalty a well-documented in the literature. The study explains the millennial preferences towards international brands in the scope of gadgets such as smartphone, laptop and tablets where millennial have interest in this type of technology. A survey was conduct on a sample of 155 International Business degree students of UiTM Kampus Bandaraya Melaka. The findings show that the brand innovation and brand trust significantly influences millennial preferences towards international brands. Therefore the present study is to determine the relationship between independent variable that is brand innovation, brand trust, brand loyalty and dependent variable that is millennial preferences towards international brand. The data of the study were collected using questionnaire and by using SPPS software program. The findings shows that brand innovation and brand trust has a positive impact affecting millennial preferences towards international brands where else brand loyalty is not significant influence the dependent variable.

Keywords

Millennial, brand innovation, brand trust, brand loyalty.