



IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR TOWARDS  
SAMSUNG SMART PHONE

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

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Submitted in Partial Fulfillment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Marketing)

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA,  
KAMPUS BANDARAYA MELAKA

## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA,  
**“DECLARATION OF ORIGINAL WORK”**

I, MOHD SHARIZAMI BIN MOHD ROHARI, (I/C Number : 950607-05-5235)

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: \_\_\_\_\_

## **LETTER OF SUBMISSION**

6<sup>th</sup> JULY 2018

Program Coordinator  
Bachelor of Business Administration (Hons)  
Marketing Management  
Universiti Teknologi Mara  
Cawangan Melaka (Kampus Bandaraya)  
75300, Melaka

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "Impact of Branding on Consumer Buying Behavior Towards Samsung Smart Phone" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Yours sincerely,

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(MOHD SHARIZAMI BIN MOHD ROHARI)

2015140773

BBA (Hons.) Marketing Management

## Abstract

Branding is an image for a business where they were used by the consumer as perception towards the brand. The purpose of this study is to investigate the impact of branding on consumer buying behavior towards Samsung smart phone. Advertisement, brand image, brand association and brand loyalty are the characteristics of consumer buying behavior that used in this study. This study was conducted in Bandaraya Melaka by using purposive sampling technique. Data were collected from 100 respondents by using structured questionnaire and Statistical Package for the Social Sciences (SPSS) were used to analyze the results. The results shows that advertisement, brand image, brand association and brand loyalty have positive relationships with consumer buying behavior. Moreover, the variable that gives the most impact towards consumer buying behavior is brand association. Based on this study, there were some recommendation that has been made for the company and the future researcher.