BRAND EQUITY AND CUSTOMER REPURCHASE INTENTION TOWARDS AGROMAS PRODUCTS

AHMAD SYAKIR BIN KADIMIN  2010255066
MOHAMAD HANAFI BIN ZAINAL  2010443774

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

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

JUNE 2013
I, Ahmad Syakir Bin Kadimin, (I/C Number: 900819-01-5889)  
I, Mohamad Hanafi Bin Zainal, (I/C Number: 901130-01-6675)  

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 our independent work and investigation, except where otherwise stated  
- All verbatim extract have been distinguished by quotation marks and sources of my information have been specially acknowledged  

Signature: ___________________  
Date: ____________________  
Signature: ___________________
LETTER OF SUBMISSION

27 June 2013

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “BRAND EQUITY AND CUSTOMER REPURCHASED INTENTION TOWARD AGROMAS PRODUCTS” to fulfil the requirement as needed by the Faculty of Business Management, University Technology of MARA

Thanks you

Yours sincerely,

AHMAD SYAKIR BIN KADIMIN
2010255066
Bachelor of Business Administration (Hons) Marketing

MOHAMAD HANAFI BIN ZAINAL
2010443774
Bachelor of Business Administration (Hons) Marketing
# TABLE OF CONTENT

**ACKNOWLEDGEMENT** iv  
**TABLE OF CONTENT** v  
**LIST OF TABLES** vii  
**LIST OF FIGURE** vii  
**ABSTRACT** ix  
**EXECUTIVE SUMMARRY** x  
**CHAPTER 1: INTRODUCTION**  
1.1 Background of Company 2  
1.2 Problem Statement 3  
1.3 Significant of Study 4  
1.4 Research Question 5  
1.5 Research Objective 5  
1.6 Theoretical Framework 6  
1.7 Hypothesis 7  
1.8 Scope of The Study 7  
1.9 Definition of Terms 8  
1.10 Limitation of Study 9  
**CHAPTER 2: LITERATURE REVIEW**  
2.1 Introduction 12  
2.2 Repurchase Intention 12  
2.3 Brand Equity 14  
2.4 Brand Association 17  
2.5 Brand Awareness 18
ABSTRACT

This study is conducted as a partial fulfillment of the coursework of Industrial Training Project Paper (MKT669). This title of study is “Brand Equity and Customer Repurchase Intention toward Agromas Products”.

This study focused in four element of brand equity that is brand association, brand awareness, perceived quality and brand loyalty. All this elements used as an independent variable and the dependent variable is customer repurchased intention.

The main objectives of this study are to examine the customer perception of repurchase intention toward Agromas products, to examine the perceptions of the customer toward brand equity elements of Agromas, to investigate the relationships between brand equity and customers repurchase intentions toward Agromas product, to determine the element that gives the most impact on repurchase intentions toward Agromas products and to provide recommendations to improve the brand equity of Agromas product.

This study was conducted at Melaka Tengah district and covers only on Agromas consumer products. Through this study; it will help FAMA to identify the new strategy that can be used to increase their marketing strategy especially on brand equity elements.