



IMPLEMENTATION OF CONSUMER BEHAVIOR PROCESS: A STUDY
ON MELAKA INTERNATIONAL TRADE CENTER (MITC)

MOHD KHAIRUL AMRI BIN ZAKARIA

2008426388

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

APRIL 2010



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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Mohd Khairul Amri Bin Zakaria, (I/C Number: 870714-11-5037)

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 any investigation 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

April 2010

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandar Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir ,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**IMPLEMENTATION OF CONSUMER BEHAVIOR PROCESS: A STUDY ON MELAKA INTERNATIONAL TRADE CENTER (MITC)**” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

Mohd Khairul Amri Bin Zakaria

2008426388

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The issue for this report is to knowing the level of customer loyalty in the services made by Melaka International Trade Center (MITC). Since the MITC performance is depends on the sales of renting the place, it is necessary to keep the customer to make their frequent purchase on MITC. This report will analyze and identify what can be done to create customer loyalty.

The purpose for making this study is to determine what action should be taken by the members of marketing department in Melaka International Trade Center (MITC) in order to better strategize their marketing strategy. In addition, this study also will help to gain a better knowledge and understanding on consumer decision process. The consumer decision process will help the marketers to know the step and actions taken by customer in order for them to make a purchase decision.

In order to complete this study, several method on research methodology were taken to finalize and make conclusion on the findings of the result. The research methodology consists on data collection method, data presentation and work schedule were deeply discussed on the latter chapter.

As for this study, it will be expected that the customer loyalty could be derive on customers of Melaka International Trade Center (MITC) based on the consumer decision behavior analysis. The study will compare the current marketing strategy being implied by marketing staff of MITC based on consumer decision behavior with the actual technique suggested by scholars. Besides that, the result of this study will prove that there are flaws on strategy implied by marketers of Melaka International Trade Center.

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