



THE INFLUENCE OF BRAND ON SHOPPING AT
MELAKA MALL SDN BHD

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BANDARAYA MELAKA

SEPTEMBER 2009

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Muhammad Bin Iberahim , (I/C Number: 830306-03-5373)

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

16 SEPTEMBER 2009

**The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE INFLUENCE OF BRAND ON SHOPPING AT MELAKA MALL”** to fulfill the requirement as needed by the Faculty of Business management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

MUHAMMAD BIN IBERAHIM

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Bachelor of Business Administration (Hons) Marketing

Abstract

Brand is one of the most important aspects of any business, large or small, retail or Business to Business (B2B). The present harsh business climate has forced companies to consider branding efforts, in order to stay competitive. The gap between main and small actors on the market is increasing, which makes it crucial for weaker brands to develop an effective branding strategy. Nowadays, customers are very deeply connected to the brands. When they purchase any product like a car, mobile, items of daily need, even a shopping place, brand name influence the consumer's choice. Some customers purchase the specific branded things just due to the brand name. Customers believe that brand name is a symbol of quality, status and become a part of their life.

The aim of this research is to provide a better understanding about the influence of brand on shopping at Melaka Mall. This research explores, describes and tries to explain the influences of brand on shopping, how the brand influence customers and how customers describe the brand based on three variable of brand which are brand loyalty, brand awareness and brand association. This research has conducted at Melaka Mall SDN. BHD and data was primarily collected through a questionnaire. The data obtained from the questionnaires are being analyzed by using SPSS 14.0.

TABLE OF CONTENTS

Contents	Page
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
LIST OF TABLES	iv
LIST OF FIGURES	v
ABSTRACT	vi
1.0 INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Research Question	4
1.4 Research Objectives	4
1.5 Research Framework	5
1.6 Significance of the Study	6
1.7 Scope of the Study	7
1.8 Limitation of the Study	8
1.9 Definition of Terms	9
2.0 LITERATURE REVIEW	11
2.1 Introduction	11
2.2 Branding	11
2.3 Brand Loyalty	13
2.4 Brand Awareness	14
2.5 Brand Association	15
2.6 Conclusion	16