



BRAND IMAGE PERCEPTION AND ITS INFLUENCE ON PURCHASE DECISION:

CELCOM (M) BHD

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TECHNOLOGY MARA

MALACCA CITY CAMPUS

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**BRAND IMAGE PERCEPTION AND ITS INFLUENCE ON PURCHASE DECISION:
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**Submitted in Partial Fulfillment of the Requirement for the Bachelor of
Business Administration (Hons) Marketing**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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“DECLARATION OF ORIGINAL WORK”

I, Sabariah binti Sidek, (I/C Number: 861230-29-5014)

Hereby, declare that.

- This work 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 aknowledge.

Signature: _____

Date: _____

LETTER OF SUBMISSION

October 2009

Program Coordinator

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title "BRAND IMAGE PERCEPTION AND ITS INFLUENCE ON PURCHASE DECISION: CELCOM (M) BHD " to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours Sincerely

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ABSTRACT

Purchase decision is basically come through by customers and consumers perception that those already use the services and product which have in market. Sometimes, the changes of image by one company can make the loyal and new customers confuse. This study helps us extend our understanding of the relationship between purchase decision, perception and image. The objective of this paper is firstly to determine the perception of customers towards brand image on CELCOM (M) BHD. Secondly, to identify the strongest factor of the brand image. Thirdly, to examine the relationship selected respondent's profile and purchase decision. Lastly is to recommendation to CELCOM management on how to improve their brand image to increase purchase from customers. The factors of brand image perception that contribute to the purchase decision are the network coverage, product offering, and the value and customer service. The objective of this research is a also to identify the factor of image and perception that are positively related to purchase decision on CELCOM (M) BHD.