



**PURCHASE INTENTIONS TOWARDS INTERNATIONAL  
PRODUCTS AMONG BUMIPUTERA'S CONSUMERS**

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**JULY 2018**

## ACKNOWLEDGEMENT

First and foremost, I thanked the Almighty Allah S.W.T for bestowing me with good health and confidence to complete this research project on time.

The success and final outcome of this research project required a lot of guidance, assistance and supervision especially from my advisors, Mr. Abang Hamizam Bin Abang Mohar and Dr. Jati Kasuma Bin Ali. I am extremely fortunate to have got this all along the completion for this research project.

Also, I would like to express my gratitude to my fellow course-mate friends for willingness to share necessary information directly or indirectly regarding this research project.

Last but not least, a special thanks to my family for their continuous moral supports, encouragements and also financial supports throughout the process of completing this research project.

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## ABSTRACT

Globalization has become an inevitable circumstance that leads the entire worlds become one market which comprises of people from different backgrounds and cultures. It also provides various information and knowledge through the reductions of international barriers. As people around the world expose to variety windows of information with the help of Internet, their preferences and tastes keep on changing. This study is conducted to discuss and explore the factors that might influence purchase intentions towards international products among Bumiputera's consumers. A total of 150 surveys were distributed to individuals in Kota Samarahan, Sarawak. The factors identified are (a) advertisement; (b) brand image; (c) country-of-origin; and (d) perceived quality towards purchasing intentions of international products.

**Keywords :** *Purchase Intention, International Products, Bumiputera's Consumers, Advertisement, Brand Image, Country-of-Origin, Perceived Quality*

# CHAPTER 1 : INTRODUCTION

## 1.1 PREAMBLE

Initial piece of this research study will be the main section discussed about. This part contains subtopic, for example, foundation of study, examine issue, look into questions, explore goals, importance of the investigation, degree and confinements of study, and furthermore the meanings of the terms that are utilized all through the examination discourse. This part is to give the readers central comprehension of the data about the topic. In the meantime, ideally this study will enable readers to have a superior and more profound comprehension regarding this topic.

## 1.2 BACKGROUND OF STUDY

Globalization has turned into a guaranteed condition which drives the whole universes getting to be one market that contains individuals from various foundations and societies as globalization gives information and knowledge through the reductions of worldwide boundaries (Ismail, Masood, & Tawab, 2012). Ismail, Masood and Tawab (2012) likewise expressed that globalization has a noteworthy commitment in empowering the organizations to set up their operations world widely with certainty. Holt (2012) additionally included that the tastes and inclinations of consumers in various countries are starting to join on some worldwide standard for a few products and services (Ismail, Masood, & Tawab, 2012). Be that as it may, the responses to the pervasiveness of worldwide brands shift among various consumers' points of view. A portion of the consumers reprimanded the international brands as it undermining the nearby contrasts when the western cultures are forced to the local cultures. Yet, some appear to see the international brands as their grown-up toy (Ismail, Masood, & Tawab, 2012).

People that have been presented to various window of data and assortments of products in the commercial center will drive their purchasing intentions as many choices of awesome deals and options are accessible (Nguyen & Gizaw, 2014). Low-included buyers may utilize straightforward rules standards in arriving at attitudinal judgment (Hansen, 2005). As per Steenkamp (1989) and Ricardson et