



**PREFERENCE OF INTERNATIONAL PRODUCT BRAND AT PARKSON
CORPORATION SEREMBAN SDN BHD**

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DECLARATION OF ORIGINAL WORK



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Hereby, declare that,

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- This project paper is the result of my independent work and investigation, except where otherwise stated
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ACKNOWLEDGMENT

Alhamdulillah.... I'm finally managed to also complete this research project paper. These hardships make me better appreciate the time that is not easy to produce a work that meets the taste of lecturers.

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Abstract

This research is about a study of the consumer preference towards international product brand at Parkson Seremban. These elements of resource which include advantage, impact on consumer behavior, price of product, promotion and quality of product.

This survey is conducted at Parkson Seremban. The sample size for this study is 30 respondents. Data obtained using two methods that are primary data and secondary data. Respondent are required to answer the questionnaire that contain factor on influencing consumers preference of International product brand. Data are analyzing using reliability test, frequency and Pearson Correlation though SPSS program. From the result, it was defined that consumer behavior, price of product, promotion and quality of product influence consumers preference of International product brand.

The result shows that the entire factors that have been done by Parkson are effective. Several recommendations could enhance Parkson Corporation in improving their internalization capabilities that enables them to be competitive internally.

TABLE OF CONTENT

ACKNOWLEDGE

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

ABSTRACT

1. CHAPTER 1: Introduction

- 1.0 Chapter Overview
- 1.1 Background of the study
- 1.2 Background of company
- 1.3 Problem statement
- 1.4 Research Question
- 1.5 Research Objective
- 1.6 Research hypothesis
- 1.7 Significant of study
- 1.8 Scope and coverage of the study
- 1.9 Time frame
- 1.10 Limitation
- 1.11 Definition of term

2. CHAPTER 2: Literature Review

- 2.0 Literature review
- 2.1 Overview of international brand
- 2.2 Theoretical framework
- 2.3 Definition of variable
 - 2.3.1 Dependent Variable
 - 2.3.2 Independent Variable

3. CHAPTER 3: Research Methodology

- 3.0 Research design
- 3.1 Data collection method
- 3.2 Structured questionnaire
- 3.3 Questionnaire design
- 3.4 Sampling design
- 3.5 Procedure for analyzing the data