PREFERENCE OF INTERNATIONAL PRODUCT BRAND AT PARKSON CORPORATION SEREMBAN SDN BHD

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2009204692

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DECLARATION OF ORIGINAL WORK

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ACKNOWLEDGMENT

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.

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