



**THE INFLUENCE OF BRAND EQUITY TOWARDS PURCHASE INTENTION OF
AGROMAS PRODUCT**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2018

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AGROMAS PRODUCT**

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**Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business
Administration with (Hons) (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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JANUARY 2018

DECLARATION OF ORIGINAL WORK



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

I, Mohamad Azali Bin Abdullah, 950522025731

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-proper 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

JAN 2018

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500, Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE INFLUENCE OF BRAND EQUITY TOWARDS PURCHASE INTENTION OF AGROMAS PRODUCT**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours Sincerely,

.....

MOHAMAD AZALI BIN ABDULLAH

2015126325

Bachelor of Business Administration (Hons) Marketing.

ABSTRACT

High brand equity is very important to companies in order to compete in the global market today. This paper examines the relationship between brand equity and customer purchase intention in relation to Agromas products. Brand equity elements consists of brand awareness, brand loyalty, perceived quality and brand association. The questionnaire was distributed to 100 consumers of Agromas in Kuala Pilah. Convenience sampling was used in this research and data were analyzed using SPSS version 22. The results of the study indicates that there are significant positive relationship between brand equity and purchase intention of Agromas products. The results also shows that brand loyalty has the strongest impact on purchase intention.