



**“A STUDY ON PURCHASE INTENTION OF YOUNG GENERATION TOWARDS
PRIVATE BRAND PRODUCTS”**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

**NUR MAIZATUL SYUHADA BINTI HASHIM
2013483684**

JULY 2015

DECLARATION OF ORIGINAL WORK



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UNIVERSITY TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, NUR MAIZATUL SYUHADA BINTI HASHIM, (I/C Number: 920312-05-5062)

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 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 acknowledged.

Signature: _____

Date: _____

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LETTER OF SUBMISSION

July 2015

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

MELAKA

Dear Madam

Puan Hamiza Binti Mohd Noor

SUBMISSION OF REPORT

Attached is the report titled “**A STUDY ON PURCHASE INTENTION OF YOUNG GENERATION TOWARDS PRIVATE BRAND PRODUCTS** ” to fulfil the requirement as needed by the Faculty of Business Management , Universiti Teknologi MARA.

Thank you,

Yours sincerely,

NUR MAIZATUL SYUHADA BINTI HASHIM

2013483684

Bachelor of Business Administration (Hons) Marketing.

ABSTRACT

The primary attempt in this study was to explore the purchase intention of Malaysian towards private brand products. This study explore the relationship between three factors that could motivate and intent Malaysian to buy private brand products are price, perceived quality and social influences. Data collected analysed using Statistical Package for the Social Science (SPSS) for Windows.

This study was conducted at Shah Alam which will specifically focus people that shopping at Tesco Seksyen 13. In this study, 100 sets of questionnaires have been distributed. All the respondents will be responding from the questionnaire that will provide to get the result on the purchase intention of Malaysian towards private brand products. All the three major of the independent variables will be explained in the literature review and research framework.

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