



**“FACTORS INFLUENCE PRODUCT PREFERENCE AMONG MIDDLE EAST
CONSUMER”**

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Requirement for the
Bachelor of Business Administration (Honors) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION WITH (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA “DECLARATION OF ORIGINAL WORK”

I, **Nadzrin Azri Nor Azmi**,

(I/C Number: **890915-14-5089**)

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: *Nadzrin*

Date: 10th January 2014

LETTER OF SUBMISSION

10th Jan 2014

Head of Program
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Faculty of Business Management
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Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 662)

With reference to the above matter, I am a student of BBA (HONS) Marketing would like to hand in my project paper entitled 'Factors Influence Product Preference among Middle East Consumer" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.
Yours Sincerely,
Nadzrin Azri Nor Azmi
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ABSTRACT

The purpose of this study is to identify the factor influence product preference among Middle East consumer. The research is based on a sample of 40 respondents who bought Malaysia product at least for the last 6 months, Jun 2013 until November 2013. The results show that product attributes, branding, packaging and labeling have significant relationship with product preference. However, only product attributes have significant influence towards product preference among Middle East consumer. While branding, packaging and labeling did not have significant influence towards product preference.

Key words: *Product Preference, Product Attributes, Branding, Packaging, Labeling*