



**CUSTOMER PERCEPTION TOWARDS CANON DIGITAL  
CAMERA**

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CAMERA**

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**Submitted in Partial Fulfilment of the Requirement for BBA  
(Honours) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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**DECLARATION OF ORIGINAL WORK**



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“DECLARATION OF ORIGINAL WORK”**

I, \_\_\_\_\_, (I/C Number : \_\_\_\_\_ )

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 : \_\_\_\_\_

## LETTER OF SUBMISSION

**The Head of Program  
Bachelor of Business Administration (HONS) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
40450 Shah Alam  
Selangor Darul Ehsan**

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "**CUSTOMER PERCEPTION TOWARDS CANON DIGITAL CAMERA**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,

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2006115123  
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## **ABSTRACT**

This study is about the factors on customer perception towards Canon Digital Camera. This study was started with the introduction of the study, the literature review which can support the study and it followed by the methodology used in conducting the study.

A survey of questionnaire was personally administered to the 50 employees at around Shah Alam shopping malls. The sample was used the convenience random sampling whereby all the customers have the same probability to answer the questionnaires.

Overall, majority of the customers feel neutral on the factors; product, promotion place and price factors. The questionnaires which of they answered shows their neutrality towards the statement. They also have reported that Canon digital camera is expensive. They have put place as the most influential factors towards the perception towards Canon digital Camera. They also feel that their perception will be different if Canon change they price on the digital camera.