



**“Determinants of Industrial Purchaser Buying Behavior between Mecomb Sime Darby
and Instron Customers”**

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(KAMPUS BANDARAYA MELAKA)**

JULY 2014

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

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

JULY 2014

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

We **Zati Azlinda Binti Mohd Azam (911030-02-5004)** and **Nurhidayah Binti Mohamad Yusof (910322-10-5466)**

Hereby, declare that:

- This work has not previously been accepted in substance of any degree, locally or overseas, and not is being concurrently submitted for this degree or any other degrees.
- This project paper is the result of our 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:

Signature:

LETTER OF SUBMISSION

JULY 2014

Mohd Harun Bin Mohd Shahudin
Advisor of Project Paper BM 266
Faculty of Business Management
Universiti Teknologi Mara
75200 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER (BM 226)

Attached is the project paper titled “**Determinant of Industrial Purchaser Buying Behavior between Mecomb Sime Darby and Instron Customers**” to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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Bachelor of Business Management (Hons)
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Yours sincerely,



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ABSTRACT

The purpose of this research is to study the level of influences to industrial purchaser buying behavior among Mecomb Slme Darby and Instron Customers. The researcher also wants to identify which factor to be the most significant factor that influences buying behavior among the industrial purchaser in Mecomb Sime Darby and Instron customer. Other than that, the researcher also wants to identify the relationship between price, quality, customer relationship and buying behavior among the industrial purchaser between Mecomb Sime Darby and Instron Customers.

This study refers to primary data and also secondary data for supporting the sampling technique. The researcher used questionnaire as the method to collect all the data from the sample respondents in accomplishing the research objectives. For the next stage, the data for this study was analyzed using multiple statistical procedures; frequencies and correlation analysis. The result of the study presented in this research agrees that price has the greatest influence in affecting buying behavior among industrial purchaser. This study can be seen as a foreword to a more detailed study to be carrying by future research on the sales practices.