

**INTERNATIONAL BUSINESS & MANAGEMENT  
ACADEMIC COLLOQUIUM 2018**

A collaborative effort between

**FACULTY OF BUSINESS AND MANAGEMENT, UiTM KEDAH  
&  
HATYAI BUSINESS SCHOOL, HATYAI UNIVERSITY**

Copyright © 2018 by the Universiti Teknologi MARA Cawangan Kedah

Published by the Faculty of Business & Management

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, 08400 Merbok, Kedah, Malaysia.

## **EDITORIAL**

### **Patron**

Associate Professor Dr Shaiful Annuar Khalid  
Associate Professor Dr Wittawat Didyasarini Sattayarak

### **Chair**

Dr Kamarudin Othman

### **Co-Chair**

Dr Siriluck Thongpoon

### **Colloquium Committees**

Associate Professor Dr Nik Ramli Nik Abdul Rashid  
Dr Norhidayah Ali  
Dr Yanti Aspha Ameira Mustapha  
Dr Law Kuan Kheng  
Roseamilda Mansor  
Azim Izzuddin Muhamad  
Jamilah Laidin  
Mohd Firdaus Ruslan  
Nur Zainie Abd Hamid  
Mohd Shafiz bin Saharan

### **Abstract Reviewers**

Associate Professor Dr Nik Ramli Nik Abdul Rashid  
Dr Mahadzir Ismail  
Dr Dahlia Ibrahim  
Dr Hafizah Hammad Ahmad Khan  
Dr Yanti Aspha Ameira Mustapha  
Dr Norhidayah Ali  
Dr Law Kuan Kheng  
Dr Mohd Rizaimy Shahrudin  
Dr Siti Meriam Ali  
Dr. Patcharee Scheb – Buenner  
Dr. Chutima Wangbenmad  
Dr. Siriluck Thongpoon

### **Language Editors**

Dr Wan Irham Ishak  
Nor Aslah Adzmi  
Bawani A/P Selvaraj

### **Formatting**

Nor Ananiza Azhar  
Nur Diana Hassan

### **Director of Design**

Syahmi Harudin

**eISBN: 978-967-0314-56-3**

Printed by: Perpustakaan Sultan Badlishah  
Universiti Teknologi MARA (UiTM) Cawangan Kedah

## **EXAMINING THE DETERMINANTS OF INTERNATIONAL BRAND RECOGNITION AMONG MALAYSIAN CONSUMERS IN KUALA LUMPUR**

Fatihah Norazami Abdullah<sup>1</sup>, Nurazlina Abd Rashid<sup>2</sup>, Nur Izzati Syazana Jamil<sup>3</sup>

Email:

[fatih876@kedah.uitm.edu.my](mailto:fatih876@kedah.uitm.edu.my)

### **ABSTRACT**

The objectives of the study are to explain the concept of brand recognition and to identify what constitutes consumer recognition of international brands among Malaysian consumers in Kuala Lumpur. Consumers in Kuala Lumpur were chosen as respondents because Kuala Lumpur is the capital of Malaysia. In addition, consumers in Kuala Lumpur also have higher purchasing power compared to other cities in Malaysia. They were also more susceptible to a wide variety of local or international products available in various types of shopping malls. One of the objectives of this study was to examine the relationship between international brand recognition and other variables such as product quality, product design, education and country of origin to measure their degree of influence. Data were collected by using self-administered questionnaires indicated some form of correlation between product quality, product design, education and country of origin and international brand recognition. The number of respondents was 52 and the method used was simple random sampling. The results from numerical investigations revealed that product qualities, country of origin, product design had moderate positive relationship with international brand recognition. Based on the finding, this study may recommend that the number of respondents should be increased in future research and it should be conducted in every state in Malaysia for better and comprehensive results. Other variables should also be added in the future such as user profiles, product feature and other items. In addition, among the variables studied, education had a weak positive relationship with international brand recognition. Therefore, it is recommended that more promotional activities should be carried out to the consumers to provide awareness and information on local or international brands.

**Keywords:** Brand Recognition, Country of Origin, Design, Quality