



# UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING CUSTOMER PURCHASE INTENTION IN SHOPPING MALL  
AMONG MILLENNIALS AT PLAZA PELANGI**

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**JOHOR**

**JUNE 2018**

## LETTER OF TRANSMITTAL

28 June 2018

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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the research report title "Factors Influencing Customer Purchase Intention in Shopping Mall Among Millenrials at Plaza Pelangi" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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(Mohamad Faizzuddin Bin Asli)

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## ABSTRACT

In the advancement of science and technology, shopping mall has become important to every people as it offered various types of products, brands, services, needs and wants. Shopping malls is one stop centre that offers a variety of products and services to the customers. At the same time, the customers can enjoy and spend their quality time with family members and friends in the same place. The purpose of the study is to determine the factors that influence customer purchase intention in shopping mall among millennial at Plaza Pelangi. In this study, the researcher used reliability analysis, pearson correlation coefficient and regression analysis in order to run the analysis. There are five independents variables and one dependent variable tested which are convenience, tenant variety, internal environment, leisure activities, communication/promotion and purchase intention. Besides, there are 111 respondents were participating in this study and the researcher used convenience sampling as a sampling technique. The findings indicate that among the five independent variables, only convenience and tenant variety are significant towards the dependent variable. As such, between the two significant variables, convenience indicates to be having the highest relationship and contribute highest factors that influencing customer purchase intention in shopping mall among millennials at Plaza Pelangi.

**Keywords:** Shopping mall, customers, purchase intention, convenience, tenant variety, one stop centre and Plaza Pelangi

## CHAPTER 1: INTRODUCTION

### 1.1 BACKGROUND OF STUDY

Nowadays, shopping malls have been experiencing rapid growth globally especially in Malaysia. With the growth of this industry, many new shopping malls have been built and the existing ones have been upgraded adding millions of square feet of shop space (Berman and Evans, 2004). This means that shopping mall developers need to come out with new ideas and concepts to retain current shoppers and gain the attention of new consumers. Consumers come to the mall for the goods and services provided in hopes to satisfy their wants and needs. According to Terblanche (1999), malls have become a major importance in consumer lifestyle. Hence, mall developers need to structure their premises according to current trend that was parallel with customer lifestyle.

Shopping malls can be defined as an agglomeration or a group of different stores that offer various types of products, brands, and services under one roof (Nichols, 2002). Shopping malls need to be one stop centres that have a variety of products and services to be offered to customers. For example, a family may want to buy different things like a pair of shoes for the father, household goods for the mother, and the son may want to go bowling. A good shopping mall can provide all of those mentioned for the family. Nowadays, customers are more demanding on better products and services. Hence, developer needs to operate shopping mall according to customers' need and want in order to avoid any negative circumstances in the future.

Furthermore, based to Head of Advertising & Promotion PNB commercial, Mr. Ma'amur Gadafy bin Abdul Rashid, he said in year 2018 to 2025, more than 50 shopping malls will be developed in Johor. He mentioned that competition in this industry was high. As a developer, they need to overcome these problems by keep pace with current trends and technologies. Based on Mr Gadafy statement, malls that do not change their internal and external structure will be considered as outdated and could potentially face bankruptcy in the future.

In addition, most of the companies aim to achieve high amounts of profit where customers play as a main contributor to the companies' profits by buying their products. Based on the theory of satisfaction, when products and services meet the expectation, customers will stay loyal to the brand; when the products and services do not meet the expectation, customers will switch to another brand; when the products and services meet high expectations, customers will be delighted. Therefore, businesses need to ensure aspects such as product,