



**DETERMINANTS AFFECTING THE PERCEPTION OF SELECTED MALAYSIAN
MILLENNIALS TOWARDS SME PRODUCTS**

WAN MAZURA BINTI WAN AZMI

2014164707

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDAR RAYA MELAKA

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ABSTRACT

There are many perception that occur towards SMEs from many kind of community and most of them are negative perception. These crises were deriving from several factors such as poor development, lack of management skill, bad financial management and others. The main objective of this study was to investigate the determinants affecting the perception of selected malaysian millennials towards SME products.. The study reviewed several theories of innovation, quality, product establishment and product marketing as possible avenues towards a framework of understanding what determinants affecting the perception of selected malaysian millennials towards SME products. A convenience sampling technique was used to select a sample of 200 respondents from a target population of 2091 students of UiTM Malacca City Campus. Questionnaires were used to collect primary data while secondary data was collected through document review. Data analysis was carried out using quantitative technique with the aid of Statistical Package for Social Science (SPSS) version 2.0 while figures, tables and charts were used for data presentation. The study found that from four independent variables which is innovation, quality, product establishment and product marketing assessed in the study, all of them shown a significant relationship to the perception of selected malaysian millennials towards SME products. Regarding the findings, it can be concluded that the respondents highly agreed that innovation, quality, product establishment and product marketing affecting the perception of selected malaysian millennials towards SME products.

Keywords

The perception of selected malaysian millennials towards SME products., innovation, quality, product establishment and product marketing

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