



**FACTORS AFFECTING CUSTOMER PURCHASE
INTENTION: A CASE OF PARKSON NU SENTRAL**

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JULY 2017

ACKNOWLEDGEMENT

First and foremost, I praise to God, the Almighty for providing me this opportunity and granting me the capability to proceed successfully. This thesis appears in its current form due to assistance and guidance from several people. I would therefore like to offer our sincere thanks to all of them.

I would like to express my sincere gratitude to my advisor Madam Syaidatul Zarina Mat Din for her continuous support of my thesis and research, for her patience and immense knowledge. Her guidance helped me in all the time of research and writing if this thesis.

I want to express my deep thanks to my parents as well for their continuous support in terms of financing in travelling to UiTMSegamat Johor from Selangor for meeting up with my advisor and also printing matters. Not to forget, special thanks to my Supervisor for the internship program at Parkson Corporation Sdn. Bhd, Nu Sentral branch for their understanding when I going to Johor to meet up my advisor, Madam SyaidatulZarina Mat Din.

Last but not least, I would like to say thank you to my fellow classmates and my colleagues for always sharing opinion regarding my thesis. They provide me emotional support, always cheering me and tell to each other not to give up and always do the best for my thesis

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ABSTRACT

The aim of the study is to identify the factors that affect the customer purchase intention at Parkson Nu Sentral. Secondly, its objective is to identify the customer purchase intention and to determine the most influence factors of customer towards purchase intention at Parkson. The literature concerning the product price, product quality and attitude of customer that significantly affect consumer purchase intention at Parkson Nu Sentral. A sample of 100 respondents was taken who are the visitors of shopping malls or their mostly purchases at Parkson Nu Sentral. The data was collected through the questionnaire including 15 items on five-point likert scale. Statistical analysis was done using the software SPSS version 22 which indicated the correlation, and regression analysis of data. Three attributes those are relevant to the purchase intention were found which is product price, product quality and attitude of customer that affect purchase intention. All these three factors positively affect the consumer consumer purchase intention at Parkson. And further research will include the factors that can influence customer purchase intention.



CHAPTER 1

1.0 INTRODUCTION

1.1 Overview of Retailing Industry

Retail industry established when all businesses sell goods and services to consumer. There are several directions in this industry whereby it involve department stores, discount stores, specialty stores and even seasonal retailers. Besides that, each retailer tries to differentiate itself from the competition, but the strategy that the company uses to sell its products is the most important factor. There are some types of retailing business that can be classified which department stores usually have a very large store in offering a huge assortment of goods and services. Then, discounters is tend to offer a wide array of products and services, but compete mainly on price whereas demographic involve retailers that aim at one particular segment. High-end retailers focusing on wealthy individuals would be a good example.

Retail industry involved 7 P's of marketing mix which include price, product, place, people, promotion, physical evidence and process which creates a foundation to achieve desired outcome of having people visit to the store. Promotion, triggers points that capture the interest of people enticing them with irresistible offers. Promotion is also able to raise customer awareness of a product or brand, generating sales and creating brand loyalty. Place can relate to whe. to intend on offering a product, along with the avenues of how people can reached. Whereas, price can be determine by supply and demand or quality versus quantity. As for product, it is anything that can be offered to a market that might satisfy a want or need. Next, physical evidence is by relating it to the material part of what the customers