



FACTORS INFLUENCING THE STUDENTS PURCHASE
INTENTION TOWARDS INSTANT NOODLE PRODUCT

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JULY 2018

ACKNOWLEDGEMENT

Alhamdulillah, I am grateful to Allah SWT for giving me the strength and serenity for completing this research.

Second of all, I would like to express my gratitude to my advisor, Dr. Rizuwan Bin Abu Karim who gave me the golden opportunity to do this wonderful thesis on the topic "Factors influencing the students purchase intention towards instant noodle product" which also helped me in doing a lot of research and I came to know about so many new things. He is the best advisor that I have ever had. Other than that, I also wanted to say thank you to my second advisor Madam Noorain binti Nordin who also give me lots of knowledge during the thesis research being done.

Moreover, I would like to thank my family, my siblings and friends who helped me a lot in finalizing this paper within the limited of time. Eventhough my family is far away from me but they always keep supporting me in finishing my Degreee. They also the ones who keep giving me advise so that I am not giving up before I finish my study.

I also am grateful to extend my special acknowledgement to my respondents who are willing to answer all of my questionnaires. Finally, to wrap things up, I would love to thanks additionally to my family for bringing me at the primary spot and to continue supporting me profoundly for the duration of our life.

Thank you.

TABLE OF CONTENT	PAGES
TITTLE PAGE	li
DECLARATION OF ORIGINAL WORK	lii
LETTER OF TRANSMITTAL	lv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	Vi - viii
LIST OF FIGURES	lx
LIST OF TABLE	lx – x
LIST OF ABREVIATION	xi
ABSTRACT	xii
CHAPTER 1 : INTRODUCTION	
1.1 Background of study	1 –3
1.2 Problem Statement	3– 4
1.3 General Research Questions	5
1.4 General Research Objective	5
1.4.1. Specific Research Objectives	6
1.5 Significance of Study	6 – 7
1.6 Scope of Study	8
1.7 Limitation of Research	8 - 9
1.8 Definition of terms	10 – 11
1.8.1 Purchase intention	10
1.8.2 Perceived price	10
1.8.3 Packaging	10 – 11

1.8.4 Advertisement	11
1.8.5 Store image	11
CHAPTER 2 : LITERATURE REVIEW	
2.1.1 Customer Purchase Intention	12 – 13
2.1.2 Perceived Price	14 – 15
2.1.3 Advertisement	16 – 17
2.1.4 Packaging	18 - 20
2.1.5 Store Image	21
2.2 Theoretical Framework	22 - 23
2.3 Hypothesis Development	24
CHAPTER 3 : RESEARCH METHODOLOGY	
3.1 Research Design	25 - 26
3.1.1. Purpose of the Study	26
3.1.2. Research Strategy	26
3.1.3. Study Setting	27
3.1.4. Extent of Researcher Interference	27
3.1.5. Time Horizon	28
3.1.6. Unit of Analysis	28
3.2 Data Collection Method	29
3.3 Questionnaires	30
3.3.1 Likert Scale	31
3.3.2. Development of Measurable Item	32 – 36

ABSTRACT

Instant noodle food products seem to be accepted as a fundamental component to satisfy students purchase intention. However, it has been often overlooked in Food industries and satisfaction studies. The main objective of this study was to investigate the factor that influencing the students purchase intention towards instant noodle products, Hence, This study shows that overall for the independent variables consist of perceived price, packaging, advertisement and store image have significantly affects towards students purchase intention. Subsequent regression analyses demonstrated that the independent variable influence students purchase intention through the factors that affecting the customers. Thus, food industries should pay attention to price as price is a very sensitive matter towards the customers. However, this study will investigate the major factors that influence the students purchase intention towards instant noodle.

Keyword: Students Purchase Intention, Instant noodle, Perceived Price, Packaging, Advertisement, Store Image, price, influencing