

**FACTORS INFLUENCING NEWSPAPER
READERS BUYING INTENTION**

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**Submitted in Partial Fulfilment of the
Requirement for the Bachelor of Business
Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2008

LETTER OF SUBMISSION

28TH April 2008

The Head of Program
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Faculty of Business Management
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title "FACTORS INFLUENCING NEWSPAPER READERS BUYING INTENTION" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely,



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"DECLARATION OF ORIGINAL WORK"

I, Nor Afida Binti Abu Zaharin,

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge

Signature: _____

Date: 2/5/2008

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ABSTRACT

The primary objective for this research, title the factors influencing newspaper readers buying intention basically to focus on the reason, why readers prefer one newspaper as compared to other newspaper. Therefore, it gives ideas to researcher to obtain information based on four factors which are content, price, contest and size. Hopefully, at the end of the findings, researcher can discover the most significant relationship between factors with newspaper readers buying intention.

In this research, researcher use correlation bivariate. Researcher thinks this method suitable in order to identify simple relationship between dependent and independent variables. Researcher use descriptive method whereby it describes both variables. At the end of research findings, I shows that only content have significant relationship as compared to other variables.

From the research findings, researcher will able to give conclusion and recommendation to Berita Harian, what should they do in order to face future competition. Other than that, Berita Harian should look from the reader's perspective. Than only they can survives in the market.