



**EFFECT OF MALL ENVIRONMENT ON CONSUMER BUYING BEHAVIOR IN MELAKA CITY**

**NABILA BINTI AHMAD  
2016448404**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA MALACCA CITY CAMPUS**

**JULY 2017**

**EFFECT OF MALL ENVIRONMENT ON CONSUMER BUYING BEHAVIOR IN MELAKA CITY**

**NABILA BINTI AHMAD  
2016448404**

**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA  
MALACCA CITY CAMPUS**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA  
“EFFECT OF MALL ENVIRONMENT ON CONSUMER BUYING BEHAVIOR IN MELAKA  
CITY”**

I, (NABILA BINTI AHMAD), I/C NUMBER: (950730-04-5104)

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 other 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 acknowledged.

Signature:\_\_\_\_\_

Date:\_\_\_\_\_

## **LETTER OF SUBMISSION**

Date: 10th July 2018

Program Coordinator  
Bachelor of Business Administration (Hons.) International Business  
Faculty of Business Management  
University Teknologi Mara  
Malacca City Campus

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER (IBM672)**

Enclosed here is the research entitled "EFFECT OF MALL ENVIRONMENT ON CONSUMER BUYING BEHAVIOR IN MELAKA CITY" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi Mara.

I hope this report will fulfill the requirement of Bachelor of Business Administration with Honors and also achieved the objectives of this study.

Thank you.

Yours faithfully  
NABILA BINTI AHMAD  
2016448404  
BBA (HONS.) INTERNATIONAL BUSINESS

## **ABSTRACT**

This study was conducted in order to determine the effect of mall environment on consumer buying behavior in Melaka City. It investigated the preferences of mall consumers for the factor affecting their consumer buying behavior. The study used a survey questionnaire to gather information from the consumers by passing to the consumers individually to get an instant answer. The theoretical framework of this study was based on consumer behavior theories from various authors. For example, empirical evidence suggests that the success of shopping malls today lays in their ability to offer customers both consumer and social experiences under one roof (Dennis et al., 2002; Haytko and Baker, 2004) and these issues were discussed in the literature review. The findings of the study indicated that aesthetics is the most affecting factor for consumer buying behavior.