



**LEVEL OF BRAND COMMITMENT AMONG CONSUMERS OF
LOCAL COSMETIC PRODUCTS IN MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA
KAMPUS BANDARAYA**

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PRODUCT IN MELAKA

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

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”

I, Norazmira Binti Mohd Dzahaimi, (I/C Number: 930605-06-5044).

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

JANUARY 2018

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA,
Cawangan Melaka Kampus Bandaraya,
110 Off Jalan Hang Tuah, 73500 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled '**LEVEL OF BRAND COMMITMENT AMONG CONSUMERS OF LOCAL COSMETICS PRODUCT IN MELAKA**' to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. Thank You,

Yours Sincerely,

NORAZMIRA BINTI MOHD DZAHAIMI

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)

ABSTRACT

This research is done to study the level of brand commitment among consumers of local cosmetics product in Melaka. There are four factors that includes in this study which influenced the level of brand commitment of local cosmetic consumers such as brand affect, brand image, brand trust and brand value. This study is focusing on the population of both men and women who are living in Melaka. For about 150 individuals are selected to be the respondents for this study. The researcher used purposive or known as judgmental sampling method for completing this study. The findings of this study shows that brand trust is the most influential factor that influenced the changes in brand commitment among local cosmetic consumers in Melaka. The data analysis of correlation and regression is done by using SPSS 2.0 software.