



**BRAND LOYALTY ON FAST MOVING CONSUMER GOODS (FMCG)
AMONG
OFFICE WORKERS IN KUALA LUMPUR**

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

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

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN MELAKA
KAMPUS BANDARAYA MELAKA**

January 2019

DECLARATION OF ORIGINAL WORK



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I, Nurul Aida Binti Mohamad Nizam, (I/C Number: 940324146234)

Hereby, declare that,

- This work has not previously been accepted in substances 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 TRANSMITTAL

January 2019

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business and Management
University Teknologi MARA
Cawangan Melaka
75300 Kampus Bandaraya Melaka

Dear Madam,

TRANSMITTAL OF FINAL YEAR PROJECT

Attached is the final year project paper titled “**BRAND LOYALTY ON FAST MOVING CONSUMER GOODS (FMCG) AMONG OFFICE WORKERS IN KUALA LUMPUR**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincere,

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(NURUL AIDA BINTI MOHAMAD NIZAM)

2015162585

Bachelor of Business Administration (Hons) International Business

ABSTRACT

The purpose of this research is to identify the determinants that effect Brand Loyalty on Fast Moving Consumer Goods (FMCG) Among Office Workers in Kuala Lumpur. This study was conducted to know the relationship between independent (Brand Trust, Brand Association, Brand Personality and Brand Awareness) variable and dependent variable where it is correlated with each other. Hence with the proper observation, its aim study aims to investigate the major factors that influence Brand Loyalty on Fast Moving Consumer Goods (FMCG) Among Office Workers in Kuala Lumpur.

The first objective is to examine the relationship with brand trust and Brand Loyalty on Fast Moving Consumer Goods (FMCG) Among Office Workers in Kuala Lumpur. Secondly, to analyze the relationship with brand association and Brand Loyalty on Fast Moving Consumer Goods (FMCG) Among Office Workers in Kuala Lumpur. Thirdly, to investigate the relationship with brand personality and the Brand Loyalty on Fast Moving Consumer Goods (FMCG) Among Office Workers in Kuala Lumpur. Lastly, it was to observe the relationship with brand awareness and brand loyalty consumers toward Brand Loyalty on Fast Moving Consumer Goods (FMCG) Among Office Workers in Kuala Lumpur.

The sampling design that used in this research is non- probability sampling which is the convenient sampling. The data collection method are primary data and secondary data which the primary data are conducted by distributed a questionnaire to the sample size where 200 respondent at the Tabung Haji HQ which is the staff. The finding and research were result in frequency, descriptive, correlation and regression. Finally, the data, conclusions and recommendations are conducted.