



UNIVERSITI TEKNOLOGI MARA

**FACTORS THAT INFLUENCE CONSUMER PURCHASING
BEHAVIOR USING GUERRILLA MARKETING APPROACH**

ABU IZZAT BIN JALALUDDIN

2011416822

BACHELOR OF BUSINESS ADMINISTRATION

HONS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TECHNOLOGY MARA

MELAKA CITY CAMPUS

JULY 2014

**FACTORS THAT INFLUENCE CONSUMER PURCHASING BEHAVIOR
USING GUERRILLA MARKETING APPROACH**

**ABU IZZAT BIN JALALUDDIN
2011416822**

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

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
MELAKA CITY CAMPUS**

JULY 2014

LETTER OF SUBMISSION

Date: 2 July 2014
Abu Izzat Bin Jalaluddin (2011416822),
Faculty of Business Management,
University Technology MARA,
Melaka City Campus,
110 Off Jalan Hang Tuah,
Melaka.

The Project Advisor,
Miss Geetha A/P Muthusamy,
University Technology MARA,
Melaka City Campus,
Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title **“Factors that Influence Consumer Purchasing Behavior Using Guerrilla Marketing Approach”** to fulfill the requirement as needed by the faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

ABU IZZAT BIN JALALUDDIN
2011416822



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MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Abu Izzat Bin Jalaluddin , I/C Number : 920704016003

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:_____

ABSTRACT

This study is conducted as a partial fulfillment of the coursework of Final Semester Project Paper. The title of the study is factors that influence consumer purchasing behavior using guerrilla marketing approach. The modern era has made each consumer experience a newer concept of marketing communication in his continuing ask for satisfying needs and wants, therefore guerrilla marketing must be implement in the best way.. The main objectives of study are to identify the relationship between creativity, humorous, differentiation and value proposition toward consumer purchasing behavior. The other objective is to determine the rank of element and the most influencing factor that influence consumer purchasing behavior.

The result from the study show that the most influencing factor that affect the consumer purchasing behavior. It also indicated that the rank of differentiation element in guerrilla marketing approach that influences the consumer purchasing behavior is high. And also it indicates that independent variables which is creativity, humorous, differentiation, and value proposition are significantly and positively related to the consumer purchasing behavior.

Keyword: Factor, guerrilla marketing, element and consumer buying behavior.