



**BRAND EQUITY AND CUSTOMER REPURCHASE INTENTION TOWARDS  
AGROMAS PRODUCTS**

<b>AHMAD SYAKIR BIN KADIMIN</b>	<b>2010255066</b>
<b>MOHAMAD HANAFI BIN ZAINAL</b>	<b>2010443774</b>

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Requirement for the  
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KAMPUS BANDARAYA MELAKA**

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

**“DECLARATION OF ORIGINAL WORK”**

I, Ahmad Syakir Bin Kadimin, (I/C Number: 900819-01-5889)

I, Mohamad Hanafi Bin Zainal, (I/C Number: 901130-01-6675)

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 our independent work and investigation, except where otherwise stated
- All verbatim extract have been distinguished by quotation marks and sources of my information have been specially acknowledged

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

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

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

## LETTER OF SUBMISSION

27 June 2013

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
Off Jalan Hang Tuah  
75300

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**BRAND EQUITY AND CUSTOMER REPURCHASED INTENTION TOWARD AGROMAS PRODUCTS**” to fulfil the requirement as needed by the Faculty of Business Management, University Technology of MARA

Thanks you

Yours sincerely,

AHMAD SYAKIR BIN KADIMIN  
2010255066  
Bachelor of Business Administration (Hons) Marketing

MOHAMAD HANAFI BIN ZAINAL  
2010443774  
Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

This study is conducted as a partial fulfillment of the coursework of Industrial Training Project Paper (MKT669). This title of study is “Brand Equity and Customer Repurchase Intention toward Agromas Products”.

This study focused in four element of brand equity that is brand association, brand awareness, perceived quality and brand loyalty. All this elements used as an independent variable and the dependent variable is customer repurchased intention.

The main objectives of this study are to examine the customer perception of repurchase intention toward Agromas products, to examine the perceptions of the customer toward brand equity elements of Agromas, to investigate the relationships between brand equity and customers repurchase intentions toward Agromas product, to determine the element that gives the most impact on repurchase intentions toward Agromas products and to provide recommendations to improve the brand equity of Agromas product.

This study was conducted at Melaka Tengah district and covers only on Agromas consumer products. Through this study; it will help FAMA to identify the new strategy that can be used to increase their marketing strategy especially on brand equity elements.