



FACTORS INFLUENCE SPONTANEOUS BUYING BEHAVIOR
TOWARD PERFUME PRODUCT

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UITM KAMPUS BANDARAYA MELAKA

DATE: 01/07/2014

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

FACULTY OF BUSINESS MANAGEMENT
UITM KAMPUS BANDARAYA MELAKA



BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
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“DECLARATION OF ORIGINAL WORK”

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2, MUHAMAD ZIQRUL HAQEEM BIN SHAHRAN, (I/C Number : 910516-01-5143)

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 extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledgment.

Signature : _____ Date: _____

Signature : _____ Date: _____

LETTER OF SUBMISSION

MISS SURYA BINTI AHMAD ROYALI

MKT 669 Industrial training project paper Report

UITM Malacca City Campus

Date: 01/07/2014

Dear Madam,

Hereby, we are the students of BM220 6B will submit our final report of MKT 669 entitled "Factors Influence Spontaneous Buying Behavior Towards Perfume Product." From the questionnaire that we have constructed, we discover that most of the consumers have their own factors influence spontaneous buying behavior towards perfume.

The main purpose of this research and report being conducted is to analyze and find out about the factors influence spontaneous buying behavior towards perfume. Purpose of this report is to get feedback directly from the consumer.

The report concludes, the factor influence spontaneous buying behavior toward perfume are product, price, place and also promotion. We also provide recommendations regarding this topic.

Yours faithfully,

(HANIS BIN NOR MOHAMED ZAILANI)

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ABSTRACT

The aim of this study is to determine the factors that influence customer when they want to buy perfume product. Perfume is like other personal grooming and beauty items, the purchase decision for perfume also complex one comprising of such factors like the product, price, place and also promotion. The outcomes have confirmed that customer is willing to spend their share of wallet if fragrances of high quality are offered with attractive packaging and beautifully design perfume bottles. It will attract customer to buy, repeat purchase and the product will be recommended as well.

Keywords: product, price, place, promotion, spontaneous buying behavior, perfume.