



**“A STUDY ON COUNTRY OF ORIGIN IMAGE TOWARDS THE PERCEPTION OF BRAND
EQUITY AMONG MALAYSIANS”**

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DECLARATION OF ORIGINAL WORK



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UNIVERSITI TEKNOLOGI MARA
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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: _____

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LETTER OF SUBMISSION

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A STUDY ON COUNTRY OF ORIGIN IMAGE TOWARDS THE PERCEPTION OF BRAND EQUITY AMONG MALAYSIANS”** to fulfill the requirement as needed by the Faculty of Business Management, University Technology Mara.

Thank you.

Yours sincerely,

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ABSTRACT

The purpose for this research is to study the relationship between the countries of origin image towards the perception of brand equity of Malaysian. There were two independent variables which are macro country or origin image and micro country of origin image and one dependent variable which is the perception of brand equity. The respondents of the study were 200 Malaysian consumers that were being selected by using a non-probability sampling method, mall intercept. 200 questionnaires were given to collect the data. The data was then analyzed using frequency analysis, reliability analysis, correlation analysis and regression analysis. The findings of the study show that macro and micro country of origin image does in fact have significant relationship towards the perception of brand equity.

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