



UNIVERSITI TEKNOLOGI MARA

**DETERMINANTS AFFECTING THE PURCHASE INTENTION OF FOREIGN
BRANDS AMONG SELECTED MILLENNIALS IN KUALA LUMPUR**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
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FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”**

I, Siti Nur Ain Binti Salih, (I/C Number: 930210-01-6416)

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: _____

LETTER OF SUBMISSION

JUNE 2019

The Head of Program,
Bachelor in Business Administration (Hons) International Business,
Faculty of Business Management,
Universiti Teknologi Mara (UiTM),
Bandaraya Melaka,
Melaka.

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project title **“DETERMINANTS AFFECTING THE PURCHASE INTENTION OF FOREIGN BRANDS AMONG SELECTED MILLENIALS IN KUALA LUMPUR”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

Thank You,

Yours Sincerely,

(SITI NUR AIN BINTI SALIH)

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Bachelor in Business Administration (Hons) International Business

ABSTRACT

Foreign brands has always been empowering local industry since before because of the marketing strategy that is appropriate. Therefore, the objective for this study was to identify the determinants affecting millennials' purchase intention of foreign brands. The determinants was proposed based on the previous studies to examine the relationship between corporate social responsibilities, social media marketing and sales promotion towards purchase intention of foreign brands among selected millennials in Kuala Lumpur. Total 278 sample of respondent data has been recorded and being analysis for this study. Data has been analysing by using Statistic Package for Social Science (SPSS). Regression and correlation used in this study analyses the relationship of independent variables toward dependent variable.

Keywords: Corporate Social Responsibilities, Social Media Marketing and Sales Promotion, Purchase Intention of Foreign Brands

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