



**FACTORS INFLUENCING PURCHASE INTENTION TOWARDS  
TABLET AMONG YOUNG ADULT IN W.P. LABUAN**

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## TABLE OF CONTENT

	PAGE
<b>CONTENT</b>	
Research Title	i
Declaration of Project	ii
Letter of Submission	iii
Acknowledgement	iv
List of Table	v
List of Figure	vi
Abstract	vii
<b>CHAPTER 1: INTRODUCTION</b>	1
1.1 Background of Study	1
1.2 Problem Statement	4
1.3 Research Objectives	4
1.4 Research Questions	5
1.5 Scope of Study	5
1.6 Significance of the Study	5
1.7 Limitation of Study	6
<b>CHAPTER 2: LITERATURE REVIEW</b>	9
2.1 Purchase Intention	9
2.2 Brand Equity	11
2.2.1 Brand Loyalty	12
2.2.2 Brand Awareness	14
2.2.3 Brand Association	15
2.2.4 Perceived Quality	17
2.3 Theoretical Framework	19

## LETTER OF SUBMISSION

05 JANUARY 2015

The Head of Program Bachelor of Business Administration (Honours) (Marketing)  
Faculty of Business Management Universiti Teknologi MARA  
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Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER (MKT 662)**

Attached is the project paper titled "FACTORS INFLUENCING PURCHASE INTENTION TOWARDS TABLET AMONG YOUNG ADULT IN W.P.LABUAN" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,  
NORAIN BINTI JOHARI,  
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Bachelor of Business Administration (Honours) (Marketing)

## **ABSTRACT**

The purpose of this project paper is to study the factors influencing purchase intention towards tablet among young adult in W.P.Labuan. The researcher is focusing on the brand equity elements which are brand loyalty, brand awareness, brand association and perceived quality. Quantitative data collection method and the simple random sampling are used to aid the research. 152 questionnaires will be distributed to the respondents and will be analyzed by using the SPSS software. The research is conducted allocated in Labuan Town area and the places are shopping mall such as Ujana Kewangan and educational institution such as SMK Labuan.