



**“MARKETING MIX STRATEGY THAT INFLUENCES
CUSTOMER PURCHASE INTENTION IN MELAKA MALL
SHOPPING COMPLEX”**

NIK NOR SHAFINI BT CHE HASSAN

2006154477

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
BANDARAYA MELAKA**

NOVEMBER 2009



**BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, NIK NOR SHAFINI BT CHE HASSAN, (I/C NUMBER: 840411-03-5462)

Hereby, declare that,

- This work has not previously been accepted in substances 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 the verbatim extracts have been distinguished by quotation mark and sources of my information have been specifically acknowledged.

Signature: NIK NOR SHAFINI BT CHE HASSAN

Date: NOVEMBER 2009

LETTER OF SUBMISSION

November 2009

The Head Of Program
Bachelor Of Business Administration (Hons) Marketing
Faculty Of Business Management
Universiti Teknologi MARA
75300 Jalan Hang Tuah
Melaka.

Dear Sir,

SUBMISSION OF THE PROJECT PAPER

Attached is the project paper titled “MARKETING MIX STRATEGY THAT INFLUENCES CUSTOMER PURCHASE INTENTION IN MELAKA MALL SHOPPING COMPLEX” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours Sincerely

NIK NOR SHAFINI BT CHE HASSAN
2006154477
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

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ABSTRACT

The objective of the study is to focus on the 4P's marketing strategy those apply by Melaka Mall that influence customer purchase intention in Melaka Mall shopping complex (MMSC). Customer purchase intention can be defined as the likelihood that a consumer would buy a particular product resulting from the interaction of his or her need for it, attitude towards it and perceptions of it and of the company, which produces it. Basically, customers enter the shopping mall for the interest. In MMSC, there was a huge attraction where having a Cineplex;MBO and Parkson. When asking the customer what the major attraction makes them comes to MMSC, most of them will answer for watching movie and shopping.

The study was conducted at MMSC located at Ayer Keroh, Melaka and researcher had distributed the questionnaires to the customers in order to obtain the findings regarding the topic. The researcher has used 4P's marketing strategy to analyze the findings. The purpose of the study is to provide better understanding about the marketing mix influence customer purchase intention at MMSC. The researcher used the exploratory study in order to explore the problem regards the topics. In this research, the study consists of four variables of marketing mix that influences customer purchase intention at MMSC which are product, price, place and promotion. The data obtained from the questionnaires are being analyzed by using SPSS 14.0.