



**A STUDY ON PURCHASE INTENTION TOWARDS AGROMAS BRAND**

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**WITH HONOURS (MARKETING)**

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**JUNE 2015**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TECHNOLOGY MARA**

**BANDARAYA**

**JUNE 2015**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
"DECLARATION OF ORIGINAL WORK"**

I, ROEMILIA BINTI BAHARIN, (I/C Number: 920326055004)

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**

JANUARY 2015

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
73500 Melaka.

Dear Mrs,

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “A STUDY ON PURCHASE INTENTION TOWARDS AGROMAS BRAND” to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....  
ROEMILIA BINTI BAHARIN

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### ABSTRACT

This paper is to examine purchase intention towards AgroMas brand. However, there not much study about the purchase intention towards AgroMas brand which mostly previous study is about SMEs product but they do not explained detail what brand they focusing on. Thus, the theoretical framework was done. With a simple random sampling method used in this research, about 80 questionnaires distributed to the consumers before the results have revealed relationship and significant of conceptual framework of this topic. The researcher distributed the questionnaires among the consumers that come to Giant Senawang during weekdays. There are three conceptual factors which are brand affect, brand familiarity, and brand attitude has been analysed. Then the result of the study would indicate the main influential purchase intention towards AgroMas brand.

Key words: SMEs, Purchase Intention, Brand Affect, Brand Familiarity, Brand Affect