

THE FACTORS INFLUENCING CONSUMER BUYING
BEHAVIOUR ON BRANDED GOODS

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Submitted in Partial Fulfilment of the Requirement for
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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA BANDARAYA MELAKA “DECLARATION OF ORIGINAL WORK”

I, Suhailah binti Musrul, (I/C Number : 930704-01-5624)

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

2nd July 2015

The Head of Program

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Faculty of Business Management

Universiti Teknologi Mara (UiTM)

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Dear Miss,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR ON BRANDED GOODS", to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

SUHAILAH BINTI MUSRUL

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Bachelor of Business Administration with (Hons) Marketing

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ABSTRACT

Purpose - To define study of factors influencing consumer buying behaviour on branded goods that are cultural factors, social factors, psychological factors, personal factors, and situational factors.

Problem statement - Consumer buying behaviour always change from time to time and each consumer have different buying behaviour towards purchasing branded goods

Objective - To determine the level of buying behaviour, to identify the significant relationship between cultural factors, social factors, psychological factors, personal factors, and situational factors with buying behaviour, as well as to determine the most factor which influence buying behaviour.

Methodology - A close-ended questionnaire survey is conducted with a sample size of 100 respondents. SPSS version 22.0 is used to find the data reliability, frequencies of data, descriptive analysis, correlation test, and regression test in order to test all the hypothesis involved and to also answer all the objectives that present.

Summary of the findings - All independent variables are cultural factors, social factors, psychological factors, personal factors, and situational factors are significantly related to buying behaviour. Besides that, the highest level of buying behaviour is psychological factors. On the other hand, the most influencing factor affecting consumer buying behaviour on branded goods is personal factors.

Keywords - Consumer buying behaviour, Cultural Factors, Social Factors, Psychological Factors, Personal Factors, Situational Factors