

**SHOPPERS' PREFERENCES TOWARDS SHOPPING MALL:  
A STUDY AT PLAZA KOTARAYA**

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**APRIL 2010**

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**Submitted in Partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UITM, MELAKA CITY CAMPUS**

**2010**

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**“DECLARATION OF ORIGINAL WORK”**

I, Syed Khamarrulariffin Bin Syed Jaffar, (I/C Number: 870203-01-5747)

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

6 MEI 2010

The Head of Program  
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Kampus Bandaraya Melaka,  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper titled “**SHOPPERS’ PREFERENCES TOWARDS SHOPPING MALL: A STUDY AT PLAZA KOTARAYA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

The purpose of this study is to find shoppers' preferences towards shopping mall that study Plaza Kotaraya and the respondent are the shoppers of Plaza Kotaraya itself. The problem that Plaza Kotaraya faces is the decreasing number of shoppers patronizing the shopping mall. The objectives of this research are to identify the level of shoppers' preferences towards Plaza Kotaraya, to rank the most dominant factors of shoppers' preferences towards shopping mall and lastly to give recommendation to increase the number of shoppers to Plaza Kotaraya.

For the research methodology, researcher used Exploratory and Descriptive Research in conducted this research study. The populations in this study are the shoppers of Plaza Kotaraya. Convenience Sampling is used as sampling technique. The number of respondent is 50 respondents. In this study, primary data is used to collect data using survey data collection method, which is questionnaire and mall intercept interviews. Data collected will analyze using Statistical Package for the Social Science (SPSS) for Windows. The methods will use Reliability Test and Frequency Distribution Analysis. For Reliability Test, *Cronbach's Alpha* will use to measure the consistency reliability of data. Frequency Distribution Analysis will use to find frequency of respondents' profile which it describes the frequency characteristics of the respondents. The finding for identifying the level of shoppers' preferences towards Plaza Kotaraya is 3.64. For the result to rank the most dominant factors of shoppers' preferences towards Plaza Kotaraya, entertainment is the factors that most affecting the shoppers' preferences towards shopping mall.

**Keywords** : Shoppers' Preferences, Shopping Mall, Tenant Mix, Mall Atmosphere, Accessibility, Entertainment

**Research Type** : Research Paper