



اوتنورسيتي تكنولوجي مارا
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CAWANGAN KELANTAN

DECLARATION OF ORIGINAL WORK

I'm, NOR HAFIZA BINTI MOHD AZMI I/C NUMBER 880614-06-5668 hereby, declares that:

1. This work has not previously been accepted in substance for any degree, locally or overseas and not being concurrently submitted for this degree or any other degrees.
2. This project paper is the result of the independent investigation of the analyst, except where otherwise stated.
3. All verbatim has been distinguished by quotation marks and sources of information have been specifically acknowledged.

Signature:

Date:

ACKNOWLEDGEMENT

In the name of ALLAH, who is the Most Gracious, Most Merciful.

Alhamdulillah, in the name of ALLAH S.W.T I have completed this report. This report would not be possible without the help from many parties. Therefore, I would like to record my enormous appreciation to everyone who has been involved directly or indirectly in completing this project paper.

First of all, I would like to express my sincere gratitude and appreciation to my respected advisor, Mr Mohd Zainuri Bin Muhammad and second examiner; Mr Zuhail Bin Husein for their guidance, support, advice and supervision in completing this study. Their constructive comments and advices are valuable in making this report a success.

Not forgotten, my genuine appreciation to my family especially my parents, Mohd Azmi Bin Mohamed Zali and Zaiton Binti Muda for their continuous prayers, support and understanding.

Last but not least, to my entire classmates and my friends for giving me full support as well as help me to finish this report.

All your help support and guidance as well as time spent only ALLAH S.W.T can repay which I highly appreciate it. Without all this precious guidance, I would not be able to finish this project paper within the duration time.

Thank you.

ABSTRACT

'Buy Malaysia Product Campaign' was introduced by The Ministry of Domestic Trade, Co-operatives And Consumerism and has been around for 27 years since 1984 where the purpose of this campaign is to escalate the consumer demand towards Malaysia product in order to reduce domestic dependency towards imported goods and to accelerate economic growth in the country. The primary purpose of this study is to identify the main factors that influence consumer perception towards buying Malaysia products at Western Pahang and focused at three area which are Bentong, Raub, and Temerloh. The researcher had distributed 150 questionnaires and only 130 of questionnaires were returned by respondents. This research examines whether local producers, product quality, brand conceptualization and Country of Origin are influence the consumer perception towards buying Malaysia products. The data were analyzed using SPSS through reliability, frequencies, and correlation. Based on the findings, three out four factors are significant relationship which are local producer, product quality and brand conceptualization while Country-of Origin factor is not significant. The most important factor to influence customer perception towards buying Malaysia products is product quality.

Key words: *Perception, local producer, product quality, brand conceptualization, and Country-of Origin*

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