

IABC 2019

The 6th International
Accounting and Business
Conference

THE 6TH INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability
& Sustainability in Financial Governance*

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TABLE OF CONTENT

No.	Particulars	Page
1.	Foreword – Vice Chancellor, Universiti Teknologi MARA	2
2.	Foreward - Chairman, Indonesia Banking School	3
3.	Foreword – Rector, Universiti Teknologi MARA Cawangan Johor	4
4.	Foreword – Chairperson, International Accounting and Business Conference 2019	5
5.	Foreword – Chairperson, International Accounting and Business Conference 2019	6
6.	Itinerary – Programme Schedule	7
7.	Keynote Speaker	8
8.	Parallel Session Schedule	9
9.	Abstracts	23
10.	Organising committee	101
11.	Collaborators	103
12.	Acknowledgement	104
13.	Sponsor	105

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**FACTORS INFLUENCING BRAND AWARENESS OF FEMININE HYGIENE
PRODUCTS AMONG YOUNG FEMALE ADULTS**

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Abstract

This paper studied the effects of distribution, price, advertising and brand activation on brand awareness among female adults in a college. Data from 100 respondents are analyzed using descriptive, correlation and multiple regression analysis. Empirical results authenticated that brand activation significantly affects brand awareness. Input regarding the effects of distribution, price, advertising and brand activation on brand awareness among respondents would be crucial in helping marketers formulate strategies to enhance their brand awareness, obtain competitive advantage and business sustainability among young consumer markets. Empirical findings offer academic contributions to the existing body of knowledge of consumer behavior. The findings indicated price and advertising as significant towards brand awareness.

Keywords: *Females, feminine hygiene products, brand awareness, roadshows*