



**“A STUDY ON THE EFFECT OF INTERNET MARKETING TOWARD BRAND ATTITUDE
AND BUYING INTENTION FOR SUKIMI LUBE”**

MOHD SYUKRI BIN MAT DAUD

2009872196

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA KELANTAN

KOTA BHARU CITY CAMPUS

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LETTER OF TRANSMITTAL

MOHD SYUKRI BIN MAT DAUD
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Kota Bharu
15050 Kota Bharu, Kelantan

JAN 2012

Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Kota Bharu
15050 Kota Bharu, Kelantan.

Dear Sir,

SUBMISSION OF MARKETING PROJECT PAPER (MKT 662)

Attached is the copy of Marketing Project Paper (MKT662) entitled “**A STUDY ON THE EFFECT OF INTERNET MARKETING TOWARD BRAND ATTITUDE AND BUYING INTENTION FOR SUKIMI LUBE**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Faithfully,
MOHD SYUKRI BIN MAT DAUD
2009872196
Bachelor of Business Administration (Hons) Marketing

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بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

“In the name of Allah, The most Gracious and Selawat and Salam to His Messenger our Prophet Muhammad SAW.”

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ABSTRACT

The aim of this study was to examine the component of internet marketing that influence brand attitude and buying intention for SUKIMI LUBE SDN BHD. In this study, researcher has chosen advertising, communication, and promotion as independent variable, for the dependent variable researcher has chose brand attitude and buying intention. This study also was conducted what are the most preferred factor that influence brand attitude and buying intention for SUKIMI LUBE SDN BHD. Moreover questionnaire had been use in order to get feedback from customer. Researcher had distribute 50 questionnaire to SUKIMI LUBE customer at area Kelantan, Selangor and Kuala Lumpur. The data collected was then tested on its Frequency and Pearson's r' test of correlation and then further analyzed using Reliability analysis and regression analysis was used to test hypothesis of the study. The finding of this paper suggest that not all the factor are significant factor for explaining brand attitude and buying intention in SUKIMI LUBE. Only communication and advertising has been selected as the significant factor for explaining brand attitude and buying intention in SUKIMI LUBE. Base on the results obtain in this study, researcher suggest some recommendation that can help SUKIMI LUBE in the future.

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