



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

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SEMESTER SEPT 2011 – JAN 201

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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,
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ACKNOWLEDGEMENT

بسم الله الرحمن الرحيم

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

Alhamdulillah, I am most grateful that I have completed this project paper. With His Blessing, I received support and encouragement from many individuals and organizations to which I express my gratitude.

First and foremost, I would like to express my thanks to my first advisor, Prof. Madya HJ.SAPIAL BIN AB RAHMAN, for his care and commitment. His professional support and advice through our discussions, his comments and suggestions have made it possible for me to complete this research. I am grateful to PM HJ SAPIAL for giving me guidance and help in my academic years. My thanks and gratitude also goes to my second advisor, Madam WAN NOORHANA BINTI WAN ABDUL AZIZ for her helps and comments during I complete this research.

I would like also to express my high appreciation to SUKIMI LUBE SDN BHD especially to CEO, Encik HJ MUHAZLI BIN MUHAMAD for granting permission for me to undergo my research at SUKIMI LUBE SDN BHD. I also would like to thank my Sales manager, Encik Muhamad Amri Bin Hasan for his guidance during my industrial training and also to others staff at SUKIMI LUBE SDN BHD, especially the Sales department that gave me good cooperation, information's and help me in the completion of my practical training.

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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