

MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM

CUSTOMERS' PERCEPTIONS TOWARDS
STATIONERY SECTION AT
YAOHAN, THE MALL

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EXECUTIVE SUMMARY

Consumer shopping behaviour such as the choice of store is influenced by their perceptions of those stores. Perception is a complex process by which people select, organize and interpret sensory stimulation into a meaningful picture of the world.

An understanding of customer perceptions is important to the retailer as a customer's decision to purchase a product will be influenced to a large extent by the way he perceives the product. His perceptions will be affected not only by the quality of the product itself, but also by the attributes which the successful retailers is able to lend to the product through displaying, pricing, servicing and other supporting techniques.

The purpose to this internship project, is to study about how the customer perceive this section towards the display, variety, quality of the merchandise, the price of the items and also the location of the merchandise within the section.

In Chapter One, I will discuss about all aspects of retailing such as retail concept, Malaysian retail scene, Malaysian retail trend and so on.

Chapter Two will discuss about literature review on the retail industry in Malaysia and customer perceptions.

Methodology of the research is covered in Chapter Three. Primary data were obtained through a survey conducted to customers of stationery section to gain information on their perceptions towards the stationery section at Yaohan The Mall.

Findings and interpretation were analyzed and discussed in Chapter Four. From the research findings, it was found that few customers dissatisfied with the product accessibility and the price of the merchandise was expensive. It is also found that the staff were not so friendly with the customers. Few respondents also dissatisfied with their selling skill.

The conclusions of the research is discussed in Chapter Five and some recommendations is discussed in Chapter Six where the buyer should negotiate with the supplier for the best price and Yaohan should provide proper training for the staff in order to create better image.