



**A STUDY ON MARKETING MIX TOWARDS CUSTOMER  
PURCHASE INTENTION FOR AZET VISION (M) SDN BHD**

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**JUNE 2018**

## DECLARATION OF ORIGINAL WORK



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### "DECLARATION OF ORIGINAL WORK"

I, Nur Hafiza Binti Basri, (I/C Number: 960826-08-5898)

Hereby, declare that:

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

Signature: 

Date: 28/06/18

## LETTER OF TRANSMITTAL

28 June 2018

Mardziyana Mohamad Malom  
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
Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the research report title "A study on Marketing Mix towards Customer Purchase Intention for Azet Vision (M) Sdn Bhd " to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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Nur Hafiza Binti Basri

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## TABLE OF CONTENT

DECLARATION OF ORIGINAL WORK.....	ii
LETTER OF TRANSMITTAL.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
ABSTRACT.....	xi
CHAPTER ONE : INTRODUCTION.....	1
1.1. BACKGROUND OF STUDY.....	1
1.2. BACKGROUND OF THE COMPANY.....	3
1.2.1. Organization Chart.....	4
1.3. PROBLEM STATEMENT.....	5
1.4. RESEARCH QUESTIONS.....	6
1.5. RESEARCH OBJECTIVES.....	6
1.6. SIGNIFICANCE OF STUDY.....	7
1.6.1. Contribution to the researchers.....	7
1.6.2. Contribution to the company.....	7
1.7. SCOPE OF STUDY.....	7
1.8. LIMITATION OF THE STUDY.....	8
1.8.1. Respondents.....	8
1.8.2. Time.....	8
1.8.3. Information.....	8
1.9. DEFINITION OF TERMS.....	9
1.9.1. Purchase Intention.....	9
1.9.2. Marketing Mix.....	9
1.9.3. Product.....	9

## ABSTRACT

Purchase intention shows an important part for all organizations because is a considerable a directory to predict the consumer behaviour and bring successfulness to the seller products and services. This study focus on the customer of Azet Vision (M) Sdn Bhd and this study aimed on what are the factors in marketing mix that influence consumer purchase intention of Azet Vision (M) Sdn Bhd. The dependant variable is purchase intention. For the independent variable, it contains of four elements in marketing mix which are product, price promotion and place. This study is based on primary data and secondary data. For the primary data, this study focusing on the usage of questionnaire which is 100 questionnaires was distributed to the respondents. Besides, for the secondary data, this study also based on the journal from past research as one of the main sources. This research used Microsoft and SPSS Software to analyzed and interpret the data to the reliable result. Based on the result, it is found that only product and place have positive relationship with the dependent variable.

**Keywords:** Purchase Intention, Marketing mix, product, Price, Promotion and Place