



UNIVERSITI TEKNOLOGI MARA

**CUSTOMERS' PURCHASE INTENTION OF NEW PRODUCT FROM
UMORIE COMPANY**

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**BACHELOR OF BUSINESS ADMINISTRATION
(MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT**

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AUTHOR'S DECLARATION



7

**BACHELOR OF BUSINESS ADMINISTRATION WITH (HONOURS) MARKETING
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"DECLARATION OF ORIGINAL WORK"

I, Anis Suhaila Binti Ahmad Sufian, (I/C Number 950630-08-5758)

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 degree.
- This project paper is result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguish by quotation marks and sources of my information information have been specifically acknowledged.

Signature: _____



Date: 20/12/2018

LETTER OF TRASMITTAL

20 December 2018

Mardziyana Mohamad Malom
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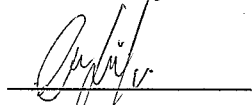
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factors Influencing Customer's Purchase Intention Of New Product From UMORE Company" to fulfil the requirement as needed by the Faculty of Business management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,



Anis Suhaila Binti Ahmad Sufian

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

There is several issue among customer towards their purchasing intention toward new product. There is several factor that can be attract or increase awareness about the new product to people. Now days, people did not really aware about the new product in the market especially product that can make their life easy with high technologies. Asp Pro Sdn Bhd is produce the high technologies product which is UMORIE brand for a new product technologies. So the purpose of this study is to identify the main factor that influence intention customer to purchase the new product of UMORIE. Other that, the study also want to know about the relationship between customer purchase intention and factor customer purchase intention such as quality, price setting, word-of-mouth and advertisement. This survey is involve 85 respondent among customer that come to petrol pump which is the vendor for UMORIE product. Finding and analysis is conducted using Statistical Packages for Social Science (SPSS) version 20.0 to get the data and result about this study. From the results, finding from Pearson Correlation showed that there is significant relationship between quality and price setting. For the word-of-mouth and advertisement have no significant relationship.