



**A STUDY RELATIONSHIP BETWEEN ADVERTISING, WORD  
OF MOUTH AND EXPERIENCE PERSPECTIVE WITH  
CUSTOMER PURCHASE INTENTION IN KOTA KINABALU**

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## ABSTRACT

Along with the trend of globalization, the economic grows rapidly in many aspects nowadays, standards of life enhances along with better incomes. Hence, people tend to use many way of product which is need influencing ways to them gain an information about that product their want. Advertisement, word of mouth and experience actually really assist the customer to know clearly what actually product about. By having good information or knowledge about the product which is can be gain from advertisement, word of mouth and experience actually help the customer try to came out and ask more about the product, that why we study the relationship of advertisement, word of mouth and experience to know seriously which one most influence customer then how their performance can reach the customer expectation. This research aims to achieve 3 main goals. First of all, to examine the level advertising, word of mouth and experience perspective that help consumer in Kota Kinabalu towards buying decision making, To study the relationship between consumer in Kota Kinabalu expectation from advertising, word of mouth and experiential perspective and its performance. Lastly, to suggest strategies to bridge the relationship between expectation and performance. . This research is done throughout survey questionnaire distributing to 120 respondents. Frequencies and cross tabulation are applied. Findings indicated that advertising, word of mouth and experience should improve its marketing strategy in terms of motivation and brand name.

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF STUDY

Changes in the global environment are presenting marketers with both new opportunities and challenges. In the 21<sup>st</sup> century, globalization, competition and technological advances have accelerated the need for changes in the buyer seller relationships. Since the 1990s, the internationalization of modern retailing has altered the dynamics and led to market saturation in many developed western countries. However, if an organization desire to survive and flourish in a global economy it must understand the values and behaviors of its final consumers.

Purchase intention is the implied promise to one's self to buy the product again whenever one makes next trip to the market (Fandos&flavian, 2006; Halim& Hammed, 2005). It has a substantial importance because the companies want to increase the sale of specific product for the purpose to maximize their profit. Purchase intention depicts the impression of the customer retention. There are certain functions of the environment which have a strong influence on the purchase intention of the customer, such as advertising, word of mouth and experience.

For the purchase intentions a consumer may consider environmental issues. So in first hand environmental consequences has been taken as an independent variable along with the advertising, word of mouth and experience perspective. Further how these independent variables along with the above mentioned independent variables will impact the purchase intention (dependent variables) will be studied.