

**Universiti Teknologi Mara  
Faculty Of Administrative Science And Policy Studies**



**A study on consumer buying behavioural intention toward  
branded product in Sungai Petani, Kedah**

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**CLEARANCE FOR SUBMISSION OF THE RESEARCH  
PROPOSAL BY THE SUPERVISOR**

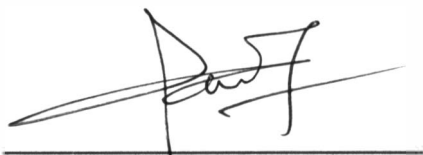
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Title of Research Proposal : A Study on Consumer Buying Behavioural  
Intention Toward Branded Product in Sungai  
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I have reviewed the final and complete the research proposal and approve the submission of this report for evaluation



(Nor Ardyanti Binti Ahmad)

## DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

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## ABSTRACT

In the earlier years, consumer shopping is based on money value, which shopping is about acquiring needed goods and service. However, nowadays shoppers buy this to reward themselves, to satisfy psychological needs or to make themselves feel good. Modern shoppers buy things to make a statement, to show off their personality or to boost their self-esteem. Thus these kind buying behaviour will lead to the financial issue such as overspending and also unmanageable buying behaviour that causes to the possession of various credit cards. The study was conducted to focus on how consumer buying behaviour intention reacts with regards branded products. The study also would like to understand further whether is there any interaction between the consumer buying behaviour intention toward branded product with the attitude, subjective norms and perceived behaviour control. Attitude, subjective norms and perceived behaviour control are the variables in Theory of Planned Behaviour (TPB). A survey questionnaire was developed using adaptation from earlier study done on the similar topic. Survey question was administered to 384 respondents by approaching the consumer at the mall. The response was collected and analyzed using Statistical Package for Social Science. Analysis result shows that perceived behaviour control is the most significant factor that contribute to the consumer buying behaviour intention toward branded product, then followed by attitude and subjective norms. In conclusion, the theoretical framework and survey results were mostly in synchronize, however future research could improve the depth and validity of the research related to branded products.

*Keywords: Buying behaviours, branded product, attitude, subjective norms, perceived behaviour control, Theory of Planned Behaviour (TPB)*

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