



CONSUMERS' INTENTION TO SHOP  
AT GOLDEN DRAGON CITY  
SUPERMARKET

LENCYDELYN ANAK BIKI  
2012447386

BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING) FACULTY  
OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU  
SABAH

DECEMBER 2015

## LIST OF CONTENTS

<b>CONTENTS:</b>		<b>Page</b>
ACKNOWLEDGEMENT		iv
LIST OF TABLES		v
LIST OF FIGURES		vi
LIST OF OPERATIONAL DEFINITION OF TERMS		vii
ABSTRACT		
	<b>SUMMARY OF THE STUDY</b>	<b>1</b>
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	
	1.1 Background of the Study	2
	1.2 Scope of the Study	3
	1.3 Problem Statement	3
	1.4 Research Questions	5
	1.5 Research Objectives	5
	1.6 Operational on Definitions Terms	6
	1.7 Significant of Study	7
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT</b>	
	2.1 Marketing Mix	9
	2.2 Product	10
	2.2.1 Product Assortment	10
	2.2.2 Product Quality	11
	2.2.3 Product Packaging and Design	12
	2.3 Price	13
	2.3.1 Pricing Strategies	13
	2.3.2 Pricing Fairness	14
	2.4 Promotion	15
	2.4.1 Sales Promotion	15
	2.5 Personnel or Staff	17
	2.5.1 Quality	18
	2.5.2 Responsiveness of the Personnel or Staff Services	19
	2.6 Purchase Intention	19
	2.7 A Proposed Research Framework	20
	2.7.1 Hypotheses	21
<b>CHAPTER 3</b>	<b>RESEARCH METHODOLOGY</b>	
	3.1 Research Design	22
	3.1.1 Questionnaires	22
	3.1.2 Target Population	23
	3.1.3 Sampling Technique	23
	3.1.4 Sampling Size	23
	3.2 Instruments	24
	3.2.1 Section A	24
	3.2.2 Section B	24
	3.3 Data Collection Method	25
	3.3.1 Primary Data	25

3.3.2 Secondary Data	25
3.4 Data Analysis Technique	26
<b>CHAPTER 4</b>	<b>DATA ANALYSIS AND FINDINGS</b>
4.1 Data Preparation Process	27
4.1.1 Data Checking	27
4.1.2 Data Editing	28
4.1.3 Data Cleaning	
4.2 Questionnaire, Distributed, Returned and Completed	28
4.3 Data Analysis of Respondent's Personal Information	29
4.4 Reliability Test Analysis	35
4.5 Descriptive Analysis for Variables	36
4.6 Hypotheses Testing	38
4.6.1 Multiple Linear Regression Analysis	38
4.6.2 The Results of Multiple Linear Regressions	41
4.6.3 Hypotheses Analysis	42
4.6.4 Summary of Hypotheses Results	44
<b>CHAPTER 5</b>	<b>DISCUSSIONS AND CONCLUSION</b>
5.1 Implication of Study	45
5.2 Limitations of Study	46
5.3 Conclusion	47
<b>BIBLIOGRAPHY</b>	52
<b>APPENDICES</b>	<b>APPENDIX A</b>

## **ACKNOWLEDGEMENT**

First and foremost, I was grateful to the God for the good health and wellbeing that were necessary to complete my industrial training project paper (MKT669). Moreover, I wish to express my sincere thanks to Datuk Dr. Haji Abdul Kadir Hj. Rosline, Principal of Universiti Teknologi Mara (UiTM) Cawangan Sabah for providing me with all the necessary facilities for the research.

I place on record, were sincere thanks to the Head of Program, Madam Jasmine Vivienne Andrew as keep remind me and my course mate on the submission date for our research paper. Moreover, I also grateful to my first advisor Dr. Nabila Azwa Bt. Ambad and my second advisor Madam Hasnawati Gulliling on guiding me during I am on progress doing my research paper until I completed it by the end of November, 2015.

My gratitude is also due to owner of the Golden Dragon City Supermarket, Mr Bong Min Tho for allowing me to collected data from consumers' that shop at the store. Moreover, I would like to thank to the consumers' that spend time for answered the questionnaire.

I also want to take this opportunity to express gratitude to my parents, Biki Anak Guyah and Leti Anak Bohoi for their pray, love, encouragement and support me during I am doing my research paper.

Last but not least, I also place on record, I want to express my gratitude to one and all, who directly and indirectly whom that have lend their hand on my research paper. Thank you.

## **ABSTRACT**

In 2008, Golden Dragon City Supermarket was established and located in the Putatan area. The existence of the store act as to provide the household product for consumers' with applied the marketing mix strategies for creates the consumers intention to shop at Golden Dragon City Supermarket. However, the store have to face the fierce competition with others store such as CnF Marketing, Giant Hypermarket, Servay Hypermarket and so on. The reason is because they also applied the similar marketing mix strategies (Ps) and it give a big challenges to Golden Dragon City Supermarket for gaining consumers' intention to shop and thus on maintaining to prosper growth of the store than others store. Therefore, the purpose of this study is to investigate the relationship between the marketing mix Ps (product, price, promotion and personnel or staffs) and the consumers' intention to shop at the Golden Dragon City Supermarket. The determinant of the marketing mix towards consumers' intention to shop at the store as to provide a prosper growth of the store continuously even though they already applied the marketing mix as their strategies. The analysis is carried out over four weeks by distributed the questionnaire to 155 of consumers' that shop at the store which 150 is usable and others 5 questionnaires are not usable. The findings reveal that price is the most positive influence on create the consumers intention to shop at the store. Therefore, the findings help further study on conduct the research at other branch with similar research paper. Last but not least, the findings are expected to help the business owners on maintaining their strength by improve the way on apply the marketing mix at the store.