



**CONSUMER PERCEPTION ON PURCHASE INTENTION TOWARDS  
ASTRO INTERNET PROTOCOL TELEVISION (IPTV)**

**SMOHAMAD AMRULLAH BIN MOHD HAFIZ  
2014776431**

**Submitted In Partial Fulfillment  
Of The Requirement For The  
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
JOHOR**

**DECEMBER 2016**

## **ACKNOWLEDGEMENT**

First and foremost, I would like to express my deepest gratitude to Almighty Allah S.W.T. for His immense blessing through the completion of this research paper, for granting me all the support and help that I needed and for providing the opportunity for me to complete this research paper.

I owed my profound appreciation to my advisor, Madam Zanariah binti Abd Rahman, who took a keen interest on my research paper and her endless guidance and encouragement from the very beginning till the completion of the research paper. Her advice and support were very helpful for me in order to complete this research paper. I was extremely grateful for having her as my advisor though she had a busy schedule managing her work and personal life.

I would also like to heartily thank all the Astro staff and customer that assist, especially for those from the sales department Astro IPTV. Credit and appreciation also granted for their willingness to fill in my questionnaires and for their willingness to help me with the data collection despite of their work load.

Above all, my outmost appreciation and extend gratitude goes to family and friends for the unwavering moral and emotional support. Thank you for all who have directly or indirectly involved during the completion of this research paper. Without them, this research paper would have been a distant reality.

## TABLE OF CONTENT

Declaration of Original Work	i
Letter of Transmittal	ii
Acknowledgement	iii
Table of Content	iv
List of Figure	vi
List of Table	vii
Abstract	viii
<b>Chapter 1</b>	<b>Introduction</b>
	<b>1</b>
1.1	Background of company
	2
1.2	Background of study
	4
1.3	Problem statement
	4
1.4	Research objectives
	5
1.5	Research questions
	5
1.6	Research hypothesis
	6
1.7	Scope of study
	6
1.8	Limitation of study
	7
1.9	Significant of study
	7
1.10	Definition of terms
	8
<b>Chapter 2</b>	<b>Literature Review</b>
	<b>9</b>
2.1	Introduction
	10
2.2	Purchase intention towards Astro IPTV
	10
2.3	Perceived quality
	11
2.4	Perceived price
	11
2.5	Perceived value
	12
2.6	Conceptual framework
	13
<b>Chapter 3</b>	<b>Research Methodology</b>
	<b>14</b>
3.1	Introduction
3.2	Research design
	3.2.1 Quantitative research
	15
3.3	Sampling
	3.3.1 Sampling frame
	16
	3.3.2 Sample size
	16
3.4	Data collection method
	3.4.1 Primary data
	16
	3.4.2 Secondary data
	3.4.2.1 Internal data
	17
	3.4.2.2 External data
	17
3.5	Data collection procedures
	3.5.1 Instruments
	3.5.1.1 Multiple questions
	18
	3.5.1.2 Likert scale questions
	19
3.6	Analysing the data

## **ABSTRACT**

This study attempts to gain knowledge about consumer perception (perceived quality, perceived price and perceived value) on buying intention towards Astro IPTV, which is the high premium product that had been launched by Astro Malaysia Holding Bhd. The data obtained from the sample of 100 respondents were analyzed with descriptive and correlation analysis. Results from correlation analysis showed all independent variable have the positive effect towards buying intention. In this research, it also shows that all the independent variables accept alternate hypothesis. The results from this research provide the influence how factors affect consumer purchasing decision. Finally, future research should be included with larger number of respondents.

Keywords: Consumer perception, Purchase intention

## CHAPTER 1

### INTRODUCTION

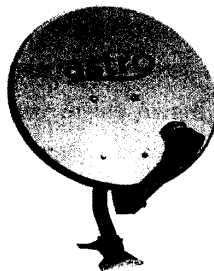
#### 1.1 BACKGROUND OF COMPANY



All-Asian Satellite Television and Radio Operator (ASTRO) is a Malaysian direct broadcast satellite (DBS) Pay TV service. Astro Malaysia Holdings Bhd is a leading content and consumer group in Malaysia and Southeast Asia with a focus on the pillars of watch, listen, read and shop. It transmits digital satellite television and radio to households in Malaysia and Brunei. It had been founded about 20 years ago on 1<sup>st</sup> June 1996. Astro was granted an exclusive license as a sole Pay TV provider by the Malaysia federal government until 2022.

Astro launched the first High Definition (HD) broadcast in Malaysia in December 2009 which is Astro B.yond. After that, Astro B.yond PVR (Personal Video Recorder) was introduced in June 2010. In April 2011, Astro IPTV was introduced followed by Astro on the Go in 2012. On 18 February 2012, Astro introduced NJOI as an entry-level DTH satellite TV service.

Astro Direct-Broadcast Satellite (DBS) is a type of artificial satellite which usually broadcasts satellite television signals for home reception. The type of satellite television which uses direct-broadcast satellites is known as Direct-Broadcast Satellite Television (DBSTV) or Direct to Home Television (DTHTV). Basically Astro DTH using dish as shown in figure 1 which install outside their home to gain satellite signal.



*Figure 1: Signal dish*