



**THE STUDY OF BRAND AWARENESS AND BRAND LOYALTY OF
INTENTION TO PURCHASE CASE: UNIFI**

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Abstract

Intention to purchases refers to the willingness of a customer to buy a certain product or certain service. In general, there are numbers of factors to determine the influenced of the intention to purchases. This research has provided an insight on two variables which are brand awareness and brand loyalty towards intention to purchase on TM products, case: UniFi in Temerloh. There are 100 respondents were chosen to complete this research, by answering a 100 set of questionnaire. The results obtained that the factors that influenced intention to purchase is significantly relationship towards the variable.

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CHAPTER 1: Introduction

1.1 Introduction

This chapter will talk about the background of the study, problem statement, research question, research objective, limitations and scope of the study, and definition of terms. Moreover, this examination is centred on the study of brand awareness and brand loyalty of intention to purchase case: UniFi in Temerloh, Pahang. In the background of the study and as say, this examination will talk about dependent variable and independent variable. Dependent variable is intention to purchase case: UniFi and independent variable are brand awareness and brand loyalty.

ther than that, the research question in this section will examine about the question identified with the theoretical framework in my study. There are 2 sorts of research question. Firstly is main research question and furthermore are specified research question. The main research question is identified with the dependent variable that is the imperative or essential research in the review. The predetermined research question is the steady of the fundamental research address. Next, research goal is to identify the elucidating of study to be accomplished. It is imperative as it is limited and centres of the review, and gets to be as guided to be gathered.