



**THE EFFECT OF PROMOTIONAL MIX TOWARD
CUSTOMER PURCHASE INTENTION:
TOSHACO SALES & SERVICES
(TM Authorized Reseller)**

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ABSTRACT

The aim of the study to investigate the effect of promotional mix toward customer purchase intention in toshaco sales & services. The result of study would be obtained through the distributed the questionnaire with 100 respondents in Seksyen 7, Shah Alam. The result is point out there is significant relationship between advertising, sales promotion and personal selling. The study consists of dependent variable and independent variable. The dependent variable is customer purchase intention and independent variable is advertising, sales promotion and personal selling. The objectives is to study significant relationship between promotional mix toward customer purchase intention in toshaco sales & services and to determine the most influences factors of promotional mix toward customer purchase intention in toshaco sales & services.

CHAPTER 1 : INTRODUCTION

1.1 BACKGROUND OF STUDY

The research focuses on the effect of promotional mix toward customer purchase intention in Toshaco sales and services. Firstly, The promotion is to enhanced goodwill and to encourage customer about the product and serviced offered (Kush Patwa,2013). Besides that promotion help organization to build strong relationship with the customer. Purchase intention is the individual willingness to buy the product and services. Stated by Samin et al, 2012, purchase intention is the decision to act or psychological action that shows an individual's behavior toward product. Also, It can be defined as customer attitude to purchase product and services based on their evaluation. Promotional mix refer to combination of techniques used in communicating with the customers(Kush Patwa,2013).These promotional mix element consists of advertising, sales promotion and personal selling. Advertising is any form of impersonal or one way paid communication to promote the product or services. Sales promotion is to stimulating customer purchasing and it usually based on short term period. Personal selling is face to face communication to sell the product or services.Therefore, the study is conducted to know which the most influenced of promotional mix suitable for Toshaco sales and services.