



**FACTORS INFLUENCING PRIMARY AND SECONDARY STUDENTS
PURCHASE INTENTION TOWARDS INSTANT NOODLES PRODUCT**

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JANUARY 2019

ACKNOWLEDGEMENT

Alhamdulillah, I am grateful to Allah SWT for giving me the strength and serenity for completing this research.

Second of all, I would like to express my gratitude to my advisor, Dr. Rizuwan Bin Abu Karim who gave me the golden opportunity to do this wonderful thesis on the topic “Factors influencing primary and secondary students purchase intention towards instant noodles product” which also helped me in doing a lot of research and I came to know about so many new things. He is the best advisor that I have ever had. Other than that, I also wanted to say thank you to my second advisor Madam Geetha a/p Muthusamy who also give me lots of knowledge during the thesis research being done.

Moreover, I would like to thank my family, my siblings and friends who helped me a lot in finalizing this paper within the limited of time. Eventhough my family is far away from me but they always keep supporting me in finishing my Degree. They also the ones who keep giving me advise so that I am not giving up before I finish my study.

I also am grateful to extend my special acknowledgement to my respondents who are willing to answer all of my questionnaires. Finally, to wrap things up, I would love to thanks additionally to my family for bringing me at the primary spot and to continue supporting me profoundly for the duration of our life.

Thank you.

ABSTRACT

Instant noodles food products seem to be accepted as a fundamental component to satisfy primary and secondary students purchase intention. However, it has been often overlooked in Food industries and satisfaction studies. The main objective of this study was to investigate the factor that influencing primary and secondary students purchase intention towards instant noodles products, Hence, This study shows that overall for the independent variables consist of convenience and product attributes have significantly affects towards students purchase intention. Subsequent regression analyses demonstrated that the independent variable influence primary and secondary students purchase intention through the factors that affecting the customers. Thus, food industries should pay attention to convenience as products availability very matter towards the customers. However, this study will investigate the major factors that influence the primary and secondary students purchase intention towards instant noodles.

Keyword: Students Purchase Intention, Instant noodles, convenience, product attributes.

TABLE OF CONTENT	PAGES
TITTLE PAGE	ii
DECLARATION OF ORIGINAL WORK	iii
LETTER OF TRANSMITTAL	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	x
LIST OF TABLE	xi
LIST OF ABREVIATION	xii
ABSTRACT	xiii
CHAPTER 1 : INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	4
1.3 General Research Questions	6
1.4 General Research Objective	6
1.4.1. Specific Research Objectives	7
1.5 Significance of Study	7
1.6 Scope of Study	8
1.7 Limitation of Research	9
1.8 Definition of terms	10
1.8.1 Convenience	10
1.8.2 Product Attributes	10
1.8.3 Consumer's Intention	10

CHAPTER 2 : LITERATURE REVIEW

2.1.1 Convenience	11
2.1.2 Product attributes	13
2.1.5 Consumer's Intention	15
2.2 Theoretical Framework	17
2.3 Hypothesis Development	18

CHAPTER 3 : RESEARCH METHODOLOGY

3.1 Research Design	19
3.1.1. Purpose of the Study	20
3.1.2. Research Strategy	21
3.1.3. Study Setting	21
3.1.4. Extent of Researcher Interference	21
3.1.5. Time Horizon	22
3.1.6. Unit of Analysis	22
3.2 Data Collection Method	23
3.3 Questionnaires	24
3.3.1 Likert Scale	25
3.3.2. Development of Measurable Items	26
3.4 Sampling	31
3.4.1. Population	31
3.4.2. Sample Frame	32
3.4.3. Sampling Design	32