TO INVESTIGATE THE SIGNIFICANCE OF MARKETING MIX (7P’S) THAT INFLUENCES THE CONSUMER SELECTION OF SHOPPING CENTERS IN MELAKA TENGAH

STEPHANIE UNYANG ANAK GEORGE
2011279764

SULIZA ANAK LAMBU
2011407014

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

JULY 2014
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MODE B

STEPHANIE UNYANG ANAK GEORGE
2011279764

SULIZA ANAK LAMBU
2011407014

Submitted in Partial Fulfillment Of the Requirement for the Bachelor of Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA
“DECLARATION OF WORK”

I, Stephanie Unyang anak George, (911004136050)

I, Suliza anak Lambu, (I/C Number 900717135062)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally, or overseas and is not been concurrently submitted for this degree or any other degree.
- This research paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been especially acknowledged.

Signature:_________________  Date: July 2, 2014

(STEPHANIE UNYANG ANAK GEORGE)  

Signature:_________________  Date: July 2, 2014

(SULIZA ANAK LAMBU)
LETTER OF SUBMISSION

JULY 2014

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 OFF Jalan Hang Tuah
73500 Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “TO INVESTIGATE THE SIGNIFICANCE OF MARKETING MIX (7P’S) THAT INFLUENCES THE CONSUMER SELECTION OF SHOPPING CENTERS IN MELAKA TENGAH” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

Stephanie Unyang anak George
2011279764
Bachelor of Business Administration (Hons) Marketing

Suliza anak Lambu
2011407014
Bachelor of Business Administration (Hons) Marketing
ABSTRACT

The paper assesses the significance of the 7p’s of marketing in influencing consumer selection of shopping center among consumer in Melaka Tengah. Research objective for this study is to define the significant relationship between independent variables (product, price, place, promotion, people, process and physical evidence) and dependent variable (customer selection of shopping center) and also to determine the most factors that highly influence consumer selection of shopping centers in Melaka Tengah. Data was gathered from a convenience sampling with 100 respondents using a questionnaire informed by 35-items construct based on the 7p’s of marketing amongst the consumer in Melaka Tengah. Descriptive analysis, coefficient correlation analysis and regression analysis were employed to analyze the data by using Statistical Package for Social Science (SPSS) 20 version. The result shows that all of the 7p’s of marketing has significant relationship with customer choice of shopping center in Melaka Tengah. However, among the 7p’s marketing, product is the most factors that highly influence consumer selection of shopping centers in Melaka Tengah.