

An Evaluation of The Factors Influencing Consumers' Attitude Towards Purchasing Pensonic And Panasonic Electronic & Electrical Products In Kuala Lumpur

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ABSTRACT

In this research, researcher has used the Fishneins' model to find out the customer attitude towards purchasing PENSONIC and PANASONIC home used appliances in KL.

The first chapter of this study will briefly discuss the industry background, company background, problem statement, research question, research objectives and limitation faced when conducting this research. The literature review in chapter two of this research highlights the important variables and models obtained from the past studies that were used in conducting this research. Third chapter reveals the methods of conducting this research with the pre-develop hypotheses. This chapter also includes data collection using primary data and secondary data. Chapter four analyses and test the data collected using different statistical test. The final chapter concludes and provides recommendations on the analysis presented in chapter four. The last chapter also indicates whether the objectives of the study are answered and the hypotheses are accepted.