

# **Marketing Remedies to Increase the Purchase Intention of a Robotics Academy Centre**

**Thoo Ai Chin**

**Woon Zeng Quan**

*Universiti Teknologi Malaysia, Malaysia*

**Huam Hon Tat**

*Universiti Putra Malaysia, Malaysia*

**Lom Hui Shan**

*Southern University College, Malaysia*

Malaysia has transformed the education system by launching the Science, Technology, Engineering, Mathematics (STEM) education and implemented the STEM in all schools in Malaysia at the beginning of 2017. Through exposure to STEM, children gain the opportunities to learn the concepts of science and mathematics. The focus on hands-on learning with real-world applications helps to develop many skills for children such as creativity, innovative skills and allows them to explore STEM careers at an early age. These changes have triggered how robotics academies compete for resources and competitive advantage. Most robotic academies provide the latest innovative ways to engage students in STEM. The study will use one of the leading educational robotics and coding academies in Malaysia as the case study. Many of the robotics centers are using social media marketing effectively to increase brand awareness and purchase intention. However, the selected academy is facing low brand awareness and low purchase intention. Therefore, this study aims to investigate factors that increase the purchase intention of robotic education and design social media marketing strategies for the company. The questionnaire is distributed to collect data from parents in Skudai, Johor who have children aged from 5 to 17 years old using a judgmental sampling technique. This is expected that brand awareness, brand association, and perceived quality will be very important for the academy to increase purchase intention using social media marketing strategies.

**Keywords:** *Brand Association, Brand Awareness, Perceived Quality, Purchase Intention*