

**THE CONTRIBUTION AND SIGNIFICANCE OF
PRODUCT STRATEGY TOWARDS
CONSUMER ACCEPTANCE:
A CASE STUDY OF JKING SDN. BHD.
IN JOHOR BAHRU**

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**Submitted in partial fulfillment
of the requirements for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
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MELAKA**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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"DECLARATION OF ORIGINAL WORK"

I, Mohammad Norazham Bin Ismail, (I/C Number: 830503-08-6065)

Hereby, declare that:

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

Signature:

Date: 4 DECEMBER 2006

LETTER OF TRANSMITTAL

November 2006

The Head of Program
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE CONTRIBUTION AND SIGNIFICANCE OF PRODUCT STRATEGY TOWARDS CONSUMER ACCEPTANCE: A CASE STUDY OF JKING SDN. BHD. IN JOHOR BAHRU" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



MOHAMMAD NORAZHAM BIN ISMAIL

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The purpose of this research is to study the contribution and significance of product strategy towards consumer acceptance: A case study of JKING Sdn. Bhd. in Johor Bahru. This study also wants to analyze the relationships between design and consumer acceptance, to identify the relationships between quality and consumer acceptance and to understand the relationships between price and consumer acceptance. Moreover, this study will examine the significance relationship between design and consumer acceptance, the significance relationship between quality and consumer acceptance, and significance relationship between price and consumer acceptance.

The findings showed that there are significance relationships between design and quality towards consumer acceptance. Meanwhile, there is no significance relationship between price and consumer acceptance. The researcher is also able to give some recommendations and suggestion on the best product strategy towards consumer acceptance after the analysis, findings and interpretation.