

**EVALUATION ON CUSTOMER ADOPTION
PROCESS AND BRAND POSITIONING FOR
SCIENTIGE SDN BHD IN 2007**

NORHAIDAH BINTI AHMAD

**Submitted In Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UiTM , MELAKA**

2007

DECLARATION OF ORIGINAL WORK



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

"DECLARATION OF ORIGINAL WORK"

I, Norhaidah binti Ahmad, (I/ C Number: 830710-08-5890)

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 degrees
- This project paper is the result of my independent work and investigation , except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 3/may/2007.

LETTER OF SUBMISSION

3 MAY 2007

The Head of Program
Bachelor Of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
MELAKA

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "EVALUATION ON CUSTOMER ADOPTION PROCESS AND BRAND POSITIONING FOR SCIENTIGE SDN BHD IN 2007" to fulfill the requirement as needed by the Faculty of Business Administration, Universiti Teknologi MARA.

Thank you.

Yours sincerely



NORHAIDAH AHMAD
2004236159

Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLE	vi
LIST OF FIGURE	vii
ABSTRACT	viii

CHAPTERS

1. INTRODUCTION

1.1	Background Scientige Sdn .Bhd	2
1.2	Problem Statement	4
1.3	Research Question	6
1.4	Research Objective	6
1.5	Significant of Study	6
1.6	Theoretical Framework	7
1.7	Scope of Study	8
1.8	Limitation	8
1.9	Definition of Terms	9

2. LITERATURE REVIEW

2.1	Definition of Positioning	12
2.2	Reputation	14
2.3	Products and Services Performance	16
2.4	Products and Client Portfolio	17
2.5	Networks	18
2.6	Customer Adoption Process	20
2.6.1	Awareness	21
2.6.2	Interest	23
2.6.3	Evaluation	24
2.6.4	Trial	26
2.6.5	Adoption	28

3. RESEARCH METHODOLOGY AND DESIGN

3.1	Research Design	31
3.2	Target Population	31
3.3	Sampling Technique	31
3.4	Data Collection	32
3.5	Data Analysis and Interpretation	32

4. ANALYSIS AND INTERPRETATION OF DATA

4.1	Reliability Test	34
-----	------------------	----

ABSTRACT

Scientige Sdn Bhd is a company that involve in the oil, gas and petrochemical industry and the company offer various products and services in the field. Since the company is still new in the market (2 years in the field) , the company required to have strong brand positioning so that the client will see them as capable in doing business since business in oil and gas is tough and competition is really stiff.

The objectives of the study are to identify the level Client Adoption Process for Scientige Sdn Bhd towards the products and services provided and also to identify the level of effectiveness for brand positioning that contribute to successful of Scientige Sdn.Bhd's positioning.

In this context, the Client Adoption Process is focus to five stages which are Awareness Stage, Interest Stage, Evaluation Stage, Trial Stage and Adoption Stage. For brand positioning factors, there are several factors being studied. The factors are Reputation, Product and Services Performance, Product and Client portfolio beside another one which is Network.

Based on the study, the most important stage that being ranked by the Scientige's clients is Evaluation stage. On the other hand, clients also agreed the most important brand positioning factors is Performance with the specific factors are trust, the reliability and quality of product and services in performance as well as in portfolio beside strong Customer Relationship Marketing. Based on the findings, some suggestions have been recommended to Scientige Sdn Bhd to come up with new strategies to enhance the company brand positioning in the mind of the clients.