



**FACTORS OF CUSTOMER PREFERENCE
TOWARDS WILLINGNESS TO PAY FOR
SARAWAK LAYERED CAKE**

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LETTER OF SUBMISSION

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Dear Dr,

SUBMISSION OF RESEARCH REPORT

Attached is the project paper titled "**FACTOR OF CUSTOMER PREFERENCE TOWARDS WILLINGNESS TO PAY FOR SARAWAK LAYERED CAKE**" to fulfil the requirement as needed by the Faculty of Business Management Universiti Teknologi MARA in Industrial Training (MKT 671) and Industrial Training Project Paper (MKT 672).

I would like to forward my sincere appreciation and thanks for your compassion to accept this research paper and to finalize it as required.

Thank you.

Sincerely,

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ABSTRACT

The main purpose of this study was to determine factors of customer preference towards willingness to pay for Sarawak layered cake. This research has done with reviewing and analyzing various researches in Malaysia. The findings revealed that the premiums that consumers were willing to pay vary inside Malaysian country. Consumers' knowledge and awareness about Sarawak layered cake differs. Some had more knowledge about Sarawak layered cake and some were un-knowledgeable about Sarawak layered cake. Some factors influencing consumers' willingness to purchase Sarawak layered cake were packaging, labelling, design, taste, place, color, and ingredient. Due to the importance of consumers' knowledge about Sarawak layered cake for purchase decisions, it is recommended to publish materials about Sarawak layered cake and deliver them to families.

Keywords: Packaging, labelling, design, taste, place, color, ingredient, and willingness to pay.

ACKNOWLEDGEMENT

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

According to Johari (2014), Kek Lapis (layered cake) Sarawak, generally served in Sarawak, Malaysia on exceptional events. Sarawak layered cake is a mark item as a gift to guests who come to Sarawak. Its special taste and its bright layered outline include have made buyers willing to pay as high as RM120 for a 1kg piece. Different sorts of layered cake are appeared in Plate 1.1. The request of Sarawak layered cake is high particularly amid the bubbly Hari Raya season, with deal incomes achieving RM40, 000 for every maker.

This industry contributes nearly RM3 million a year to business visionaries. The makers have sent out their items to the Peninsular Malaysia, Singapore and Brunei as the request is exceptionally promising in those spots. The layered cake industry in Sarawak is focused completely in Kuching in light of the One District One Industry Program. A sum of 90 Sarawak layered cake business visionaries are recorded under the Bumiputera Entrepreneur Development Unit, Department of Sarawak Chief Minister in 2009.

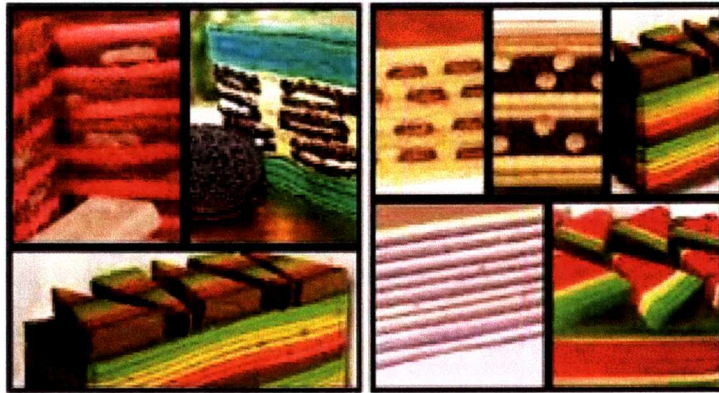


Plate 1.1: Various types of Kek Lapis (Layered cake)

The Deputy Minister in the Department of Agriculture, Sarawak, has asserted that with the development of the business from a merry occasional item to wind up a fruitful cabin industry, it consequently has possibilities as a tourism item for Sarawak. Because of quick mechanical progression, introduce purchasers in all ages can get to any data in a split second. These days, various elements are thought about when settling on a buy. Other than the cost of the item, factors, for example, appearance, taste, and saw quality and in addition security impacted the choices made in the commercial centre.

1.2 PROBLEM STATEMENT

The improvement of the Sarawak Layered Cake Industry is influenced by a few variables, particularly by the expanding pattern of costs of its fundamental fixings, the conventional non-beneficial strategy for generation and the blemished rivalry in the market structure. To guarantee the development of this industry there is a requirement for advancement.

Despite the fact that the Sarawak layered cakes endeavours looking more sets up contrasted with the other tourism undertaking in Sarawak, there are a few issues that going up against by the business people in advancing the ventures among the vacationer. The regular issues that looking by the business people is really the introduction in advancing their own particular items towards the customers such as packaging, labelling, design, taste, place, colour, and ingredient. The research on Kek Lapis is still limited. There is wide acknowledgment which there is a hole between the outside traveller needs and tourism administrations (Weiermair, 2000; Di and Miller, 2012).

The vast majority of the tourism undertakings need to confront affect from various societies and quickly changes of the data innovation (Kim, 2004). As dominant part of the Sarawak layered cake's undertaking business visionaries are ladies housewife they are absence of abilities in including themselves in following the patterns and innovation needs. This condition authorizing them to learn without anyone else's input and around then they were making the association connection between the business people in advancing their item. This is the means by which they mirror their adequacy of business towards the visitors that meeting the zone which is Kampung Gersik.

Be that as it may, numerous voyagers that come to Sarawak and Sarawak inhabitant themselves still help and trust Sarawak layered cake. Every client has their own particular inclinations in buying. There are numerous components that impact eagerness to pay for Sarawak layered cake. Through this examination, we will know which factor impact the most on ability to pay and

furthermore know the acquiring conduct of every customer that will likewise influences their eagerness to pay for Sarawak layered cake.

1.3 RESEARCH QUESTIONS

The main purpose of conducting this study is to measure the factor of customer preference towards willingness-to-pay of Sarawak layered cake. There are three (3) research questions in this study:

1. What are the profile of customer for regarding Sarawak layered cake?
2. Which factor that has the higher influence towards the willingness to buy Sarawak layered cake?
3. Which criteria is the most preferable on customer purchasing behaviour towards Sarawak layered cake?

1.4 RESEARCH OBJECTIVES

The objectives of this study are:

1. To describe the respondents profile regarding Sarawak layered cake in terms of gender, age, race, occupation sector, individual gross monthly income, and place of origin profile of Sarawak layered cake customers.
2. To determine the factor that has higher influence towards willingness to buy Sarawak layered cake.
3. To describe the most preferable criteria on customer purchasing behaviour towards Sarawak layered cake.

1.5 SCOPE OF THE STUDY

The sample population selected for this study was concentrated to the customers who buy Sarawak layered cake in Kuching, Sarawak only. The customer of this study can be from Sabah, Sarawak, and Peninsular Malaysia who came to Kuching for the reason of business trip or holidays. Plus, age of customer for this study can be from 18 years old and above. This group of customer make their own decision when purchasing layered cake and this makes them the most appropriate sample for this study.

1.6 SIGNIFICANCE OF THE STUDY

This study identified the factors of customer preference towards willingness-to-pay of Sarawak layered cake among Malaysian that will influence their decision making process. For the premises that selling Sarawak layered cake, this findings will provide the said problem and support the premises plan for future undertakings. In general, this study would help the sellers of Sarawak layered cake to have a better understandings on customer preferences that will affects their willingness to pay.

1.7 LIMITATION OF THE STUDY

The study involved 450 customers who are the tourists from Sabah, Sarawak, and Peninsular Malaysia. Besides, we had faced a problem of insufficient data

such as limited studies done about Sarawak layered cake. Hence, there is limited references.

1.8 DEFINITION OF TERMS

The definition of key terms used as a fundamental guideline in this study are presented as:

1.8.1 Customer

As indicated by Business Dictionary, a customer is an individual or business that buys the merchandise or administrations delivers by a business. Pulling in customer is the essential objective for the vast majority of general society confronting organizations, since the customer make interest for products and enterprises.

1.8.2 Sarawak layered cake

The Sarawak layer cake is a layered cake, generally served in Sarawak, Malaysia on unique events. In the Malay dialect, the cakes are known as Kek Lapis Sarawak, Kek Lapis moden Sarawak, 'or basically Kek Lapis. They are regularly heated for religious or social festivals, for example, Eid ul-Fitr, Christmas, Deepavali, birthday celebrations and weddings. Individuals in Malaysia hone an open house on celebration day. A one of a kind component of Sarawak's open houses is the cutting edge layered cakes.

CHAPTER TWO

LITERATURE REVIEW

2.1. INTRODUCTION

In this section, it will briefly presents a review of the literature that is applicable to this study. The topic that being chosen is about "factors of customer preference towards willingness to pay of Sarawak layered cake" which the subtopic contains overview of customer preferences. This section aims to provide more understanding to what actually customer prefer during their purchase in order to improve the sellers future undertakings.

*- to add sale with
layer cake industry*

2.2 OVERVIEW OF CUSTOMER PREFERENCES

The basic establishment of interest, subsequently, is a model of how shoppers carry on. The individual customer has an arrangement of preference and qualities whose assurance are outside the domain of financial aspects. They are no uncertainty subordinate upon culture, instruction, and individual tastes, among a plenty of different components. The measure of these qualities in this model for a specific decent is regarding the genuine open door cost to the customer who buys and expends the great. On the off chance that an individual buys a specific decent, at that point the open door cost of that buy is the sworn off products the shopper could have purchased. In this examination, the

customer preferences are more to taste, packaging, design, label, place, colour, and ingredient.

2.2.1 PACKAGING

In view of (Polyakova Ksenia, 2013), packaging is characterized as the wrapping material around a customer thing that serves to contain, distinguish, depict, ensure, show, advance and generally make the item attractive and keep it clean. For Sarawak layered cake packaging, there are two composes which is box or plastic holder they incline toward. For box packaging, it can secures things being sent or moved. A solid packaging arrangement is the fundamental prerequisite of each item.

Makers consistently look for as good as ever packaging answers for their items that would influence their things to remain over whatever is left of the results of a similar class once put on the retail showcase racks. A solid and strong packaging arrangement not simply just fills in as an appreciation for the clients yet in addition safeguards and secures the things that are packed within them in the most suitable and productive way. The advantages and points of interest of packaging your items in a solid and self-attesting packaging are various and evident. They serve in as the most proficient and best apparatus for spreading out your image's data and affirmation, no advertising effort can end up being as successful as a solid and self-showing packaging arrangement. They without a doubt check a liberal and amazing increment in the item's deals.

2.2.2 LABELLING

Based on (Mario F. Teisl and Brian Roe, ND), labelling is characterized as show of data about an item on its container, packaging, or the item itself. For a few kinds of buyer and mechanical items, the sort and degree of data that must be bestowed by a label is represented by the applicable wellbeing and delivery laws. For Sarawak layered cake naming, there are two inquiries being measure which implies four articulation of answer whether they favour with legitimate labelling, without naming, with expiry date, and without expiry date.

Labelling have been around for over 50 years in a few nations, including the United States, yet relatively few individuals focused on them first and foremost. With the ascent of issues and ailments related with poor dietary patterns, individuals are progressively perusing the data imprinted on nourishment packaging label. The essential part of nourishment names is to advise buyers of the sustenance's dietary esteems and fixings, its maker, wellbeing cases and conceivable allergens or some other possibly undermining sustenance data. This information enables individuals to choose whether they will eat certain nourishment, which is the reason sustenance makers put a considerable measure of exertion into making ideal names for their item.

2.2.3 DESIGN

In view of (Simon, 1982), design is characterized as an acknowledgment of an idea or thought into a setup, drawing, show, form, example, plan or determination (on which the real or business creation of a thing is based) and which accomplishes the thing's assigned destinations. For Sarawak layered cake design, there are two composes which is less design or various plan they incline toward. Cake design is one of the sugar expressions that utilizations icing or icing and other eatable ornamental components to make plain cakes all the more outwardly fascinating. On the other hand, cakes can be shaped and etched to look like three-dimensional people, spots and things. Cakes are assigned to check a unique festival, (for example, a birthday or wedding). They can likewise check national or religious occasions, or be utilized to advance business undertakings. In any case, cakes might be heated and assigned for any social event.

2.2.4 TASTE

The other definition is the one the vast majority have at the top of the priority list when they discuss the essence of a sustenance—taste, in this sense, implies enhance. Superior to anything any of alternate segments of flavour, smell enables us to decide the particular nourishment we are eating, for instance to recognize a lemon from a lime (Herbert, ND). For Sarawak layered cake taste, there are two questions which means four statement of answer whether they prefer sweet, less sweet, single taste, or multiple taste.

Normally, teenage or adult prefer sweet taste of cakes. Some of the customers which is senior citizen (55 and above) will prefer eating less sweet of cakes because of their health condition such as diabetes and cholesterol.

2.2.5 PLACE

Place lies at the focal point of geology's interests. In a good judgment way geology is about spots. Be that as it may, the presence of mind employments of the word put give a false representation of its applied unpredictability. While the word 'put' has been utilized as long as topography has been composed, it is just since the 1970s that it has been conceptualized as a specific area that has gained an arrangement of implications and connections. Place is an important site that consolidates area, region, and feeling of place (Cresswell, 2009).

For Sarawak layered cake place, there are four types of place which are bakery outlet such as Mira Cake House, Dayang Salhah, D'Wannie Kek Lapis, airport, shopping mall, or market. Normally, customers prefer to go to the bakery outlet so that they can make a comparison at the same time based on the tester provided.

2.2.6 COLOUR

All the more as of late, thinks about have demonstrated that hues can influence you when you don't see them. Noted neuropsychologist Kurt Goldstein affirmed in his work of art, *The Organism*, that a blindfolded individual will encounter physiological responses under beams of various hues. At the end of the day, the skin peruses shading, and our bodies, brains, and feelings react

(Cerrato, The Meaning of Colours Book, 2012). For Sarawak layered cake, there are two types of types of colours which is single or multiple colour.

Some of the customers prefer single colour of layered cake, but some will preferred to buy multiple colour of layered cake. This is because customer preferences is different. Example of single colour layered cake such as Kek Lumut, Kek Hati Pari. Meanwhile, multiple colour of layered cake such as Kek Lapis Holiday Inn, Kek Lapis Tembikai.

2.2.7 INGREDIENT

Ingredients are the things that are utilized to make something, particularly all the distinctive sustenance you utilize when you are cooking a specific dish. For Sarawak layered cake, there are two types of ingredients usually been measure which is butter or margarine. Furthermore, butter and margarine is the basic ingredient to make cakes. Normally, the cakes prices will be based on the quality of the ingredients been used for example like Golden Churn Butter.

2.3 WILLINGNESS TO PAY

Countless have been considered with regards to willingness to-pay for various item or administration writes in the scenery of created economies. Hardly any examinations have finished up the slant of shoppers' to pay a higher cost for items with natural qualifications. The goal of estimating the WTP in this paper is to decide the far reaching qualities that associate buyers green buy expectations crosswise over various item classifications conservative fluorescent lights, natural nourishment with eco-marks and A.C with vitality stars (Biswas, May 2016).

2.4 RESEARCH FRAMEWORK

Customer Preference

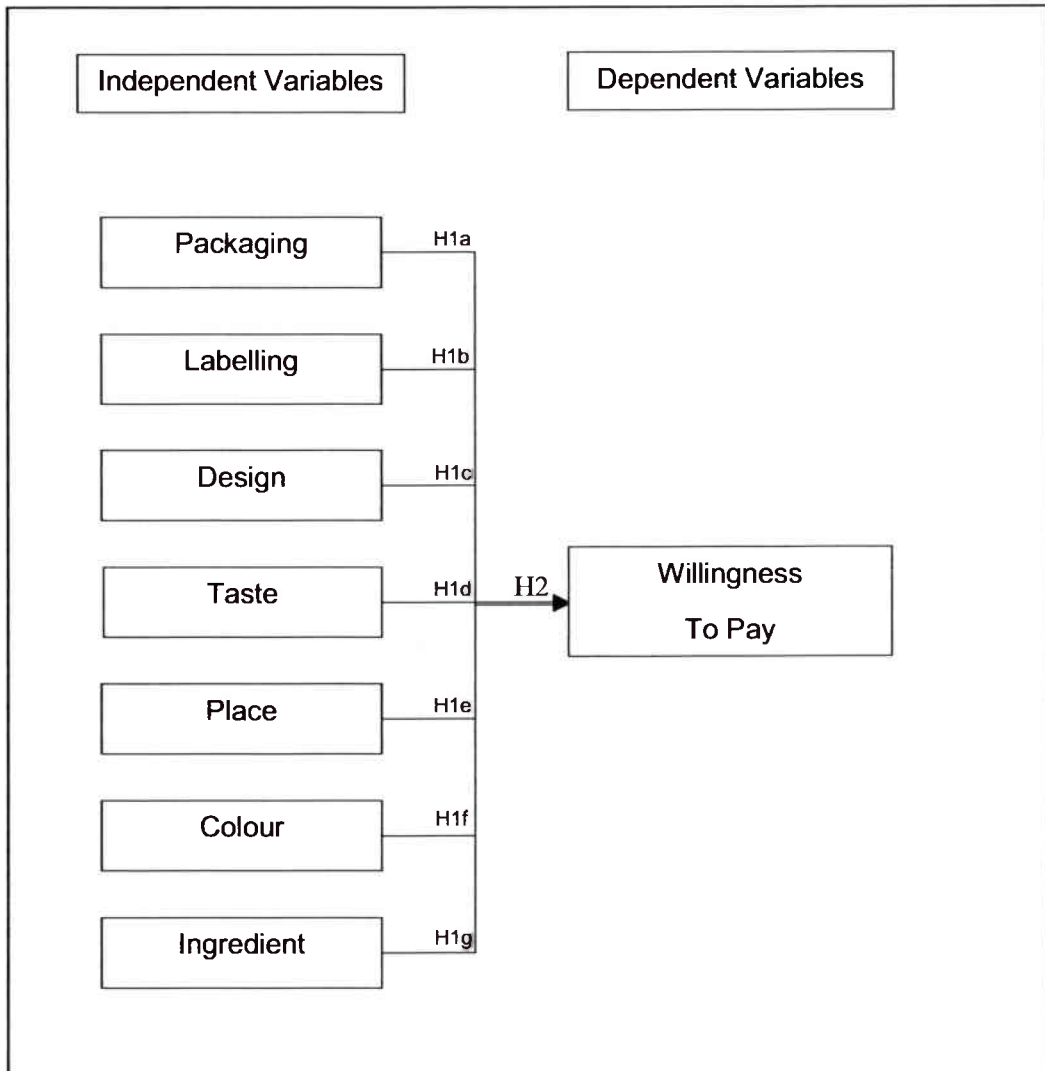


Figure 1.2: Framework of the study adopted from Nguyen & Gizaw (2014), Radam, Yakob, Bee, & Selamat (2010), and Huang (2013).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549 ^a	.301	-.066	1.18663

a. Predictors: (Constant), I prefer the layered cake sold at, I prefer the layered cake, I prefer the layered cake, I prefer packaging, I prefer the layered cake, I prefer the packaging using, I prefer packaging, I prefer the layered cake, I prefer layered cake using, I prefer the layered cake

b. Dependent Variable: Preferable Price for Sarawak Layered Cake

Table 1.1 Regression Analysis

Regression Analysis was used to access the strength of association among the variables and being measures by the coefficient of determination, r^2 (Malhotra, 2010). The linear regression test of the model disclosed that R Square of the model is 0.301. It illustrates that 30.1% of the variance in willingness to pay has been explained by Place, Ingredients, Colour, Taste, Design, Packaging, and Labelling in this research. In addition, the remaining 69.9% cannot be explained. That's mean they are explained by other factors that can be determine their willingness to pay.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

This study will be a cross-sectional study to determine the customer preferences among tourists from Sabah, Sarawak, and Peninsular Malaysia towards willingness to pay for Sarawak layered cake. Research design is an outline or structure for leading promoting research. It determines the point by point methodology vital for acquiring the data expected to structure and tackle the promoting issues (Malhotra, 2010). This study is using quantitative research. Questionnaire as the main approaches in collecting data for this research. The questionnaire will give information of customer preferences towards willingness to pay for Sarawak layered cake. By using questionnaire for data collection, the information will be collected directly and easily. Besides that, we will know the customer preferences towards willingness to pay for Sarawak layered cake.

3.2 RESEARCH MEASUREMENT

This study used a survey technique of questionnaire where we used for our analysis. The questionnaire was designed based on article, journal and other resources. Nominal and ordinal scale in the questionnaire was used to determine customer preferences towards willingness to pay for Sarawak layered cake.

The respondents chose to determine their preferences towards willingness to pay for Sarawak layered cake based on several factors. This was to identify the most preferable factor towards the customer willingness to pay for Sarawak layered cake. The researchers had provided the scale to customers to make an ease evaluation regarding to customer preferences. The questionnaire was divided into three section:

3.2.1 Section A (Demographic Profile)

This section focus on demographic profile of the customers. The customers were asked questions of background information whereby they need to answer their gender, race, age, occupation sector, individual monthly gross income, origin, do you live in Sarawak, reason of visiting Sarawak, preferable price of Sarawak layered cake, and reason for purchase.

3.2.2 Section D (Customer Preferences)

In this section, it will focus more on what customer prefer when buying Sarawak layered cake. Nominal scale is used to measure the most appropriate answers for the representative respondents. In this section, 10 questions asked regarding to layered cake such as labelling, packaging, design, ingredient, color, taste, and place of purchase.

3.2.3 Section E (Suggestion)

This is the last section in the questionnaire. There is only one question being asked which is "give suggestion on how to improve Sarawak layered cake". Normally, this question provides the customers to state their own opinion regarding Sarawak layered cake. Plus, this questions can give a picture to the sellers on how to make an improvements towards an existence Sarawak layered cake.

3.3 SAMPLING TECHNIQUE AND SAMPLE SIZE

The sample consisted of 450 customers from different country of origin either from Sabah, Sarawak, and Peninsular Malaysia that randomly were selected from population of study. The study was carried in Kuching, Sarawak. As indicated by McDaniel (2011) target populace is an aggregate gathering of individuals from whom the analyst may get data to meet the exploration goals. Hence, the target population comprised of all the tourists who came to Kuching, Sarawak. In order to get data from the customers through the above instruments, the researchers visited the sample customers personally and administered the questionnaires to the 450 sample of customers. The customers were requested to record their free, frank and independent responses. An assurance was given to the customer that their responses would be kept confidential and information collected would be used only for the purpose for it was collected.

Table 1.2: G Power Analysis

F tests	Linear multiple regression: Fixed model, R ² deviation from zero	
Analysis:	A priori: Compute required sample size	
Input:	Effect size f ²	0.15
	α err prob	0.05
	Power (1-β err prob)	0.95
	Number of predictors	7
Output:	Noncentrality parameter λ	22.9500000
	Critical F	2.0732820
	Numerator df	7
	Denominator df	145
	Total sample size	153
	Actual power	0.950325

3.4 DATA COLLECTION

For this study, primary data was used by researchers to obtain the accurate information and relevant data. The self-administered questionnaires used to collect useful information from the customers relevant to this study. The questionnaires were distributed to the customers in Kuching, Sarawak layered cake premise randomly. The customers were from different country of origin and already had experienced buying Sarawak layered cake in Kuching.

3.4.1 Pilot Study

Before actual research is conducted the questionnaire of pilot study will take place by distributing 30 questionnaires to target samples (Malhotra, 2010), a

pilot study are important to test the logic of the question and to improve the questionnaire by eliminating the potential problem such as question content, wording, sequence, and form and layout (Voon & Lee, 2012).

3.5 PILOT TESTING AND QUESTIONNAIRES

A pilot testing will be conducted on 30 samples to refine and to know the validity of the questions and identify the inadequacies in the design of the questions from prior actual survey. IBM SPSS Statistics Version 22 will be used to conduct regression and validity test.

The questionnaire, is designed and presented in simple and unbiased wordings by researchers whereby respondents can easily understand the questions and provide answer based on their own perception (Zikmund et al., 2010).

3.6 DATA ANALYSIS

Data are raw information; meaningless, no inference can be made. But, when we assign meaning to data, they become information. The information still imparts little knowledge to us. For this study, data are derived from quantitative research such as published articles or reports. Data analysis is the technique to create meaningfulness of the data. Plus, the type of analysis depends on the objectives of the study.

3.6.1 Inferential Statistics

- T-test (Mann-Whitney) is used when comparing data between two groups of subjects. For example, demographic profile gender male and female.
- ANOVA (Kruskal-Wallis) is used when comparing data among more than two groups of subjects. For example, occupation sector, and individual monthly gross income.

Table 1.3: Measurement Based on Research Objectives

No.	Research Objectives	Measurement
1.	To describe the respondents profile regarding Sarawak layered cake in terms of gender, age, race, occupation sector, individual gross monthly income, and place of origin profile of Sarawak layered cake customers.	Descriptive Profile
2.	To determine the most influencing factor towards willingness to buy Sarawak layered cake.	Descriptive Analysis
3.	To describe the most preferable criteria on customer purchasing behaviour towards willingness to buy Sarawak layered cake.	Descriptive Regression

3.7 OPERATIONAL DEFINITION TABLE

Variable	Item	No. of Item	Author
Service Quality	Providing services as promised	5	(Caruana, 2002)
	Making customers feel safe in their transaction		
	Employee who have knowledge to answer customer question		
	Speed of Service		(Vangvanitchyakorn, 2000)
	Giving timely response to problem		(Aspfors, 2010)
Image	Price of the product are reasonable	5	(Aspfors, 2010)
	Providing high quality product		
	Providing a good parking possibilities		
	The location of the premises		
	Arrangement of the product in the premises		
Product Characteristic	Price of layered cake	5	(Pizam & Ellis, 1999)
	Quality of Sarawak layered cake		
	Different choices of Sarawak layered cake		
	Size of layered cake		
	Availability of Sarawak layered cake		
Environment	Cleanliness of the premise	3	(Pizam & Ellis, 1999)
	Location and accessibility		
	Hours of operation		
Behaviour & Attitude	Friendliness	2	(Pizam & Ellis, 1999)
	Helpfulness		
	Ingredient	7	(Nguyen & Gizaw, 2014)
	Taste		(Radam, Yakob, Bee, & Selamat, 2010)
	Packaging		
	Labelling		(Huang, 2013)
	Colour		
	Place		
	Design		

APPENDIX

Questionnaire



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FACTORS THAT CONTRIBUTE TO WILLINGNESS TO PAY FOR SARAWAK LAYERED CAKE

FAKTOR YANG MENYUMBANG KEPADA KESANGGUPAN UNTUK MEMBAYAR KEK LAPIS SARAWAK

Dear Respondent,

I am a **Bachelor of Business Administration (Hons.) Marketing**, conducting a research on **“Factors that contribute to willingness to pay for Sarawak Layered Cake”** for the completion of my degree study. I would like to invite you, as a respondent to participate in this survey, I greatly appreciate your time in answering this questionnaire. Your answers and responses will be kept strictly confidential and will be used for academic purposes only. Thank you for your cooperation. For more information, please contact me at **016-8457354 (NurAmalina Hawiezan)** or email me at nuramalinahawiezan@yahoo.com

Section (A): Demographic Profile (Please tick (v) one appropriate answer only and write on the space given)

Seksyen (A): Profil Demografi (Sila tandakan (v) pada satu jawapan yang berkaitan sahaja dan tulis pada ruangan yang disediakan)

1. Gender / Jantina Male / Lelaki <input type="checkbox"/> Female / Perempuan <input type="checkbox"/>	2. Age / Umur (As of year 2018)/ (Sehingga tahun 2018) _____ Years Old/ Tahun
---	--

<p>3. Race / Kaum</p> <p>Malay / Melayu <input type="checkbox"/></p> <p>Chinese / Cina <input type="checkbox"/></p> <p>Indian / India <input type="checkbox"/></p> <p>Iban / Iban <input type="checkbox"/></p> <p>Bidayuh / Bidayuh <input type="checkbox"/></p> <p>Melanau / Melanau <input type="checkbox"/></p> <p>Others (Please Specify) / Lain-lain (Sila nyatakan): </p>	<p>4. Individual Monthly Gross Income (RM) / Pendapatan Kasar Bulanan Individu (RM)</p> <p>RM1,000 and below / RM1,000 ke bawah <input type="checkbox"/></p> <p>RM1,001 – RM2,000 / RM1,001 – RM2,000 <input type="checkbox"/></p> <p>RM2,001 – RM3,000 / RM2,001 – RM3,000 <input type="checkbox"/></p> <p>RM3,001 – RM4,000 / RM3,001 – RM4,000 <input type="checkbox"/></p> <p>RM4,001 – RM5,000 / RM4,001 – RM5,000 <input type="checkbox"/></p> <p>RM5,001 and above / RM5,001 ke atas <input type="checkbox"/></p>
<p>5. Occupation Sector / Sektor Pekerjaan</p> <p>Government Sector / Sektor Awam <input type="checkbox"/></p> <p>Private Sector / Sektor Swasta <input type="checkbox"/></p> <p>Self-employed / Bekerja Sendiri <input type="checkbox"/></p> <p>Others (Please Specify) / Lain-lain (Sila nyatakan): </p>	<p>6. Origin/ Asal Usul</p> <p>Sarawak <input type="checkbox"/></p> <p>Sabah <input type="checkbox"/></p> <p>Peninsular Malaysia / Semenanjung Malaysia <input type="checkbox"/></p>
<p>7. Do you live in Sarawak? / Adakah anda tinggal di Sarawak?</p> <p>Yes/ Ya <input type="checkbox"/></p> <p>No/ Tidak <input type="checkbox"/></p> <ul style="list-style-type: none"> • If YES, please proceed to Q9 / Jika YA, teruskan ke Soalan 9 • If NO, please go to Q8 / Jika TIDAK, sila jawab Soalan 8 	<p>8. Reason of visiting Sarawak / Tujuan mengunjungi Sarawak</p> <p>Leisure/ Masa lapang <input type="checkbox"/></p> <p>Business Trip/ Urusan kerja <input type="checkbox"/></p>
<p>9. Preferable price of Sarawak layered cake/ Harga yang wajar untuk kek lapis Sarawak</p> <p>RM 10 <input type="checkbox"/></p> <p>RM 15 <input type="checkbox"/></p> <p>RM 20 <input type="checkbox"/></p> <p>RM 25 <input type="checkbox"/></p> <p>RM 30 <input type="checkbox"/></p>	<p>10. Reason for purchase/ Sebab untuk membeli</p> <p>Festivities/ Perayaan <input type="checkbox"/> (eg: Hari Raya Aidilfitri)</p> <p>Occasion/ Majlis <input type="checkbox"/> (eg: Engagement or Wedding)</p> <p>Souvenir/ Cenderahati <input type="checkbox"/></p> <p>Testing/ Percubaan <input type="checkbox"/></p> <p>Self-consumption/ nPenggunaan sendiri <input type="checkbox"/> (eg: Breakfast or Tea time)</p> <p>*Answer can be more than ONE/ Jawapan boleh lebih dari SATU</p>
<p>11. Volume of Purchase/ Bilangan pembelian _____ Loaf / Sebuku</p>	

Section (D): Customer Preference (Please tick (v) one appropriate answer only)

Seksyen (D): Tingkah laku membeli (Sila tandakan (v) pada satu jawapan yang berkaitan sahaja)

No.	PARTICULARS/MAKLUMAT	PREFERENCES/PILIHAN
1	I prefer the layered cake/ Saya lebih suka kek lapis yang...	Sweet/ Manis <input type="checkbox"/> Less Sweet/ Kurang Manis <input type="checkbox"/>
2	I prefer layered cake using/ Saya lebih suka kek lapis yang menggunakan...	Butter/ Mentega <input type="checkbox"/> Margerine/ Margerin <input type="checkbox"/>
3	I prefer the layered cake/ Saya lebih suka kek lapis yang...	Single Colour/ Satu warna <input type="checkbox"/> <i>(eg: Kek Lumut , Kek Hati Pari)</i> Multiple Colour/ Pelbagai warna <input type="checkbox"/> <i>(eg: Kek Lapis Holiday Inn, Kek Lapis Tembikai)</i>
4	I prefer the layered cake/ Saya lebih suka kek lapis yang...	Single taste/ Satu rasa <input type="checkbox"/> <i>(eg: Kek Lumut, Kek Hati Pari)</i> Multiple taste/ Pelbagai Rasa <input type="checkbox"/> <i>(eg: Kek Lapis Peppermint, Kek Lapis Strawberi)</i>
5	I prefer the layered cake/ Saya lebih suka kek lapis yang...	Less design/ Reka bentuk yang kurang <input type="checkbox"/> Multiple design/ Pelbagai reka bentuk <input type="checkbox"/>
6	I prefer the layered cake/ Saya lebih suka kek lapis yang...	Traditional/ Traditional <input type="checkbox"/> <i>(eg: Hati Pari, Kek Buah)</i> Modern/ Moden (eg: Kek lapis Oreo) <input type="checkbox"/>
7	I prefer the packaging using/ Saya lebih suka pembungkusan menggunakan...	Box/ Kotak <input type="checkbox"/> Plastic Container/ Bekas plastik <input type="checkbox"/>
8	I prefer packaging/ Saya lebih suka bungkusan... <i>(eg: Name, ingredient, nutrition facts)</i>	With proper labelling/ dengan penglabelan yang betul <input type="checkbox"/> Without labelling/ tanpa penglabelan <input type="checkbox"/>
9	I prefer packaging/ Saya lebih suka bungkusan...	With expiry date/ Dengan tamat tempoh <input type="checkbox"/> Without expiry date/ Tanpa tamat tempoh <input type="checkbox"/>

10	I prefer the layered cake sold at/ <i>Saya lebih suka kek lapis yang dijual di...</i>	Bakery Outlet/ Kedai Roti <i>(eg: Mira Cake House, Dayang Salhah)</i> Airport/ Lapangan terbang Shopping Mall/ Pusat membeli-belah <i>(eg: Plaza Merdeka)</i> Market/ Pasar <i>(eg: Pasar Kubah)</i>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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Section (E): Give suggestion on how to improve Sarawak layered cake
Beri cadangan mengenai bagaimana untuk memperbaiki kek lapis Sarawak.

-THANK YOU FOR YOUR COOPERATION-

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