

**CONSUMERS' PERCEPTIONS ON OCEMAS PRODUCT  
PROMOTIONS BY FEDERAL AGRICULTURAL MARKETING  
AUTHORITY (FAMA)**

**ROZITA BINTI GULAHAM  
2004239505**

**BACHELOR IN BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU, SABAH**

**APRIL 2006**

## ACKNOWLEDGEMENT

Firstly, I praise and thank Allah S.W.T for giving me all the strength and ability to complete this paper.

My highest appreciation goes to my family for their assistance and support in order for me to complete this paper.

I wish to acknowledge my sincere gratitude to Miss Jacqueline Koh Siew Len, my advisor for this project paper, for his patience, guidance and encouragement in the completion of this paper.

I would like to thank Mr. Tuan Hasbullah Yahya, my supervisor for this project paper, Mr. Razali Idris and all the staff, for their invaluable time and relevant materials provided to me during my practical training at Royal Malaysian Customs Kota Kinabalu Branch.

Not forgetting to Mr. Mohd. Shamlie Salisi, Mr. Sibley Dading and all my friends who had help in contributing and sharing ideas and information on the preparation of this project paper. And last but not least, to all respondents who had given their full cooperation in filling up my questionnaires that help me to shape the analysis and findings of this research. **THANK YOU**

**ROZITA BINTI GULAHAM**

# TABLE OF CONTENTS

PAGE

DECLARATION OF WORK .....	ii
LETTER OF SUBMISSION .....	iii
ACKNOWLEDGEMENT .....	iv
TABLE OF CONTENT .....	v
LIST OF TABLE.....	ix
LIST OF FIGURE.....	xi
ABSTRACT .....	xii

## CHAPTERS

### 1. INTRODUCTION

1.1 An overview Of The Department .....	1
1.2 Background & Scope Of Study .....	2
1.2.1 Background of Study	
1.2.2 Scope of Study	
1.2 Problem Statement .....	4
1.3 Objective Of The Research .....	5
1.4 Research Questions .....	6
1.5 Significant of Study .....	7
1.6 Limitations Of Study .....	8
1.7 Definitions Of Terms .....	9

## **2. LITERATURE REVIEW**

2.1 Introduction .....	10
2.2 Promotions .....	11
2.3 The Growing Important Of Promotions.....	11
2.4 Consumers Perceptions .....	12
2.5 Consumers Attitudes .....	12
2.6 Sales Promotions .....	13
2.7 Promotional Mix .....	14
2.8 Promotions Strategy .....	15
2.9 AIDA concept in Marketing Mix.....	16
2.10 Objectives and Target Market .....	16

## **3. RESEARCH METHODOLOGY AND DESIGN**

3.1 Introduction .....	18
3.2 Theoretical Framework .....	18
3.2.1 Introduction .....	18
3.2.2 The Theoretical Framework Of The Study .....	19
3.2.3 Dependent Variables .....	19
3.2.4 Independent Variables.....	19
3.3 The Data Collection .....	20
3.4 Sampling Techniques .....	21
3.5 Data Analysis .....	22

## ABSTRACT

This research is compulsory for students in their final semester in Bachelor of Business Administration (Hons) Marketing. This research is on the consumers' perception on OLEMAS product promotions by Federal Agricultural Marketing Authority (FAMA) in Kota Kinabalu, Sabah.

The first chapter contains the overview introduction and background of study, which include the scope, problems statement, the research objective, the significant of study, research questions, the limitations of study and the definitions of the key terms used in this paper.

The purpose of this study is to see and identify consumers' perception on the OLEMAS product promotions in the market by Federal Agricultural Marketing Authority ( FAMA ). It also attempt to find out how effective the OLEMAS product promotions are by FAMA and the best tool to be used by FAMA in order to promote this product in the market.

The second chapter is the literature review. Relevant is taken from books and others printed source that help to support the research. The purpose also is to use the fact and relate it to the research.

The third chapter explains the methods used in the research, where and how the data is collected and analyzed, for example, primary and secondary data. Besides that, in this chapter also states the sampling techniques that will be used by the research in conducting the research.