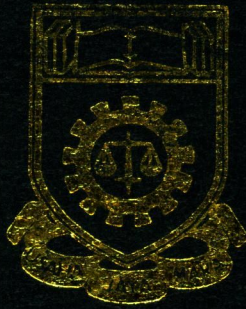


MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM



PRODUCT CHARACTERISTICS INFLUENCE IN CONSUMER
DECISION MAKING: A STUDY AT CANNED FOOD
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TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	I
EXECUTIVE SUMMARY	II
LIST OF FIGURE	IV
LIST OF TABLE	IV
CHAPTER 1 : INTRODUCTION	
1.1 Company Background	1
1.1.1 Munloong - Hankyu Jaya Bangsar	3
1.2 Problem Statement	5
1.3 Objective Of The Study	6
1.4 The Importance Of The Study	7
1.5 Background Of The Study	8
1.6 Scope Of The Study	9
1.7 Limitation Of The Study	10
CHAPTER 2 : LITERATURE REVIEW	
2.1 Consumer Decision Making	12
2.1.1 Decision Making Process	15
2.1.2 Routinised Problem Solving	18

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EXECUTIVE SUMMARY

Canned food department is one of several departments in any supermarket besides non food, fruit and vegetable, meat, seafood, household and dairy. Its merchandise consists of sauce and flavour, cooking oil, spice, baking needs, canned food and vegetables, titbits, preservatives, biscuits, cordial, fruit juice, soft drinks, Confectionery, milk, beverages and breakfast cereals. This section can be considered as core department.

Since most supermarkets including MHJ Bangsar, are more emphasised on pricing and promotion strategy, they either conscious or not ignored the basic but important element in marketing - understand consumer behaviour.

Thus, this study is focusing on the consumer decision making process, the product characteristics influence in purchasing canned food product. Generally, the objective of the study is to identify how much the product characteristics (with exception to quality) such as

manufacturing, brand name, packaging and labelling will influence consumer with its functions and advantages.

The information in this research are gathered from the following sources - primary and secondary data. The primary data are acquired from questionnaires, meanwhile the secondary data are sourced from text book, literatures, journals, CD-ROM and so forth. A simple non probability random sampling method is used where the number of population have an equal chance of being included in the sample.

Lastly, after analysing findings and interpreting it, this report includes a few recommendations and conclusion that might be of some importance for the decision makers to understand product characteristics as well as acquire the relevant information to assist them in the planning and developing strategies in competing with their rivals.