

**UNIVERSITI TEKNOLOGI MARA**

**ATTRIBUTES INFLUENCING FOOD PRODUCTS  
ENHANCEMENT**

**MOHD ZAHIR BIN ZAINOL**

**MASTER IN GASTRONOMY**

**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**JANUARY 2013**

## CANDIDATE'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non academic institution for any other degree qualification.

In the event that my thesis be found to violate the conditions mention above ,I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate : **Mohd Zahir Bin Zainol**

Candidate's ID No : **2011415872**

Programmed : **Master of Gastronomy**

Faculty : **Faculty Of Hotel And Tourism Management.**

Thesis Title : **Attributes Influencing Food Product Enhancement**

Signature of Candidate : .....

Date : **11 January 2013**

# **ATTRIBUTES INFLUENCING FOOD PRODUCT ENHANCEMENT**

## **ABSTRACT**

This research aims to investigate the relationship among the attributes that influencing food product enhancement. The initial ideas is to study the attributes that is sosio culture, consumer value, market positioning strategy towards product enhancement. This research was conducted on a consumer in state of Melaka. Three hundred selected consumer were participated in this research. The finding reveal that there is a positive relationship between the three all determinant variables. Socio culture, market positioning and consumer value are agreed to be the most influential attributes in food product enhancement.

*Key words : Sosio culture, Consumer value, Product enhancement, Market Positioning*

## ACKNOWLEDGEMENT

With the strength ,patience and will that Allah S.W.T has given to me, Alhamdulillah I managed to complete this research project. I would Like express my gratitude to my advisor En Hashim Fadzil Bin Ariffin for his guidance and ideas. I also like to thank Associate Professor Dr . Mohd Salehuddin Bin Mohd Zahari for guiding me through this research.

Thank you to my dearest family for their prayers, morale support and encouragement. To my wife, Imelda , My sons Muhammad Aqif Iman and Muhammad Naufal Iman, without you I would not have done it. Lastly to all my fellow friends thank you for contributing ideas, thought and opinion.

The determination from all who have participated was the '*backbone*' in developing this study.

Mohd Zahir Zainol

January 2013

# TABLE OF CONTENTS

	<b>PAGE</b>
TITLE PAGE	i
AUTHOR'S DECLARATION	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vii

## **CHAPTER ONE : INTRODUCTION**

1.0	Introduction	1
1.1	Background of the Study	1
1.2	Research Problem	2
1.3	Research Objective	3
1.4	Research Questions	3
1.5	Study Framework	4
1.6	Hypothesis	5
1.7	Significance of the Study	5

## **CHAPTER TWO : LITERATURE REVIEW**

2.0	Introduction	6
2.1	Consumer Value	9
2.2	Market Positioning	13
2.3	Socio Culture	16
2.4	Product Enhancement	