



**CONSUMER AWARENESS TOWARDS  
PRODUCTS OF SIME DARBY FOODS AND  
BEVERAGES MARKETING SDN BHD**

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## **ABSTRACT**

The increase of a new product's sales is usually attributed to consumers becoming informed about the existence of the product. Promotional tools can accelerate this consumer awareness process. This paper evaluate this effect; the effect of media advertising, sales promotion and word-of-mouth towards the awareness among consumers of Sime Darby Foods and Beverages Marketing Sdn Bhd (SDFBM). This descriptive study is to describe the awareness of consumers towards Sime Darby Foods brand name. The sample consisted of 50 shoppers at Cold Storage Supermarket in Subang Parade. Reliability test, Descriptive analyses and Correlation test were used to evaluate the relationship of the three promotional tools used by the company towards the awareness of the consumers. The findings showed that there were low effects between sales promotions done by the company towards consumers' awareness. As for the other two promotional tools, the effects to consumer's awareness were very low. Based on the findings, the awareness among consumers towards products of Sime Darby Foods and Beverages Marketing can be descript as low and the advertising and promotional campaign done by the company was not giving significant impact to the consumers to becoming informed about the company foods and beverages products. For marketers of fast moving consumer goods, especially foods and beverages, it is important to note that there is a need to continuously monitor the impact of the advertising and promotional activities that had been carried so far, so that correction and improvement can be planned to achieve a higher awareness among the consumers.

# **CONSUMER AWARENESS TOWARDS PRODUCTS OF SIME DARBY FOODS AND BEVERAGES MARKETING**

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

In Malaysia, there are millions of foods and beverages companies that comes from the local entrepreneurs and not to forget, the international companies that usually established for a very long time and very well known among the consumers. The number portrays the strong competition face by the players. Every product or brand name will only have one way to end up; to discontinue or in another word, die. The difference between one product and brand to another is how long its life cycle is.

It is the job of the marketers to determine how well the product and brand name perform in the market. There are four promotional tools that usually used by companies in their marketing campaign; advertising, sales promotion, publicity and personal selling (Kotler and Armstrong, 2008). For a product to stay longer in the market, the marketers should make full use of the promotional tools. Using the tools, consumers will be introduced and exposed to the product and brand, and therefore they will easily aware of the particular product or brand or even both. Winner in the battle of raising brand awareness will be those who are able to coordinate their branding messages through all media (Aaker, 1996).