

**CUSTOMERS' AWARENESS TOWARDS
PRODUCTS OFFERED BY BUDAYATAMA
CORPORATION SDN BHD**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UiTM, MELAKA**

MAY 2007

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Rafidah Binti Isa, (I/ C Number: 831112-01-5360)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree locally or overseas and is not being concurrently submitted for this degree or any degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

A handwritten signature in black ink, appearing to read 'Rafidah', with a stylized flourish at the end.

Date: 11 May 2007

LETTER OF SUBMISSION

11th MAY 2007

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMERS' AWARENESS TOWARDS PRODUCTS OFFERED BY BUDAYATAMA CORPORATION SDN BHD" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	IV
LIST OF TABLES	VIII
LIST OF FIGURES	IX
ABSTRACT	X

CHAPTERS

1. INTRODUCTION

1.1	Introduction	2
1.2	Background of Study	2
1.2.1	Background of Company	4
1.3	Problem Statement	9
1.4	Research Questions	12
1.5	Research Objectives	12
1.6	Theoretical Framework	13
1.7	Scope of Study	16
1.8	Significant of Study	16
1.9	Definition of Terms	17
1.10	Limitations of Study	19

2. LITERATURE REVIEW

2.1	Introduction	22
2.2	Dependent Variable	22
2.2.1	Customer Awareness	22
2.3	Independent Variables	24
2.3.1	Advertising	25
2.3.2	Branding	27
2.3.3	Packaging	29

3. RESEARCH METHODOLOGY

3.1	Introduction	34
3.2	Research Design	34
3.2.1	Descriptive Research	34
3.2.2	Causal Research	35
3.3	Data Collection Method	36
3.3.1	Primary Data	36

CHAPTER ONE: INTRODUCTION

1.1 Introduction

The product offering, the heart of an organization's marketing program, is usually the starting point in creating marketing mix. A product may be defined as everything, both favorable and unfavorable, that a person receives in an exchange. A product may be a tangible good like a pair of shoes, a service like a haircut, an idea like "don't litter," or any combination of these three. Packaging, style, color, options and size are some typical product features. Just as important are intangibles such as service, the seller's image, the manufacturer's reputation and the way consumers believe others will view the product.

1.2 Background of Study

The study is based on the customer awareness towards the product offerings by Budayatama Corporation Sdn Bhd. Products can be classified as either business (industrial) or consumer products, depending on the buyer's intentions. The key distinction between the two types of products is their intended use. If the intended use is a business purpose, the product is classified as a business or industrial product. A business product is used to manufacture other goods or services, to facilitate an organization's operations, or to resell to other customers. A consumer product is bought to satisfy an individual's personal wants (Lamb, Hair, McDaniel, 1999).