



**CUSTOMER MOTIVATION TOWARDS PASAR TANI
(FAMA)**

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2006154501**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS BANDARAYA MELAKA**

NOVEMBER 2009

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

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“DECLARATION OF ORIGINAL WORK”

I, **ROSLIANA BINTI AZALI**, (I/C Number: **840527-07-5028**)

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 other 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: _____

Date: _____

LETTER OF SUBMISSION

30 October 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

RE: SUBMISSION OF PROJECT PAPER

I am authorized to do a Project on “**Customer Motivation towards Pasar Tani**” as part of the requirement to the subject MKT660 (Project Paper) Bachelor Business Administration (Hons) Marketing. I hereby enclose the final project paper for your kind perusal.

Thank you.

Yours sincerely,

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ROSLIANA BINTI AZALI

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The purpose for this project paper is to determine the factors that most influence customers go to Pasar Tani, to analyze the relationship between factors influence customers to shop with customer motivation towards Pasar Tani, and to identify which market best job of offering what customers want to shop in terms of it price and quality by comparing of Pasar Tani, supermarket and wholesale market under FAMA programmes.

In addition, there are several factors that influence customers become motivated to shop at Pasar Tani especially in Melaka. The some factors that most influence are location, price, variety, freshness and choices. However, the factors that have significant relationship with customer's motivation are location, price, variety, quality, services and choices. For the comparisons between Pasar Tani, supermarket and wholesale market by it price and quality of offering, supermarket is more valuable offering that most fulfill customers need and want.

The findings from the study found several strategies that should recommend to FAMA Melaka. The several strategies are; FAMA Melaka should improve promotion activities, added some outdoor activities, increase training program for seller's to attract customers, and located Pasar Tani at the strategic location.