



CONSUMERS' ACCEPTANCE TOWARDS MASS-CUSTOMIZATION OF BUNGALOWS DESIGN. A STUDY OF NORIS VENTURES SDN. BHD.

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

NOVEMBER 2010

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

**FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TEKNOLOGI
MARA**

KAMPUS BANDARAYA MELAKA

NOVEMBER 2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, SITI AISHAH BT ABD MANAF, (I/C NO: 860618-30-5288)

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 is the result of our independent work investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and source of information has been specifically acknowledged.

Signature:

Date: 10 November 2010

SITI AISHAH BT ABDUL MANAF (2008407536)

LETTER OF SUBMISSION

10 November 2010

The Head of Program

Bachelor of Business Administration with Honours (Marketing)

Faculty of Business Management

University Technology MARA

110 Off, Jalan Hang Tuah,

73100 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 662)

Attached is the project paper titled “**CONSUMERS’ ACCEPTANCE TOWARDS MASS-CUSTOMIZATION OF BUNGALOWS. A STUDY OF NORIS VENTURES SDN. BHD.**” to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

SITI AISHAH BT ABDUL MANAF

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Bachelor of Business Administration with Honors (Marketing)

ABSTRACT

The purpose of this research is to study the consumer acceptance toward mass-customization of bungalows design at Noris Ventures Sdn. Bhd. in term of consumer's knowledge, consumer's attitude and consumer's service by Noris Ventures. Therefore the objective of this research is first to analyse the relationship between consumer's knowledge and consumer acceptance. Second is to analyse the relationship between consumer's attitude and consumer acceptance. Lastly is to analyse the relationship between consumer's service by Noris Ventures and consumer acceptance. In this study, we used interview and questionnaire to identify the relevant aspect regarding the study on the consumer acceptance toward mass-customization of bungalows design and the other secondary sources such as report, database and so on for data collection. Based on frequency, correlations test and regression test, a clear finding and result are observed. The findings showed the most customers were agreed the consumer acceptance is important to attract the customer to buy the product. From this study, the researcher has identified that the consumer's (knowledge and attitude) influence services by Noris Ventures Sdn. Bhd. The results prove by the correlations and regression analysis. The research is also able to give some recommendation and suggestions on how to improve and increase the consumer acceptance after the analysis, finding and interpretation were made.