



**A STUDY ON CUSTOMER AWARENESS AND PERCEPTION
TOWARD HYDROPONIC**

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

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**A STUDY ON CUSTOMER AWARENESS AND PERCEPTION TOWARD
HYDROPONICS'**

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

FACULTY OF BUSINESS MANAGEMENT
UiTM, BANDAR MELAKA

5th NOVEMBER 2009



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“DECLARATION OF ORIGINAL WORK”

I, Zaira Binti Mohd Rosilan, (I/C Number: 841005 – 14 – 5812)

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: 5th November 2009

LETTER OF SUBMISSION

5th November 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,

SUBMISSION OF PROJECT PAPER (MKT 662)

Attached is the project paper titled "CUSTOMER AWARENESS AND PERCEPTION TOWARD HYDROPONICS" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

(ZAIRA BINTI MOHD ROSILAN)

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This survey studies the way in customer awareness and perception toward hydroponics' Hydroponics (from the Greek words *hydro* water and *ponos* labor) is a method of growing plants using mineral nutrient solutions, without soil. If a plant is grown without soil and with a complete nutrient solution, that's hydroponics! Customer awareness and perception is a process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It can be described as "how we see the world around us". Independent variables factor that may lead customer awareness and perception are quality, value, brand, image and promotion. Consumers' perceptions are much more important than their knowledge of objective reality. For the purpose of this study, the researcher has adopted the descriptive research design due to it's used to descriptive research design through survey method. The survey method involves a structured questionnaire given to respondents and designed to elicit specific information. Target population is around Malacca and 100 questionnaires will use by done non – probability sampling technique. For collection data, will use both technique which primary data and secondary data. This study reliable and acceptable because the reliability statistics is 0.749. Customers do not fully aware on the concept of hydroponics' which have difference understanding about hydroponics' and come out difference perception.