A STUDY ON CUSTOMER'S AWARENESS TOWARDS SUKIMI'S PRODUCTS

PREPARED FOR:
CIK MAS AYU DIANA BT MOHD FAUZI

PROJECT PAPER ADVISOR (MKT 662)

PREPARED BY:
MOHD NORISHAM BIN MOHAMAD ROSLI
2009879418

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KELANTAN

APR 2011

DECLARATION OF ORIGINAL WORK

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I'm,   **MOHD NORISHAM BIN MOHAMAD ROSLI,**   (I/C Number: **881006-03-6163**)

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: ………………………………

ACKNOWLEDGEMENT

IN THE NAME OF ALLAH, THE MOST GRACIOUS AND THE MOST MERCIFUL.

Alhamdulillah to Allah SWT, the most gracious, the most merciful and peace is upon his messenger Holy Prophet Muhammad S.A.W praise to Allah S.W.T for giving me courage, time and acknowledge in completing this study

Firstly, I am grateful that I manage to complete this project successfully and perfectly. I would like to take this opportunity to express my appreciation and gratitude to my helpful advisor, Ms Mas Ayu Diana Bt Mohd Fauzi for her guidance and advise as well as suggestion given throughout the preparation and undertaking of this study. Not forget to my second advisor, Professor Madya Mohd Nasir B. Muda for his support to complete this study.

I am greatly indebted to each and every employee who assists me in providing with valuable information and help me to complete this research during my practical training at SUKIMI (M) SDN. BHD. Also, to whom that has guidance me in every single day duty and provided outstanding support.

Special thanks to all the respondents for their time and cooperation during the data collection process.

Finally, a special acknowledgement goes to UiTM, for giving the opportunity for me to pursue the study in B.B.A. (Hons.) in Marketing. Also, I would like to thank any individual or people who might involve in the making of this project paper, directly or indirectly.

TABLE OF CONTENTS

CONTENTS	PAGE

ABSTRACT

Customers become aware towards products different based on the background, perception, experience learning and purchasing. The company must know the right strategies in order to attract the customers. The exposure to the product is important to create the awareness among customers. It is not easy to please every customer, because different customer will have different behavior and opinion. The examination of the factors that contribute to the customer's awareness towards Sukimi's products will give the answer that will fit based on objective of this study. How does that factor help customers to realize about the existence of the product in the market and how will it help in increasing the level of awareness. The objectives of this study are to evaluate the relationship between independent variables which is consists of advertising, sales promotion and personal selling with the customer awareness as the dependent variables and to identify the utmost and the least factors that contribute to the customer's awareness towards Sukimi's product whether advertising, sales promotion or personal selling. This research is mainly focused on the Sukimi's customers who use the products and who may become potential customers. The data obtained from the questionnaire are being analyzed by using SPSS 14.0. In order to test the hypothesis, Correlation and Descriptive - Mean Test is being using and the result show that among three (3) of the variables do have the significant relationship with the factors that contribute to the customer's awareness. Based from the results obtained in this study, researcher suggests some recommendations that can help SUKIMI GROUP to assist the current and future potential sales.