

FACTORS AFFECTING THE PURCHASE OF LOCAL BEVERAGE PRODUCT

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LAPORAN AKHIR PENYELIDIKAN FACTORS INFLUENCING THE PURCHASE OF  
LOCAL BEVERAGE PRODUCT

Merujuk kepada perkara di atas, bersama-sama ini disertakan 3 ( tiga) naskah Laporan Akhir Penyelidikan bertajuk Factors influencing the Purchase of Local Beverage Product oleh kumpulan penyelidik dari Fakulti Pengurusan Perniagaan untuk makluman pihak tuan.

Sekian, terima kasih.

Yang benar,



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## **ABSTRACT**

This study is carried out to measure how far product promotion by advertising of Small and Medium Industries (SMIs) could influence the purchase by user. The study focuses on promotion by using advertising of product Small and Medium Industries (SMIs). The outcomes of this research are essential to readers in order to understand the dimension that influences consumer to buy product. Furthermore, the research is important to recognize the relationship of the marketing mix which consists of Product, Price, Promotion and Place towards consumer satisfaction and this research focus on promotion by advertising. Quantitative method had been used in this study. The respondent come from 300 of students University Technology MARA, Johor and people around Segamat. The result shows there are significant relationship between promotion by advertising and intention to consumer buying product beverage SMIs.

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 INTRODUCTION**

Marketing is an essential element in any business. Marketing impact in the daily lives of consumers like the brand of clothing, web sites visited and watched the advertisement. Users are also exposed to various options in the market for products and services. Successful marketing strategies to attract prospective customers use the products and services offered in increasing sales and profitability of the business.(Kotler and Keller, 2009).

Typically, the products have a well-known and strong brands in the market have a high propensity among consumers. While in terms of marketing, large companies and more popular synonyms as well as dominating the marketing activities. On the other hand, unlike the fate of the big companies and famous, products of small and medium enterprises (SMEs) are less well received in the market.

Therefore, this study was to determine how the advertisement promote for the beverage SMEs products introduced to consumers where the promotion is one important element in the marketing mix strategy (marketing mix), which consists of 4Ps of product strategy, pricing, promotion and distribution.

This research will contribute and be a method for the beverage SMEs product to develop more effective marketing strategies to attract potential users as well as retain existing users. In addition, through this research, readers can find out how far the promotion by the advertising can increase the introduction of SMI products to consumers.

This research also contributed to the government agencies directly involved with the local SMEs to develop activities that are appropriate to the needs of SMEs in the future, especially in the campaign.