



**BRAND AWARENESS OF PELADANG PRODUCTS IN THE  
CONTEXT OF SOCIAL MEDIA  
A CASE STUDY OF PERTUBUHAN PELADANG KAWASAN  
BATU ANAM**

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## LETTER OF TRANSMITTAL

28 June 2018

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Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the research report title "Brand Awareness of Peladang Products in The Context Of Social Media, A Case Study Of Pertubuhan Peladang Kawasan Batu Anam" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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## ABSTRACT

The aim of this study is to evaluate the brand awareness of Peladang product in the context of social media. Data for this study was obtained from 45 respondents of the social media users in Batu Anam. Standard multiple regression and Pearson correlation were used to test the hypotheses developed and research question. The results indicated that customer engagement has the strong relationship with brand awareness of Peladang products in the context of social media. It is shown by the result taken after the researcher run the SPSS system to know the findings. By having a better understanding of the brand awareness of Peladang products in context of social media, brands will gain the positive impacts from social media in order to create and enhance brand awareness. In doing so, the benefits will be mostly increased by using social media site to tie customers more closely to Peladang brand. The originality of this project paper are the areas of the study are different from the other researcher project paper which is the researcher use the frozen food industry as the study area.

## **CHAPTER 1:**

### **INTRODUCTION**

#### **1.1 Introduction**

This chapter provides an overview of the study background, problem statement, objectives of the study research questions, the significance of the study, the scope and limitation of the study and also the terms and definitions of the study.

#### **1.2 Background of The Study**

The frozen food industry is gaining the popularity of the people out there. This is because, frozen food comes with various types of products such as ready-to-eat meals, meat, and poultry, fruits, and vegetables, seafood and soups are the most widely used in the frozen food industry. The shorter time to make preparations before having meals can be the biggest reason why people choose frozen food as their daily food as people nowadays too much tightly with their life schedule.

The frozen food industry comprises retails as well as business customers. This retail customers of frozen food are mostly to the individual and household whereas business customers including the chain of hotel, fast food or even supply food for the need such as for caterer or restaurants. This market of the frozen food industry is segmented based on the product type, user, and geography. For the based on user type, the market will be segmented into retail users and food service industry.

There are few key benefits of the frozen food industry which is frozen products are nutritionally more reliable than fresh as freezing prevents the loss of sensitive vitamins during the transportation. Besides that, there are no preservatives in the frozen food where the preservatives in frozen food come in natural form. Mostly, the frozen food cheaper than the fresh and chilled food because of the cost to the fresh food is not easy and the frozen food can be preserved quickly as what been demanded. Lastly, frozen food can help to reduce food waste as people just need to prepare or cook the amount they want. This is good especially for the money expenditure on the food that sometimes being wasted