



CONSUMER BRAND EQUITY: A CASE STUDY ON AGROMAS
PRODUCT BY FEDERAL AGRICULTURAL
MARKETING AUTHORITY (FAMA)

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DECLARATION OF ORIGINAL WORK



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- **This project paper is the result of my independent work and investigation, except where otherwise stated.**
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ABSTRACT

AgroMas is a brand developed by FAMA which is also responsible for marketing the products. It is a national brand for local SMI products in Malaysia and AgroMas product is developed based on local food ingredient. The word "AGRO" was taken from the word "Agriculture" while "MAS" was from the word "MALAYSIA". Federal agricultural marketing authority (FAMA) is responsible in doing the marketing for all products under brand AgroMas alongside to build the image of its brands. The brand of AgroMas already in the market since 1994. But otherwise it already in the market over 20 years, consumer still have problem to recognize this local food product brand and it still less competitive compare to other brands. In this study researcher want to determine the factors influencing the consumer brand equity towards AgroMas product. This study used Aaker's brand equity model to investigate consumer brand equity of AgroMas product based on data collected from 73 respondents in Sepanggar area. Resulted revealed that among four brand equity variables, consumer brand equity towards AgroMas product is highly significant to the perceived quality and followed by brand loyalty of the brand.

CHAPTER 1

INTRODUCTION

1.1 Background of study

FAMA or known as Federal Agricultural Marketing is an agency under Ministry of Agriculture and Agro-based Industry. This constitutional is establish since 1995 as the agency that will responsible in the supervision, regulations, coordination and the upgrading of the marketing toward the agricultural product, which include fruit and vegetable, for domestic, import and exports markets. Hence FAMA is also one of the agency that help government in market agricultural products, there are other marketing strategies and tools activities done organizes under FAMA that can generate innovative program in way to promote Malaysia agricultural products and at the same time to make people more aware with the local food in agricultural products. Federal Agricultural Marketing Authority (FAMA) is a statutory body under Agriculture Ministry and Industri Asas Tani Malaysia invitee's citizens of Malaysia.

In this developing countries, FAMA try to develop the agricultural product from the local ingredient base. They want to exist the traditional food retailers and other forms of retailing. The traditional grocers such as wet markets, agriculture market (pasar tani), night market (pasar malam), small retail outlet are still thriving to serve customers both in urban and rural area. By late 1990s, grocery retailing has seen major changes, especially in the urban areas, with the introduction of hypermarket, supermarket and department stores with grocery sections. Therefore, as the government agency that is responsible for marketing of agricultural product by local industry in Malaysia.