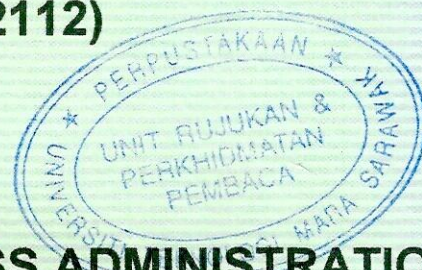




**A STUDY ON CONSUMER AWARENESS AND
SATISFACTION ON PEPPER MARKETING BOARD
AND SARAPICE PRODUCTS AT PEPPER
MARKETING BOARD AND MAIN BAZAAR SHOPS**

JORIZAN BINTI JOHARI

(2001482112)



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**

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ABSTRACT

Sarawak Pepper, which has traditionally been traded as a primary commodity in the international pepper market has experienced extreme price fluctuations over the last few decades. Over the longer term, prices are subject to cyclical movements as new plantings increased in response to high prices, resulting in excess supply and low prices. Pepper is the world's most important spice and one of the known to man.

Pepper Marketing Board is an example of organization dealing with pepper products as its main business. Presently, while Pepper Marketing Board continues to create awareness of Sarawak Pepper, the focus is on carving out a niche for value-added and specialty products among end-users with specific requirements. These efforts are now targeted at industrial consumers of spices both domestic and international.

It was from such humble beginnings that Sarawak has grown from being mere supplier of raw pepper to supplying over ten different products today, ranging from sweets and candies to pepper sauces and even perfumes. Pepper Marketing Board believes that with more concentrated effort in product development and market promotion, there was good potential for growth in the domestic, regional and international markets for such specialty products. As the majority of uses of pepper and other spices are in the food industry, the market

CHAPTER 1

1.0 INTRODUCTION

1.1 Background of the study

1.1.1 The Pepper History

Pepper is the world most important spice one of the earliest known to man. Beside that, it is prepared from the small, round berries of a woody perennial climbing vine, Piper Nigrum. The plant, a native of the Malabar Coast in south-west India, is now widely grown in the tropics. However in ancient times, pepper was valued primarily for its medicinal properties. Therefore the earliest references made to pepper, over 3,000 years ago, were in Sanskrit medical literature of India. The word "pepper" is derived from the Sanskrit pippali.

Pepper was one of the earliest items of trade between the Orient and Europe. Initially, Arab merchants who acted as the middlemen between India and Europe controlled the trade. In fact, pepper was being imported into the Roman Empire which caused a deficit in the balance of trade. Pepper was regarded as valuable an item as precious as metals and jewels. Pepper was then, as it is now, the pre-eminent spice. In the Middle Ages, pepper was widely recognized in Europe as a means of exchange, being used to pay taxes, rents and dowries.

CHAPTER 2

2.0 LITERATURE REVIEW

2.1 The Marketing of Malaysian Pepper

In "The Star" August 5, 1998 mentioned that Malaysian has been successful in capturing new markets for its pepper marketed under the brand name Sarawak Pepper. It was exported to 52 countries in 1999, up from 38 countries in 1996. Pepper marketing Board Malaysia; General Manager Mr. Anandan Adnan Abdullah said that Sarawak pepper is now sold worldwide, with continuous efforts, being made to ship the commodity direct to more end users.

Pepper is cultivated in small farm holdings in Malaysia. It is harvested generally in the months of May to August in Sarawak and between December to February in Johor. After harvest, the green berries are processed into black or white pepper. The decision to produce black or white pepper depends on various factors such as the customary practice of the farmer, the premium in price for white pepper, the availability of water for processing white pepper, the size of the berries harvested and the security of the farm.