



UNIVERSITI TEKNOLOGI MARA

**A STUDY ON THE FACTORS THAT CONTRIBUTE TO
CUSTOMERS' PREFERENCE IN SELECTING ASUH
MAGAZINE**

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TABLE OF CONTENTS

CONTENT	PAGE
DECLARATION OF WORK	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
LIST OF TABLES	iv
LIST OF FIGURES	vi
LIST OF ABBREVIATIONS	vii
DEFINITION OF TERMS	viii
ABSTRACT	x
SECTION 1: INTRODUCTION	
1.0 INTRODUCTION	1
1.1. BACKGROUND OF THE STUDY	1
1.1.1 Background of company	3
1.1.1(a) Background of Asuh magazine	3
1.2 PROBLEM STATEMENT	5
1.3 RESEARCH OBJECTIVE	8
1.4 RESEARCH QUESTION	9
1.5 RESEARCH HYPOTHESES	10
1.6 RESEARCH FRAMEWORK	11
1.7 SCOPE AND LIMITATIONS OF RESEARCH	12
1.7.1 Scope of the Study	12
1.7.2 Limitations of the Study	13

ABSTRACT

This research was conducted to study the factors that contribute to customers' preference in selecting Asuh magazine. Generally, the objective of this research is to identify the influencing factors of customers' preference in selecting Asuh magazine. Specifically, the research objectives are to identify factors that contribute to customers' preference towards Asuh magazine. And also to give suggestions and recommendations to the management as to increase the number of customers and enhance customers' awareness towards Asuh magazine. The researcher has chosen the current customers and potential customers at the aged 10-13 years old and which was focused on Klang Valley and Selangor areas where high performing sales of Asuh magazine. The questionnaires have been distributed to Asuh magazine current and potential customers. The researcher has distributed about 100 questionnaires to Asuh magazine current customers and potential customers, the respondents come from different demographic and characteristics in order to generate findings that can truly represent the findings of the research. Product attributes, price charged and place/location are the independent variables that being selected by the researcher. After collecting the data and analyze it, the result shows that there is association or relationship between these independent variables and customers' preference in selecting Asuh magazine. The finding also shows that the factors that contribute customers' preference in selecting Asuh magazine are product attributes and place/location. By conducting this research also, the researcher hopes that Galeri Ilmu Sdn Bhd can improve their magazine in order make sure that the customers prefer to buy their magazine rather than others magazine.

SECTION 1: INTRODUCTION

1.0 BACKGROUND OF THE STUDY

The research emphasized on the customers' evaluation of the Asuh magazine. The respondents thus, are the current customers and potential customers of Asuh magazine. The target market of Asuh magazine is the kids at the aged 10-13 years old. The researchers wish to identify the customers' preference in selecting Asuh magazine. The problem also aimed to reveal the factors that contribute to customers' preference and see whether there is a relationship between the factors to the customers' preference.

The factor that will contribute customers' preference to select a product, mostly on product that can give them benefit. These benefits are communicated and delivered by product attributes such quality, features, and style and design (Kotler, 2004). High quality closely linked to customer value and satisfaction. High quality of magazine which is interesting and knowledgeable content, exclusive cover stories also show a good quality of magazine. The design and graphic of magazine should be attractive and look exclusive and suitable to the target market. Its make customer attracted to select magazine. To make magazine being different from others magazine which are different features that can be offer by Asuh magazine from others magazine. These differences can be a reason to the customers to choose Asuh magazine rather than others magazine in the market. Distinctive magazine style and design also can be a reason why customer select Asuh magazine rather than others magazine.

Others than product attributes, price also can be a factor that contribute customers preference in selecting Asuh magazine. Ana muslim Magazine is the biggest competitors of Asuh magazine, but the strength of Asuh magazine from Ana muslim magazine is the price. Asuh magazine price lower than Ana muslim price. Asuh price is RM3.00 but Ana muslim is RM3.50. So, the researcher want to make sure the price is really a factor to the customers in choosing Asuh magazine or not.