



QUALITY LABEL AS A MARKETING ADVANTAGE
THE CASE OF MALAYSIA'S BEST FRUITS

ROFIKA BINTI SAE

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

MARCEI 2004

ACKNOWLEDGEMENT

Alhamdulillah, first and foremost, I would like to express my thankfulness to Allah The Almighty, the mercy of giving me the strength and good health to complete my research study successfully. Because of His generosity, this study is already been book. The completion of this represent the cooperation and help given by a number of individual in University Technology MARA, Federal Agricultural Marketing Authority (FAMA) Malacca and consumers around Malacca.

Let me begin my acknowledgements by thanking my advisor, Prof Madya Mariamah Mohd Ali who has assists me and give a lot of ideas in order to complete this study.

Second, the staffs of FAMA Malacca. They would be En. Zainal Abidin bin Yang Razalli the Director of FAMA Malacca, En. Maasom bin Maarof my supervisor during practical training in FAMA, that giving full cooperation and support to conduct this study. I also grateful to received assistance from the entire fellows who giving me valuable information.

Beside that, I wish to express gratitude to Tesco Malacca for allowing me to distribute the questionnaires and also to all respondents that are customers of Tesco Malacca for their willingness spent their time answering the questionnaires given.

My thankful to my lovely parent who always give support mentally, morally and financially also encourage me in order to complete my study.

Finally, let me thank my friends for their support and without their help I could not complete this study on time.

Hopefully this thesis will give some information to FAMA Malacca about “Malaysia’s Best” label that being introduce and furthermore can be used to better plan their marketing strategy for local fruits.

TABLE OF CONTENTS

	Pages
DECLARATION OF ORIGINAL WORK	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	v
LIST OF FIGURES	viii
LIST OF TABLES	ix
ABSTRACT	x
CHAPTERS	
1.0 INTRODUCTION	1
1.1 Background of Study	3
1.2 Problem Statement	5
1.3 Research Questions	7
1.4 Research Objectives	8
1.5 Scope of the Study	8
1.6 Significance of the Study	9
1.6.1 For the student	
1.6.2 For the organization (FAMA)	
1.7 Limitations	10
1.7.1 Time constraint	
1.7.2 Respondents commitment	
1.7.3 Reliability of data	
1.7.4 Financial constraint	
1.7.5 Inexperience	
1.8 Definition of Term	11

ABSTRACT

The research is carried out to find out the quality labels as a marketing advantage towards Malaysia's Best fruits. The objectives of the study are firstly, to examine whether quality labels add to fruits value, strength and description of the fruits and secondly to examine the effectiveness of quality labels in promoting the fruits to customers at Tesco Malacca. The scope of the study is limited to customers of Tesco Malacca. There are 50 respondents that were involved in this study. The questionnaires were conducted in both English and Malay language. The questionnaires were divided into two section, Section A and Section B. All the data was analyzed using the Statistical Package for Social Science (SPSS) version 11.5. Based on the analyzed data, the results showed that, majority of respondents didn't know the existence of Malaysia's Best as a quality label for local fruits. The objective of this research was not achieved.