



UNIVERSITI TEKNOLOGI MARA

**APPLIED BUSINESS RESEARCH
(ABR 795)**

**CONSUMERS ACCEPTANCE AND BRAND AWARENESS TOWARD BUMI
HIJAU PRODUCTS**

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ABSTRACT

Bumi Hijau Food Industries Sdn Bhd is one of food manufacturer in Malaysia. Other than to gain more sales and profit, Bumi Hijau is directly or indirectly will have to compete with other food manufacturers that have strong brand name. Bumi Hijau must be able to penetrate the market in order to compete with other competitor.

Competition is needed to make the industry more active and competitive. Therefore, this research is being conducted to find a further explanation on the current situation and to identify the possibilities to make an improvement that can benefit both consumers and the company.

In this research, Bumi Hijau wants to determine whether its products have met consumers' acceptance and awareness. In order to identify the consumers' requirement and desire, Bumi Hijau must ensure that its consumers are fully satisfied with the products in relation to the marketing mix (4P's). Even there are several factors contributed to consumers' acceptance and brand awareness, majority agreed that promotion and effective marketing strategy could lead to consumers acceptance and brand awareness of the products.

From the findings, the company has gain information on consumers' opinion on Bumi Hijau products in terms of 4P's. Bumi Hijau can identify what is the strength and weaknesses of Bumi Hijau products in terms of 4 P's and what is the comparison of Bumi Hijau products compared to the other competitors.

The researchers recommend that Bumi Hijau should pursue more effective marketing and business strategies in order to sustain and growth in the market. The company should ensure that its products always available in the market and easily purchased by the customer.

CHAPTER 1

INTRODUCTION

1.0 Background of study

A growing phenomenon in food industries is impressive due to rising of 34 percent within a period of 6 years (2000 to 2006) from RM6.5 billion to RM8.7 billion. It reflects the potential of this sector as an alternative source of economic growth in Malaysia. In terms of numbers, small and medium-sized firms (SMEs) dominate the food industry in which exports of processed food for 2001 were valued at RM3.9 billion whilst export earnings of agricultural products from the marine, livestock and crop sub-sectors were valued RM3.7 billion (Malaysia Food Business Directory, 2007).

Even though the demand growth in food industries has tremendous, but for the certain SME companies in this sector have not experienced this prosperity. Some the SME companies are still aggressively penetrating the market share in this sector. In view of this scenario, the companies have to double up their marketing strategies to attract the consumers in buying their product.

Consumers' use of the product requires confidence and acceptance level, which can be complicated because it involves the changing of behavioral patterns (Meuter et al., 2000). Consumers perceive that the acceptance level as leading to control and chaos, freedom and enslavement, new and outmoded practice, increase and decrease in the feeling of competence, increase and decrease in efficiency, fulfillment and creation of needs, promotion and hindrance of social interaction, and engagement and disengagement. These ambiguities make behavioral difficult for consumers to understand.

Marketing aims to maintain and increase consumer use of goods or services. Consumers use is important because it builds consumer habits and reduces consumer