



**THE IMPORTANCE OF CONSUMER AWARENESS
TOWARDS FIRE PROTECTION IN THEIR HOUSEHOLD**

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TABLE OF CONTENT

	PAGES
Declaration of Original Work	iii
Letter of Transmittal	iv
Acknowledgment	v
List of Tables	vi
List of Figures	vii
Abstract	viii
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of Study	1 - 2
1.2 Problem Statement	3 - 4
1.3 Research Questions	5
1.4 Research Objectives	5
1.5 Research Hypothesis	6
1.6 Significance of Study	7
1.7 Scope and Limitation of Study	8 – 9
1.8 Terms and Definition of Study	10
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	11
2.1 Overview of Fire Prevention & Protection	12 – 13
2.2 What is Consumer Awareness?	14
2.3 Fire Safety	14 – 15
2.4 Fire Knowledge	16
2.5 Theoretical Framework	17
CHAPTER 3: RESEARCH DESIGN	
3.1 Primary Data	18
3.2 Secondary Data	19
3.3 Sampling	
3.3.1 Sampling Frame	20

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ABSTRACT

Fire Fighter Industry Sdn Bhd was established in 1974 and now is the Malaysia's market leaders in the industry of fire prevention and protection. They are ISO-certified in manufacturing, installation and maintenance of a full range of fire protection systems and their ancillary equipment. Fire Fighter® has built its reputation by earning the consumers' trust and delivering exceptional quality with value prices. The issue that the researcher had decided to do this research is because consumers nowadays are not aware of the important of the fire safety in their household and their life. Therefore, the loss of life and property caused by fire are most commonly occurring because of ignorance about the nature of fire and its behaviour. Thus, the objective of this research is to identify the main factors that influence between safety, knowledge and prevention in consumer awareness towards fire protection in their home. Moreover, the researcher decided to use a simple random sampling where it is a subset of a statically population in which is each member of the subset has an equal probability of being chosen. After that, simple random sample is meant to be unbiased representation of a group. Furthermore, the data that had been collected by the researcher is by distributed 50 questionnaires to the respondents in Subang Jaya and Petaling Jaya. Then, all the data that had been collected were analysed through the SPSS software. Lastly in this research, shows that both of the variables have been accepted in the hypothesis in this research.

CHAPTER 1

INTRODUCTION

1.1. BACKGROUND OF STUDY

South-East Asian governments, following the lead of their western counterparts, have started placing a higher standard for health and safety measures in buildings. And according to the analysis from the market research company Frost & Sullivan, South-East Asia's fire and safety market produced revenues of over US\$ 342.7 million that is equal to RM 1.12 billion in the year of 2011. The report also approximates that the figure will reach US\$ 548.3 million in the year of 2017. Hence, the top three countries in the regional fire and safety market were Thailand, Malaysia and Singapore, while Indonesia and Vietnam were emerging markets based on the year of 2011.

Therefore, the growing demand is making to research and development to make fire and safety technology more functional, cost effective and easier to be install. Thus, the Fire Fighter Industry SdnBhd is to be set to up the ante in the fire and safety industry to grow its wings in the region and capitalise on the increasing trend.

Fire Fighter Industry SdnBhd was established in 1974 and now is the Malaysia's market leaders in the industry of fire prevention and protection. They are ISO-certified in manufacturing, installation and maintenance of a full range of fire protection systems and their ancillary equipment. It is the first to fight and is the most effective line of defence and prevention against potentially harmful fires and it's relating consequences. Fire Fighter® has built its reputation by earning the consumers' trust and delivering exceptional quality with value prices. Their superior product consists of a full range of fire protection system and its relevant equipment. Coupled with their constant commitment towards service excellence, Fire Fighter® helps consumer ensures that consumer win the fight against fire, and they help consumer build that solid foundation of safety and security that everyone desire.

Fire Fighter Industry SdnBhd is based in Kuala Lumpur along the Federal Highway, where it represents the forefront of the industry of fire safety and protection within Malaysia. It focused on its mission while embracing change in technology and the overall business landscape. Fire Fighter® ensures a high standards and core fundamentals and requirements