



**AN INVESTIGATION OF DRINKING TEA BRAND
AMONG BIDAYUH WOMEN: BOH TEA**

SYLVIA AK JOHN NAWANG

2001811631

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN**

NOVEMBER 2006

TABLE OF CONTENTS

<u>Chapter</u>	<u>Title</u>	<u>Page</u>
	Letter of Transmittal	i
	Acknowledgement	ii
	Confidentiality Statement	iii
	Table of Contents	iv
	Abstract	v
	List of Tables	vi
	List of Figures	vii
	List of Appendices	viii
1.	INTRODUCTION	
1.1	Problem Statement	4
1.2	Objectives of the Study	5 - 6
1.3	Scope of the Study	6
1.4	Research Questions	7
1.5	Significance	7
1.6	Limitations	8 - 9
1.7	Definition of Terms	9 -13
2.	LITERATURE REVIEW	14
3.	RESEARCH METHODOLOGY	19
3.1	Source of data	
3.2	Research Design	
3.3	Sampling Techniques	
3.4	Questionnaires	
4.	ANALYSIS AND INTERPRETATION OF DATA	24
4.1	Respondent's Profile	
4.2	Respondent's Behaviour and Awareness Towards Boh Tea	
4.3	Respondent's Confidence and Trust Towards Boh Tea brand	
4.4	Respondent's General Opinion Towards Boh Tea brand	
4.5	Overall Findings	
5	CONCLUSION AND RECOMMENDATIONS	43
	BIBLIOGRAPHY	47
	APPENDICES	

ABSTRACT

The main purpose of this study is to fulfill the academic requirement for Bachelor of Business Administration (Hon) Marketing in UiTM.

The word “Brand” on the other hand is getting trendier nowadays. Being a Bidayuh, I am always trying to know more about my own people. However, there are very few articles written about the Bidayuhs concerning, especially their product preferences and consumption patterns and I always wondering whether the Bidayuh are brand aware.

For this study, I am going to investigate on the Bidayuh women behaviour in choosing their drinking tea brand. I choose Bidayuh women which resides at Kuching rural for my target population for easy access in terms of questionnaires distribution and communication. Besides investigating on their behaviour, I will also try to find out their level of confidence and satisfaction towards the brand they choose.

Finally, from the findings at the end of the investigation there will be some conclusion and recommendations made raising from some issues such as brand awareness, buying behaviour and purchasing criteria among Bidayuh women.

INTRODUCTION

History of Tea

Wellness in a cup. Did you know that the cup that cheers goes way beyond just bringing a smile to our face? Tea is much more than just a wad of dried leaves stuffed in small bags and then since 2737 BC monks and herbalist have used teas to treat various ailments ranging from flu to complexion blemishes. (Health & Beauty, March-April 2005, pg.23)

Regardless of the processing methods, all tea contain polyphenols. These are powerful antioxidants that help protect cells from damage caused by free radicals. In the human body, oxidized free radicals are believed to cause tissue damage at the cellular level - harming our DNA, mitochondria and cell membrane. The benefits of this wondrous drink does not stop here. Its healing properties are such as flu buster, where by it has immune building properties where it is antibiotic and antibacterial. Besides flu buster, tea is also contains age-defying and skin hydrating properties. Tea can also revive lackluster hair, skin and nails and we even can place warm tea bags on our eyes to reduce puffiness. It also gives our hair that extra shine, try a tea rinse once a week.(Health & Beauty, March – April 2005, pg.23)

Derived from herbs, flowers and fruits, tea range a unique wholesome brew that is perfect for those who are health conscious or for those who are seeking different kind of beverage.

LITERATURE REVIEW

2.1 Consumer Awareness:

People usually associate awareness with the knowledge of certain product and services. Phillip Kotler (2000) states that awareness means that the consumer becomes aware of the innovation but lacks information about it. This means the consumers know the existence of the product or services but they don't have much detailed information about the product.

Schiffman and Kanuk (1997) states that awareness status encompasses the notion of consumer awareness, interest level or buyer readiness. Consumer's researchers believed that all consumer passed through a complex series of mental and behavioral stages in arriving at purchase decision. These stages range from awareness (exposure to information) to evaluate (preferences, attitude formation), to behavior (purchase) and to final evaluation (adoption or rejection).

According to Crawford and Benedetto (2000) awareness is the necessary first step toward adoption. By having an awareness on customer they will have higher tendency in purchasing the product or services.

Rossiter and Percy (1987) described brand awareness as being essential for the communication process to occur as it precedes all other steps in the process. Without