



**CUSTOMER ACCEPTANCE TOWARDS ELEMENTS OF STRATEGIES FOR  
SYARIKAT MOHD NOOR YUSOF (SMNY)**

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## **ABSTRACT**

Property industry is a huge market in Malaysia. The industry player has opted different ways to sold the product. Therefore, several element of marketing strategies for properties product has already existed and several others strategy is there to explore. The acceptance of the customer will determine the successful strategies of property companies in selling their product especially for Syarikat Mohd Noor Yusof Sdn Bhd (SMNY). Thus, this study will examine the acceptance of customer towards three element that used in SMNY. This study uses questionnaire that has been distributed to 30 respondent among the property buyer at Alam Perdana, Kemaman, Terengganu. Collected result is then being analysed Statiscal Packages for Social Sciences (SPSS). The result shows that promotional plan as one of the marketing strategies is the most effective and has significant impact on customer decision to own the property. A few other marketing strategies are also being analysed and the result has been recorded in the study. A few suggestions are also being made to serve as recommendation to SMNY, so that their product will attract buyers in future.

**Keywords:** Property industries, marketing strategy, product benefit

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 OVERVIEW OF PROPERTY INDUSTRIES IN MALAYSIA**

Nowadays as population increase, human needs for place for living become increasing. Therefore, third party organization which called property companies come into action and offer housing sale and purchase service to the people. Just like any other business, housing business required large amount of capital to be spend by customer. Usually this kind of trade involve largest amount of money from person in their lifetime. This industry is made up from supply and demand. This supply is from properties developer while demand is from citizens. This chain of supply and demand is what makes property industries ecosystem in any country.

In Malaysia, the prediction for property market will continue to face challenges internally and externally. A lot of new property projects such as housing and commercial properties is already completed and waiting to enter the market. Therefore, supply of properties is saturated which will take time for demand to close gap. The market is now flooded with excessive properties supply.

Flooded properties supply also means the market is competitive among property companies. According to Khalil Adis (2015), Kuala Lumpur housing property market 2016 will be tougher due to various factors such as weak ringgit currency, political factor and housing low demand versus supply. According to C H Williams Talhar & Wong (2016), overall market outlook for this year will be full of uncertainties. This is an indicator that the property market in Malaysia will continue to be dynamic in future where more buyers are now demanding product benefit, especially economic,