



**A STUDY ON THE FACTORS INFLUENCING  
CONSUMER PREFERENCES TOWARDS AGROMAS**

**NUR FHATIAH BINTI SAMAN**

**2014361515**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)**

**MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**JOHOR**

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## **ABSTRACT**

The purpose of this study is to analyse the factors that influence consumer preferences towards AgroMas. One of the objectives of this study is to analyse the influential factors on consumer preferences towards AgroMas. Other than that, this study also will identify the relationship between factors influences consumer preferences in AgroMas. Consumer preferences are most importance behaviour towards the organization either consumer chooses to buy their products or not. We would like to know which factor that influences most consumer preferences. The four factors are product and brand characteristics, brand image, promotion and consumer identity. Each of the factors has their own influences.

With this research that we conduct, we would like to analyse which factor that influenced consumer preferences towards AgroMas the most. After analysing all the data received, this research also gives the recommendation on how to cope with this behaviour and also what the organization can do to boost consumer preferences.



## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF STUDY**

This study conducted analyses the factors influencing consumer preference towards FAMA brand which is AgroMAs. The Federal Agricultural Marketing Authority (FAMA) is an agency under Ministry of Agriculture and Agro-based industry. As the Government's marketing arm for agriculture products, FAMA is aiming to enhance the image of the products in term of branding, packaging design, graphics and labelling so that they can compete effectively in the market. Furthermore, FAMA wants to increase their sales to differentiate them from their competitors' products. Lastly, FAMA also wants to help entrepreneurs increase and expand the size of their products' markets.

All business including FAMA starts with the customer. So customer is a very important person to all the businesses in the world. Customer decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. Whenever the customer wants buy something and the brands came out to the minds of the consumer, it is called brand awareness. This brand awareness will lead the customer to always take concern of the brand that they always prefer and will keep repurchase that brand. Different people have different attitude, behaviour and preferences. Preference or "taste" is a concept, particularly economics. More generally, it can be seen as a source of motivation.