



**THE POTENTIAL OF ELECTROMOTIVE
GENERATOR MODEL EM 1:**

**A STUDY OF CONSUMERS PERCEPTION AND
ACCEPTANCE TOWARDS THE PRODUCT
DEVELOPMENT AND ITS MARKETING
STRATEGY**

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TABLE OF CONTENTS

	PAGE
LIST OF FIGURE	vi
LIST OF TABLE	vii
CHAPTER 1: INTRODUCTION	1 - 17
CHAPTER 2: LITERATURE REVIEW	18 - 22
CHAPTER 3: RESEARCH METHADODOLOGY	23 - 31
CHAPTER 4: DATA ANALYSIS AND INTERPRETATION	32 - 50
CHAPTER 5: FINDING	47 - 48
CHAPTER 6: CONCLUSION	53 - 54
CHAPTER 7: RECOMMENDATIONS	55 - 56
BIBLIOGRAPHY	57 - 58
APPENDICES:	
Appendix 1 : Sample of Questionnaires	59 – 63
Appendix 2 : List of Respondents	64 - 65
Appendix 3 : Project Paper Related Time	66

1. INTRODUCTION

1.1 Background of the Study

A significant development in the electrical and electronic technology has increased in advancement day by day since from the nineteen century until now. The technology has developed tremendously from the creation of Tungsten Bulb by Sir Edison until the creation and innovation of semiconductor and robotic system in our daily live. This movement aimed to achieve the glory of latest technology. Country like U.S.A, Europe, and Japan has achieved the advancement in this technology.

Nowadays, technology controlling is one of the most important elements to develop the progressive economy in every part of the world. Despite technology advancement, political stability is also important to maintain the current situation.

Unstable political condition in the Middle East, Iranian Nuclear Issue, picket from the Nigerian Oil workers, strong demand for fuel in the world markets, the reduction of U.S currency compared than Euro, terrorist threat against U.S essential around the world, have caused the fuel price increased until more than U.S 68 dollar per barrel according to the Fact Number from the Berita Harian Economic Report on 02 Feb. 2006, pages 18 from this Project Paper.

Recently, world economic was indicated slow growth because of the fuel crisis. The increasing of fuel price can create the unstable economic condition around the world. Examples, people in Indonesia, have suffered with 9.8%

World was shocked in September 11, 2001, when terrorist attacks the World Trade Center in New York City. And followed by the invasion of U.S army against Iraq Country. Since that time, world economic is in the unstable condition. Fuel price not consistence and during at the beginning of 2006, our national inflation rate has increased until 3.5 percent because of the fuel price increased until more than 68 U.S dollar per barrel. Data from the Statistical Department in the next page shown that many consumers goods was increased including the price in services and powers sectors. From the data, we can see that from the end year of 2004 until the end year of 2005, fuel oil price in the Peninsular Malaysia was increased from 76.42 cents per liter to 118.70 cents per liter (64.76%) and diesel oil from 83.10 cents per liter to 128.10 cents per liter (64.87%).

Government and Non Government Agency (NGO) have suggested people to use Natural Gas Vehicle (NGV) and Bio Diesel as the alternative way to reduce the dependable against fuel consumption. These two alternatives quit not very suitable because of the limited NGV gas station and Bio Diesel sources are still in the development process.

3 RESEARCH METHODOLOGY

3.1. Design of the Study.

The design of this study will be limited to Kota Samarahan and Kota Sentosa as the main area, where the consumer perception and acceptance towards the new product will be highlighted.

3.2 Research Framework.

This study therefore seeks to study the consumer perception and acceptance towards the new product based on the parameters below. Figure 3.2 summarizes the dependent and independent variable in this study.

Dependent Variable

Independent Variable

