



**A STUDY ON CONSUMERS' AWARENESS AND  
SATISFACTION ON AGROMAS PRODUCTS**

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## ABSTRACT

FAMA, Federal Agricultural Marketing Authority of Malaysia, was established on 30<sup>th</sup> September 1965. It is a statutory body under the jurisdiction of the ministry of Agricultural of Malaysia to supervise, coordinate and improve the marketing of country agricultural products.

Today FAMA mission is to transform Malaysian into a world leader in food production by the year 2010. In order to achieve this mission the first step should be done is to gain the new market. To achieve it, FAMA should formulate several strategies with the aim of increasing supply, expanding demand and developing marketing network. The strategies include promoting business activities in processed product, to accelerate marketing development and strengthen procurement activities, to develop the marketing system and its infrastructure, and develop its human resource.

This study tried to explore and analyze consumer awareness and satisfaction on Agromas products. Based on the findings, it indicated that most of the respondents are aware of the existence of Agromas product in the market and some of the respondents are not aware of the existence of this product. To create consumer awareness This FAMA should carryout promotional activities such as advertising, promotion and etc. A part from that, most of the respondents' opinion that the prices of the Agromas products are very expensive. To be more competitive in the market, FAMA policy through reducing the packaging cost, distribution cost or reduction of other marketing cost.

## **CHAPTER ONE**

### **INTRODUCTION AND BACKGROUND OF THE STUDY**

#### **1.0 INTRODUCTION**

FAMA's small-medium industry products are known as Agromas. It is a brand of products processed by FAMA launched in 1992 but, the actual production started two years earlier. The word 'Agromas' gives the meaning of agriculture produce that is of high quality. It is combination of the words "Agro" (agriculture produces) and "Mas" (gold).

Agromas products have become a household name since its introduction in 1992 due to their superior quality and exquisite taste. With the growing international demand for authentic Asian cuisine, Agromas products have been gaining popularity in Europe, Canada and the Middle East.

There are two categories of Agromas products. The first one is mainly from FAMA food processing centre at Kuala Selangor (Selangor), Rengit (Johor), and Bachok (Kelantan) Banting, Selangor known as FOMACO. These plants and the products produced are wholly owned by FAMA. The other category is about products produced by other small-medium industry at Pekan Nenas (Johor), Seremban (N.Sembilan), Butterworth (Pulau Pinang) and etc. However if the

## CHAPTER TWO

### LITERATURE REVIEW

In "*Business Time*" October 13, 2000 mentioned by Datuk (Dr.) Mohd Affendi Narawi, Fama should be more aggressive, efficient and comparative in the area of marketing to keep up with modern technology and challenges of the millennium. To meet these challenges, Fama should enhance its effectiveness and efficiency in the area of 'market intelligence'. He also said Fama should set up Six National Terminal in parts of the country to step up advertisement and promotion activities, to create 'contract estates' and more 'farmer market' which would be effective in marketing the agricultural produce. Fama would also opt for e-commerce in the marketing and distribution of agricultural produce, he said. He also added in term of grading, labeling and packaging that Fama should be improved.

According to *Viven Lema (1999)*, studies consumer satisfaction on Bank Utama (M'sia) Bhd at University Malaya Sarawak Branch concluded that customers needs to be served efficiently so as to meet their expectation in order to achieve customer satisfaction. The findings indicated that these services provided were poor and needed to be improved. The strengths of the service provided such as ATM service. It's operate from 7.00 to 2.00 am where student can make withdrawal after the banking hour. Besides, the machine is located near to the student hostel. The weaknesses of the service are: customers need to queue more than 10 minutes in order to use the service.