



THE EFFECT OF MARKETING MIX STRATEGIES TOWARDS
CUSTOMER KNOWLEDGE AND PURCHASE DECISION ON
AGROMAS

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ABSTRACT

With an estimated 24 million of consumers, Malaysia has a large market in food production. Malaysia's food sector is changing significantly as lifestyle and traditional eating habit shifting. Although our nation is generally considered to be a price-sensitive market, customers often prefer imported food for both quality and status reasons. However, demand for processed food, both domestic and imported continues to grow and spurred on by successful introduction of numerous new to market products. A part from that, FAMA which one of the government marketing agency offers Malaysian taste product to domestic and abroad customers. Thus, this study on analyzing the effects of marketing mix strategies which consists of the trade events/promotions, promoter effort, taste, packaging and price towards customer knowledge and purchase decision on Agromas Chips and as well as collecting customer feedback in terms of product, promotion, price and perception on the product to determine any area that need further improvement.

For primary data, a set of questionnaire has been distributed to the customers who have visited SMIDEC Event 2006 at Sutera Harbour, FAMA Promotion Event at Jln. Kg.Air and Wisma Bandaraya Promotion Event at Wisma Bandaraya. Meanwhile, the secondary data gathered through the internet, articles, newspaper, magazines and books. As for questionnaire have been distributed to the customers, there are several limitations that existed in collecting the information. The results from the finding and analysis can be use as a guideline for FAMA to reach their potential customers. Through the last chapter of this research, it consists of conclusions and recommendations whereas FAMA could think over the suggestion that have been made by customers and researcher.

1.0 INTRODUCTION OF THE STUDY

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that will satisfy individual and organizational objectives.

Most people think that marketing is only about the advertising and/or personal selling of goods and services. Advertising and selling, however, are just two of the many marketing activities.

In general, marketing activities are all those associated with identifying the particular wants and needs of a target market of customers, and then going about satisfying those customers better than the competitors. This involves doing market research on customers, analyzing their needs, and then making strategic decisions about product design, pricing, promotion and distribution.

It's absolutely essential for marketers to adjust their marketing mix so that it accurately reflects and supports current selling condition. Industry specific tradeshow gave marketers an opportunity to interact with their potential customer, clearly stakeout their turf. As a small company, normally started out doing PR then added trade pub advertising and trade show to the mix as you grew. It seems challenging to get the mix right.

Hence, the researcher looked that exposition or trade fairs is the happening and becomes as high potential channel to distribute and promote the products as well as to near and create customer integration and relationship. For that purpose, the firm has to come out with a few criteria to market their products. Since FAMA has come out with processed food product with brand Agromas, the firm has to emphasize on the sales promotion which need the well effort and approach from a good sales persons. Besides, FAMA also should emphasize the effect of quality of their products which consists of the taste. Packaging and as well as the price offered towards customer knowledge and their purchase decision.