

FINAL REPORT



**Faculty of Administrative Science
&
Policy Studies
University Technology MARA Sarawak
Bachelor of Administrative Science (Hons.)**

**Research title:
“Consumer preference towards Local
and Foreign electrical product”**

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We would like to thank everyone who involved directly or indirectly in this research. We learned a valuable lesson about research in action. Things do not go as expected or planned. However, we have to make adjustment so that this adjustment be justified or qualified.

We would like to thank God Almighty without whose blessing we will not have successfully completed this study.

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Chapter 1: Introduction

1.1 Introduction

This research conducted to analyze and understand consumer preferences in Kuching in term of buying electrical products which made locally and foreign. In order to make this research, our group will identified a few electrical products which made by local manufacturer and foreign manufacturer. Then we will compare these two products based on how our consumer perceived it. Therefore, we will be able to understand whether consumer in Kuching preferred local electrical product or foreign electrical product the most.

Despite that, this research also will recommend a few ways to improved quality in our local electrical product. Hence, our Malaysian electrical product can be renowned at international level like other foreign electrical product. At the same time can contribute to economic growth through applying the recommendation that we gain from our very own consumer point of view.

As we all known, consumer preferences in term of consumed certain products is based on its quality, level of satisfaction, ease of use, durability of the product and of course to have the product at a lower price. Every consumer stands on one principle which is "gain satisfaction at a lower cost". This makes manufacturer company produce products that out of criteria that desired by consumer because for them gain profits is the main purposed. Therefore, it cannot be indicated that products that expensive is better than products that cheap or otherwise. Everything is depend on consumer judgement because only the consumer consumed the products, feel the products, tasted the products and purchased it.

At the end, this research is very vital and crucial in term of identifying what is the criteria of electrical products that consumer are desired.