

LETTER OF TRANSMITTAL

107, Kampung Telaga  
21700 Kuala Berang  
Terengganu D.I

23<sup>rd</sup> March 1998

Puan Rosidah Musa  
Course Tutor of BBA (Hons) Retail Management  
Faculty of Business and Management  
MARA Institute of Technology  
40450 Shah Alam  
Selangor

Dear Puan,  
SUBMISSION OF PROJECT PAPER

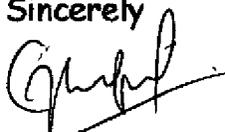
Enclose herewith is a report of project paper entitle "PRODUCT CHARACTERISTICS INFLUENCE IN CONSUMER DECISION MAKING PROCESS: A STUDY AT CANNED FOOD DEPARTMENT, HANKYU JAYA BANGSAR".

It is very much hope this project paper accomplished the requirement and expectation of the faculty and the desired objective of the course undertaken.

Lastly, I would like to express my sincere gratitude for the guidance and advises that you rendered during the entire preparation and in completion of this project paper.

Thank You.

Yours Sincerely



HAZALI BIN SHAMSUDDIN  
96111753

## TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	I
EXECUTIVE SUMMARY	II
LIST OF FIGURE	IV
LIST OF TABLE	IV
<b>CHAPTER 1 : INTRODUCTION</b>	
1.1 Company Background	1
1.1.1 Munloong - Hankyu Jaya Bangsar	3
1.2 Problem Statement	5
1.3 Objective Of The Study	6
1.4 The Importance Of The Study	7
1.5 Background Of The Study	8
1.6 Scope Of The Study	9
1.7 Limitation Of The Study	10
<b>CHAPTER 2 : LITERATURE REVIEW</b>	
2.1 Consumer Decision Making	12
2.1.1 Decision Making Process	15
2.1.2 Routinised Problem Solving	18

## EXECUTIVE SUMMARY

Canned food department is one of several departments in any supermarket besides non food, fruit and vegetable, meat, seafood, household and dairy. Its merchandise consists of sauce and flavour, cooking oil, spice, baking needs, canned food and vegetables, titbits, preservatives, biscuits, cordial, fruit juice, soft drinks, Confectionery, milk, beverages and breakfast cereals. This section can be considered as core department.

Since most supermarkets including MHJ Bangsar, are more emphasised on pricing and promotion strategy, they either conscious or not ignored the basic but important element in marketing - understand consumer behaviour.

Thus, this study is focusing on the consumer decision making process, the product characteristics influence in purchasing canned food product. Generally, the objective of the study is to identify how much the product characteristics (with exception to quality) such as

manufacturing, brand name, packaging and labelling will influence consumer with its functions and advantages.

The information in this research are gathered from the following sources - primary and secondary data. The primary data are acquired from questionnaires, meanwhile the secondary data are sourced from text book, literatures, journals, CD-ROM and so forth. A simple non probability random sampling method is used where the number of population have an equal chance of being included in the sample.

Lastly, after analysing findings and interpreting it, this report includes a few recommendations and conclusion that might be of some importance for the decision makers to understand product characteristics as well as acquire the relevant information to assist them in the planning and developing strategies in competing with their rivals.

## **CHAPTER 1 : INTRODUCTION**

### **1.1 COMPANY BACKGROUND**

Local department store, Mun Loong was the premier shopping centre for Malaysians long before big modern retailers like Yaohan, Metrojaya, Parkson and Jaya Jusco appeared. Founded by Soon Sow Woon in 1954, Mun Loong opened its first departmental store in Jalan Tuanku Abdul Rahman in 1975. Listed on the Kuala Lumpur Stock Exchange in 1988, it expanded further when it acquired another departmental and supermarket chain, Hankyu Jaya in 1989.

In May 1993, Soon's family decided to sell the company to Favourite Crystal Sdn. Bhd. A year later, Mun Loong was take-over by Benta Plantations Bhd. In November 1995, as Benta decided to sell its stake, Abrar Group International advisor Datuk Nor Mohamad Yaakop emerged as the single largest shareholder through an off-market deal. After a year under Abrar Group, the company changes hand again. Till today, known as Munloong - Hankyu Jaya (MHJ), the company is managed by