



**A STUDY ON MULTIPLE USAGE OF TEMPEH:
IN CASE OF AS A SNACK**

YANG SUAZ BINTI AZIMAN

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH**

JUNE 2015

TABLE OF CONTENTS

		Page
2.6	Core Product	7-8
2.7	Actual Product	8
2.8	Product Quality	8-9
	Acknowledgements	iv
2.9	Branding	9-10
	List of Table	v - vi
2.10	Packaging	10-11
	List of Figures	vii - viii
2.11	Augmented Product	11
	List of Abbreviations	ix
2.12	Halal Certification Guarantee	12
	List of Definition of Terms	x
2.13	Distribution of Products	12-13
	Abstract	xi
2.14	Table of Content	13
2.15	Testimonial from Customers	13
	CHAPTER ONE: INTRODUCTION	1
2.16	Objectives of Study	1-2
1.1	Background of Study	1-2
2.17	Response of Snacks Products	3
1.2	Scope of Study	2
2.18	Theoretical Framework	3
1.3	Problem Statement	2-3
2.19	Hypothesis	4
1.4	Research Objectives	3
2.20	RESEARCH METHODOLOGY	3-19
1.5	Research Questions	3
2.21	Sampling Frame	4
1.6	Limitation of Study	4
3.1	Population	1-2
3.2	Sampling Frame	1-2
	CHAPTER TWO: LITERATURE REVIEW	5-14
3.3	Sampling Frame	5-14
2.1	Tempeh in Malaysia	5
2.2	Nutrition Value of Tempeh	5-6
2.3	Snacks	6
2.4	Products	6
2.5	Three Levels of Product	7

2.6	Core Product B	7-8
2.7	Actual Product Technique	8
2.8	Product Quality (worthiness of Data)	8-9
2.9	Branding	9-10
2.10	Packaging	10-11
2.11	Augmented Product	11
2.12	Halal Certification Guarantee	12
2.13	Distribution of Products	12-13
2.14	Price (Gender)	13
2.15	Testimonial from Customers	13
2.16	Promotion	14
2.17	Acceptance of Snacks Products	14
2.2	Theoretical Framework	15
2.3	Hypotheses	15-16
	4.3.1 I am Familiar with Tempeh	25
	CHAPTER THREE: RESEARCH METHODOLOGY	16-19
3.1	Research Design	17
3.2	Population	17
3.3	Sampling Frame	17
3.4	Sampling Size	17-18
3.5	Sampling Technique	18
3.6	Instrument	18-19
	3.6.1 Section A	18
4.4	Question Analysis on Actual Product Level	35-41

Abstract

This study is on multiple usage of tempeh in case of as a snack. The objectives of this research are looking at the three levels of products by identifying the benefits customers get from the consumption of Tempeh Snack, the characteristics of actual product and the supporting products or services that enhances the consumption of Tempeh Snack. This research also has identified flavour of acceptance of tempeh as a snack. The result of the study may provide an insight to 'Tempeh Snack' producer to emphasize on the three levels of product. The findings may also provide better understanding on acceptance of tempeh as a snack.

Food is now viewed from different angles whereby there are many having regular snacks in addition to regular meals (Goode, Beardsworth, Haslam, Keil, and Sherratt, 1995). This change is seen as positive for entrepreneurs, because it will provide exciting opportunities for these entrepreneurs to explore. One of them is by diversifying the use of traditional foods such as tempeh to be used as a snack.

1.1 Background of Study

Tempeh is a traditional food of the Java community. Tempeh is made from soybeans fermentation process through a natural culturing and controlled fermentation process in which soybeans will binds into a cake form in 24 to 36 hours at a temperature around 30°C. Tempeh is a staple food that is consumed daily by millions of people in South Asians Regions especially in Indonesia and Malaysia (Ismail & Abdul, 1981). Tempeh is served along with other variety of delicacies. Furthermore, tempeh is prove to have high absorption of calcium compare to cow's milk (Haron H, 2010). The research also adds that tempeh

CHAPTER 1

INTRODUCTION

Food plays an important role in human life. Food serves as basic needs for every living human. Nevertheless, human have own unique demands in everyday food choices. Some choose to eat healthy foods; some choose to have diet high in protein and so on. "You are what you eat", so the popular saying to reflect the individual's personality through his daily diet. Food can also reflect the culture of a people and can represent a country. As Tom Yam represents Thailand, Sushi represents Japan while Kimchi represent Korea and tempeh represents Indonesia.

1.2 Scope of Study

Food is now viewed from different angles whereby there are many having regular snacks in addition to regular meals (Goode, Beardsworth, Haslam, Keil, and Sherratt, 1995). This change is seen as positive for entrepreneurs, because it will provide exciting opportunities for these entrepreneurs to explore. One of them is by diversifying the use of traditional foods such as tempeh to be used as a snack.

Scope

1.1 Background of Study

1.3 Problem Statement

Tempeh is a traditional food of the Java community. Tempeh is made from soybeans fermentation process through a natural culturing and controlled fermentation process in which soybeans will binds into a cake form in 24 to 36 hours at a temperature around 30°C. Tempeh is a staple food that is consumed daily by millions of people in South Asians Regions especially in Indonesia and Malaysia (Ismail & Abdul, 1981). Tempeh is served along with other variety of delicacies. Furthermore, tempeh is prove to have high absorption of calcium compare to cow's milk (Haron H, 2010). The research also adds that tempeh