

**MAKCIK PC: THE EFFECTIVENESS OF ITS BRAND
NAME TO CAPTURE TARGET MARKET IN MALACCA**

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ABSTRACT

This research paper is aim to produce the result of the effectiveness of Makcik PC's brand name in capturing its target market in Malacca. As for the extension, to find the potential of this brand name to become as a global brand name. I am seeking information on the perception of people towards Makcik PC's brand name. The study intends to provide a comprehensive understanding on the correlation between the dimension of brand equity and Makcik PC's brand name. It attempts to relate the people interest such as behavior, awareness and perception towards the name of Makcik PC. The result of the research can be taken into consideration for MIMOS Berhad in evaluating its approach in naming this computer.

This study is based on simple random sampling where its target population is Melaka Tengah's residents. The sample frame involves the target market of Makcik PC which includes small entrepreneurs, housewives and students from higher education institutes located at Melaka Tengah. Besides collecting secondary data, primary data also had been collected using questionnaires that have been distributed to 120 respondents.

The most important finding of this study is Makcik PC able to capture its target market located in Melaka where majority of the respondents agrees with that. Other than that, the finding showed that Makcik PC's brand name could not able to penetrate international market. For perception of people towards Makcik PC's brand name, the finding indicated that majority of people in Malacca disagree with the name of Makcik PC. The correlation table also showed that all dimension of brand equity have significant correlation with Makcik PC's brand name except perceived quality.

CHAPTER ONE: INTRODUCTION

1.1 Introduction

This chapter provides an overview and background of the subjects to be studied in this study. The problem of the study also will be identified thus create the research questions, objectives and hypotheses statement. Other than that, the researcher will explain about the scope, coverage and the limitation of the study. The significance of the study will also be determined in the chapter. Finally, the definition of all the important terms related to the subjects studied will be provided thus to ensure the readers could catch up with what been studied.

1.2 Overview of the Information & Communication Technology (ICT) Sector

In recent years, Information & Communications Technology (ICT) became one of the most important fields towards both business and also the personal aspects of the people lives in order to ensure a steady pace aligned with the globalization era. As a result, there are many computer brands that were introduced and have been successful in hitting the market. The strong brand names of computer that are well-known are such as Microsoft, IBM, Intel, Dell, Canon and Apple. In the year 2003, in the World's Fifty Most Valuable Brands recorded that Microsoft has located at the 2nd rank, IBM at 3rd rank, Intel at 5th rank, Dell at 29th rank, Canon at 39th rank and Apple at the 50th rank (***Source: Interbrand***). This favor condition of those brand names depends to the characteristics of them in order to attract people to choose and purchase those