

**CONSUMER ACCEPTANCE OF RISDA RURAL
INDUSTRIAL PRODUCTS. AN ANALYSIS OF RISDA'S
MARKETING STRATEGY**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA**

2008

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Allah S.W.T for giving me the abundant generosity, guidance and strength rendered during the whole process of completing this research project.

I would like to express my compliments to certain people who have contributed a lot for the completion of this research. My warmest gratitude goes to lecturers at UiTM Melaka, a million thanks to my respectable advisor Mr. Zaabah b. Mohamed for his guidance and advice in the preparation of this research. To my second advisor I would like to wish uncountable thanks to Mr. Nurazree b. Mahmud for his comments and suggestions throughout the development of this research. I wish to extend my grateful appreciation to Associate Professor Dr. Haji Arshad b. Hashim for his help in preparing my finding by using SPSS program.

Other than that, special thanks to Pejabat RISDA Negeri Melaka for allowing me to complete my practical training. My appreciation goes to all the staff especially to Miss Aini Ruhamaa bt. Abdullah and Mrs. Rosziah bt. Md. Som who gave me access, cooperation and invaluable insight in relation to the relevant information gathered for the research.

I also would like to extend my deepest gratitude to my beloved family and my friends for their untiring support, assistant and encouragement.

Last but not least, my best regards and thanks to everyone who had involved in completing this research either directly or indirectly.

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ABSTRACT

The purpose of this research is to measure the consumer acceptance of RISDA rural industrial product, an analysis of RISDA's marketing strategy. The dependent variable is consumer acceptance and independent variables are product development, promotion strategies and market development. The research is conducted at Melaka area. In completing this research about 100 questionnaires have been distributed to the respondents. The respondents are included all public who have and have not consumed the rural industry products.

In order to get the result from this research, the researcher has used SPSS program to analyze data from the information gathered. To analyze the data, the researcher has been used Reliability Analysis, Frequency Distribution and Descriptive Statistic by using the SPSS program. From the findings the research indicates that most of the respondents agree the rural industry products are acceptable but RISDA's marketing strategy has to improve because it is not effective to attract consumer acceptance. In term of product development, RISDA has to impress in the consumers through effective branding, labeling and packaging of the products, so that they are more informative and attractive. Besides that, the promotion strategy that RISDA has been implementing before, like price discounting and exhibition of rural industry products have to be more commercial-based so as to create respondents awareness of the products. Regarding to the market development, it is shown that the number of outlets that sell rural industry products are still limited in Melaka area. However, based on the research, the distributors are interested to distribute the products and need co-operation between producer and supplier to produce the products in bulk so as to fulfill the increasing demand.