



اَوْنُو تِكْنُوْلُو جِي مَارَا
UNIVERSITI
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MARA

BACHELOR HONS IN MARKETING (BM240)
FACTORS THAT AFFECT BRAND AWARENESS OF
CUSTOMERS ON LIBRESSE (PROPOSAL)

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PROPOSAL

ABSTRACT

In this era female has more knowledge in taking care of their private parts. As we all know, cervix cancer is one of the most danger cancer for women. 1 out of 10 women will have cervix cancer based on the scientist research. It is very alarming for the women especially when they are not taking care of their private parts. Some women neglecting their intimate area and just focusing on their face which is they need to take care of both. There are different types of feminine hygiene products and not just as sanitary pads well there are more than that. Tampons, feminine wash and wipes are some of the example of feminine hygiene products. As there are many brands in the markets, this study is to identify what causes them to buy the products of a brand. Most girls will study in their university and may have not much entertainment. So, is it roadshows or event in their university is effective in increasing their brand awareness? The purpose of this study is to investigate the factors that affect the brand awareness of customers on feminine hygiene products (Libresse). The methods used are Reliability Analysis, Pearson Correlation Coefficient and Regression Analysis. There are (three)3 independent variables and one(1) dependen are tested which are distribution, price, advertising and brand awareness. The numbers of respondent will be 50 respondents who is studying at UiTM Shah Alam whereby there is a brand roadshow in their campus and as the sampling technique that use in this study is Convenience Sampling. After getting all the data and information in the questionnaire, the researcher will use SPSS software to get the results and findings.

Keywords: Feminine hygiene products, brand awareness, roadshows

TABLE OF CONTENT

CHAPTER 1: INTRODUCTION	5
1.1 BACKGROUND OF THE STUDY	6
1.2.1 VINDA SEO GROUP	6
1.2.2 LIBRESSE.....	6
1.2.3 VISION.....	6
1.2.4 MISSION	6
1.2 PROBLEM STATEMENT	7
1.3 PURPOSE OF THE STUDY	8
1.4 RESEARCH OBEJCTIVE	8
1.5 RESEARCH QUESTION	8
1.6 CONCEPTUAL FRAMEWORK	9
1.7.1 DISTRIBUTION	9
1.7.2 PRICE	9
1.7.3 ADVERTISING	9
1.7 SIGNIFICANCE OF STUDY	10
1.8 LIMITATION OF STUDY	11
1.9 SUMMARY	11
CHAPTER 2: LITERATURE REVIEW	14
CHAPTER 3: RESEARCH METHODOLOGY	17

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF STUDY

Sanitary pads, menstrual napkin and feminine hygiene product are widely used nowadays. Most Malaysian will use sanitary pads during the 'month'. There are different types of brands can be noticed easily at the supermarket such as Libresse, Kotex, Whisper, Sofy, Laurier and Intimate. Each of the brand will have their own Unique Selling Proposition in order for them to provide the best sanitary pads for women. Most pads shape is based on women's body curve and it has shown that it helps to absorb better. Women starts to wear pads at the age of 8 – 12 years old and their mother usually that will buy pads for their daughters same as what they have been using.

Marketers and innovators will keep on coming up with different ideas just to catch the customer's attention and fulfil the concern of the customers. For example, pads that has fragrance to control the odour for those who might have concern about unpleasant smell of the blood. Each brand has their own target market in order for them to focus more on what to tweak and to maintain. There are different size of women around the world such as petite, plump, thin and large size. Each body size will have different type of needs as woman with bigger size with demand for pads with larger and wider size compared to petite where they will go for smaller size of pads that suits them. It is important for women to know their body well according to what they need. Some women will not use other brands of pads as they might have bad experience wearing it before. There are women will experience allergies when using a specific brand of pad.

Every advertisement needs to be eye-catching and different just to grab their attention. There are different types of sanitary pads material such as made of cloth that is washable or cotton which can be used only once. Most people preferred the cotton ones as they can just throw it away after using it. Some prefer the cloth type as it is safer and can save money as it can lasts up to 3 years but it is more expensive.

Many young adults have perception of that sanitary pads is just like any other pads. Well, it is more than just a sanitary pads. Pads that can lead to leakage is not preferable to the women as it will causes trouble. Most brands will claim that their pads do not cause leakage or control protection. Those who with heavy flow will look for pads that can control it. It is important to find the best sanitary pads for women in order for them to be comfortable during the day.

Customers will have their own preference in choosing what type of brand to use. Some of the preference towards sanitary pads can be the features, price or social influence that leads to what brand to use. Promotional activities able to help to get close to the customers and understand their needs. It is also to be able to increase their awareness towards the brand itself. Schools and universities are the best platform to reach women.

1.2 BACKGROUND OF COMPANY

1.2.1 VINDA SEA GROUP

VINDA SEA GROUP is founded in 1985 and has 4 key brands such as Vinda Deluxe, Libresse, Diapers and also Tena. It also has become the first Chinese tissue company brand to use 100% wood pulp and implement a branding strategy.

1.2.2 LIBRESSE

Libresse is a feminine protection company that not only produces sanitary pads but they also produces feminine wash and also feminine wipes. They want to educate young generation to care and give more attention for intimate area. It is important to make sure it is clean every time so Libresse has produced new product range called V-care which includes wash, wipes and liners.

1.2.3 MISSION

To become Asia's first choice for hygiene products and services.

1.2.4 VISION

To provide high quality hygiene products and services.