

UNIVERSITI TEKNOLOGI MARA

**CONSUMER PREFERENCES ON
THE RICE SELECTION IN SHAH
ALAM, MALAYSIA**

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MSc

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AUTHOR'S DECLARATION

I declare that the work in this dissertation has been carried out in accordance with the regulations of University Technology MARA. This is the original work and is the result of my study, unless otherwise stated or recognized as referenced work. The writing of this dissertation has never been submitted to any other academic institution or non-academic institution for any Master Degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, University Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Competitive environment makes consumer preferences and demands are changing tremendously. We know that consumption is the soul and purpose of whole type of production in the world. Nowadays, market is driven by customers. Thus, the target of all marketing activities is consumers. It is not an easy job to understand consumers as their behaviors are mostly unique and unpredictable. A change in consumer pattern, rising rice demand and market competition in the Malaysian food market needs the development of efficient marketing strategies. The targets of this research were to understand the demographic profile of the respondents, identify the factors affecting selection of rice and to assess consumers' perception toward their preferred choice of rice. The study was specifically conducted in Shah Alam, Selangor. This finding was based on the data obtained from questionnaires were contributed 400 respondents in Shah Alam. The data were analyzed using descriptive method. Despite of the 4P's theory; product, price, place and promotion, this study has revealed other factors to analyze the rice selection among the respondents. This study suggest price, health conscious, perceived quality (aroma, taste, time to cook, and easiness) informative packaging are the factors that need to be focused in the production and marketing of rice. The findings also revealed that most of the consumers are satisfied with the selection of their preferred rice. Although all the consumers are satisfied with their selection of rice in the market, the marketers must strengthen their marketing strategy to make the consumer stay loyal with their choices. Besides, local rice marketers must strengthen and build more comprehensive strategies to attract consumers buying local rice produce rather than imported one.

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