



“EXAMINING TECHNO EXPO SYSTEM (TES) PRODUCT LINES  
ON CONSUMER DECISION MAKING; A STUDY ON TECHNO  
GRAPHIC COMPANY KOTA KINABALU SABAH”

MOHD RAZIN BIN MESLAN  
2009908935

BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SABAH

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# TABLE OF CONTENTS

<b>CONTENT</b>	<b>PAGE</b>
<b>1.0 Introduction</b>	
1.1 Background of Study.....	1
1.2 Overview.....	2
1.3 Problem Statements.....	6
1.4 Research Objectives.....	7
1.5 Research Questions.....	7
1.6 Significant of Study.....	7
1.7 Scope of Study.....	8
<b>2.0 Literature Review</b>	
2.1 The Role of Product Strategy for Techno Graphic Company.....	9
2.2 The Importance understanding of Consumer decision making.....	10
2.3 Factors influencing on customer satisfaction	
2.3.1 Innovation.....	11
2.3.2 Price.....	12
2.3.3 Quality.....	13
2.4 Previous Research	
2.4.1 Drivers and Barriers of New Product Development and Innovation in Event Venues: A Multiple Case Study.....	14
2.4.2 Customer value-based pricing strategies: why companies resist.....	15
2.4.3 Vertical Product Differentiation, Entry-Deterrence Strategies, And Entry Qualities.....	16



### **3.0 Research Methodology**

3.1 Research design.....	18
3.2 Population.....	18
3.3 Sample Size.....	19
3.4 Sampling design/Technique.....	19
3.5 Data Collection Technique.....	20
3.6 Instrument.....	20
3.7 Data analysis procedure/ Technique.....	21
3.8 Validity and Trustworthiness of Data.	
3.8.1 Pilot Testing.....	21
3.8.2 Reliability Analysis (Cronbach’s Alpha).....	21
3.8.3 Cross Tabulation.....	22
3.8.4 Descriptive Analysis.....	22
3.8.5 Log linear Regression Analysis.....	22

### **4.0 Findings**

4.1 Respondents’ Gender.....	23
4.2 Respondents’ Age.....	24
4.3 Respondents’ Race.....	25
4.4 Respondents’ District.....	26
4.5 Respondent’s Occupation .....	28
4.6 Reliability Analysis.....	29
4.7 Log-Linear Analysis.....	30
4.8 Descriptive Analysis.....	31

<b>5.0 Conclusion and Recommendation.....</b>	<b>32</b>
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<b>6.0 Limitation of Study.....</b>	<b>39</b>
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<b>7.0 References.....</b>	<b>40</b>
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<b>8.0 Appendixes.....</b>	<b>44</b>
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## **ABSTRACT**

The research study is about to examining Techno Expo System (TES) product lines on consumer decision making: “A case study on Techno Graphic Company Kota Kinabalu Sabah”. The study was done to identify the Techno Graphic Company can be applied two elements of product strategies to help in improving Techno Expo System (TES) product in order to increase company’s sales performance and increase customer loyalty. In order to achieve the objectives the two of elements which are including product deletion and product improvement of TES product. Form this study, valuable information and suggestion were gathers three factors such innovation, price and quality which are to improve the TES product in the future. In additions, this paper is aims to examine the factors that make TGKK company’s customers achieve statisfaction and met expectation towards TES product. Moreover, This study also use the non-probability convenience sampling method and expected 120 respondents as sample that represents in Kota Kinabalu Sabah area. Data collections were collected through probability simple random sampling technique with a minimum sample of 120 respondents.