



UNIVERSITI TEKNOLOGI MARA

**A STUDY ON CUSTOMERS'
PERCEPTION TOWARDS SARASPICE
PRODUCTS IN KUCHING**

**HAIZORA RIDIS
2003608013**

**SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE
BACHELOR OF BUSINESS
ADMINISTRATION (HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN**

OCTOBER 2007

TABLE OF CONTENTS

Contents	Page
Title Page	i
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement	iv
Table of Contents	v
List of Tables	vii
List of Figures	ix
CHAPTER 1 : INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statements	3
1.3 Scope of the Study	5
1.4 Research Questions	6
1.5 Objectives of the Study	6
1.6 Theoretical Framework	7
1.7 Significance of the Study	8
1.8 Limitations of the Study	9
1.9 Definitions of Terms	10
CHAPTER 2 : LITERATURE REVIEW	
2.1 Pepper Products (Saraspice)	11
2.2 Customer Perception	12
2.3 Perceived Quality	14
2.4 Perceived Value	15
2.5 Perceived Price	16

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

On 26 June 2006, the Malaysian Pepper Board Act 2006 had been approved by the parliament and with that effect on 1 January 2007, Malaysian Pepper Board have officially been establish to replace the previously Pepper Marketing Board. This have cause a bigger roles need to be played by MPB in not just the upstream of pepper industry but also including the downstream or in other words, from planting of pepper to the marketing of pepper to the end-users, domestically or internationally.

i) Vision

The vision of MPB is "to be internationally recognized as an organization of excellence and a leading authority in the development of pepper industry"

ii) Mission

The mission of MPB is "to assume a pivotal and leadership role in the development of a sustainable pepper industry through formulation of sound and transparent policies, programmes and activities towards enhancing the contribution of industry players and socio-economic well being of growers in the context of our national development vision"

iii) Saraspice Pepper Products

Apart from other main activities and function that MPB serve, one of the most crucial task that they need to maintain and develop is their very own retail pepper product by the brand name of SaraSpice. This brand name has long been developed and produced by Malaysian Pepper Board especially for home consumers or end-user.

CHAPTER 2

LITERATURE REVIEW

2.1 Pepper Products (Saraspice)

In his book, I. C. Tiong, senior officer of MPB had indicate that people's knowledge of pepper ranges from those who are aware of its intrinsic qualities to those who merely recognize pepper as what it traditionally looks and tastes like in two main forms, the whole berries and ground powder. Quality is a relative term. Some thought that white pepper is of better quality than black pepper but in United States, they prefer black pepper compare to white pepper. The answer for this is depends on what one look for in its quality spectrum (I. C. Tiong, 2000). Some of the quality indicators for black pepper berries are the appearance, colour, flavour, aroma, heat level, bold size, free from mold, uniform dark brown to black colour, hot and biting (K. C. Tan, 1993). For white pepper berries, the quality indicators are the same except for the grayish-white colour (K. C. Tan, 1993).

It is said in Kuching Talk magazine (January – March 2007, page 31), all pepper products bearing the MPB-registered, Saraspice trademark are of the highest quality and confirming to international best manufacturing practices. In Berita Harian newspaper (23 December 2006, Fokus segment), former PMB Chairman, Dr. Jerip Susil said that the potential benefit of pepper can be expand to pharmaceutical field such as to be an ingredient in vitamin and in perfumes production besides its benefit in food industry. In Berita Industri Lada magazine (February 2001, Vol. VII/I, page 1), it is said that to meet the changing tastes and concerns with food quality and safety, a wider range of products of higher and consistent quality, in stronger, safer and more attractive packaging is needed. Furthermore it is said that manufacturers of spice products for the retail market as well as for the food industry have to constantly come up with new products, increase the range of products available and test new products in different market segments (Berita Industri Lada magazine, February 2001, Vol. VII/I, page 2).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

In this research, qualitative research method is used in order to easily gain qualitative understanding about the customer perception towards Saraspice products. This method is found to be the most appropriate to answer the research objectives and questions.

3.2 Units of Analysis

The unit of analysis is the individual respondent itself where the data collected from each and every respondent will be the individual data source itself. These respondents are the Saraspice customers who visited Saraspice Sales Counter at MPB Headquarters in Kuching and bought some products for home-use. The Saraspice customers are actually the end-user of the products and they are the most important respondents to comments and give ideas because they used the product and it is important for MPB to better serve them through good and quality products.

3.3 Data Collection

i) Primary Data

Primary data is collected through the distribution of questionnaires to all the respondents. Observation is done to find out the suitable respondent to answer the questionnaires, as it is an effort to minimize low respond from the respondents because some respondent may not bother to answer the questionnaires.