



A STUDY ON THE FACTORS THAT INFLUENCE CUSTOMER
AWARENESS ON CANOPY BUSINESS :

A CASE OF NOR CANOPY

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ABSTRACT

One of the most important parts in any business is the awareness of the firm by consumers. Awareness also is one of the most important elements in marketing. Therefore, factor that influences consumers' awareness on a canopy firm has attracted my attention and believes to be the most studied construct in marketing.

One of the business objectives is to sell product or service to consumers. This objective may not be fully achieve because of there are only a few of consumers aware on the existence of the firm. That makes me attracted to do this study. To know what is the most effective way to promoting canopy firm to consumers.

According to the Nor Canopy past experience, canopy firm are not be a famous and well known firm in Segamat. Therefore there are some people in rural area are not aware on the canopy firm. The consumers' awareness towards canopy firm is one of the indicators of the reason on why I choose this topic for the research.

There are many ways in increase awareness of firm among consumers. One of them is by using a promotion activity. There are a lot of promotion activity but in this study there are only three groups of promotion activity that been chosen to be test to find the best promotion to the canopy firm.



CHAPTER ONE : INTRODUCTION

1.1 INTRODUCTION

This study is all about the awareness of people on the existing of the canopy firm. Canopy firm in Segamat is not as famous as canopy firm in urban area. It is because of the resident area in Segamat is mostly at rural area such as felda, village and estate. All this type of resident has provided own canopy by government. Therefore there have less interest on canopy firm.

Based on that scenario, I have been attracted on do a study on the factor that makes people in Segamat aware on the canopy firm. There are a few factors I consider will help awareness that is public promotion, personal promotion and internet promotion. The entire factor also called as independent variables.

In this study I am going to do a quantitative research. It is because the topic for this research is about the awareness of consumers on the canopy firm. Therefore to find the factor of awareness should be ask the consumers to get a perfect answer for this study. Consumers is a big number and it is consider as a population in this research, from them I choose 50 people to be my respondent to represent the whole customers.

After that the result from the respondent will be analysis using SPSS system to get an accurate result. Then the result form SPSS be concluding to get a perfect answer on what is the factor of awareness on the canopy firm.