



**A STUDY ON CONSUMER LEVEL OF  
AWARENESS TOWARDS AGROMAS PRODUCT  
(CHIP NANGKA) IN KUCHING**

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# TABLE OF CONTENTS

	<b>PAGES</b>
ACKNOWLEDGEMENTS	iv
LIST OF TABLES	ix
LIST OF GRAPHS	x
ABSTRACT	xi
<b>1.0 INTRODUCTION</b>	
1.1 Background of Study	1-4
1.2 Scope of Study	5
1.3 Theoretical Framework	6-7
1.4 Significance of Study	8
1.5 Objectives of Study	8
1.6 Limitations of Study	9
1.7 Definitions of Terms	10
<b>2.0 LITERATURE REVIEW</b>	
<b>3.0 RESEARCH METHODOLOGY</b>	
3.1 Research Question	16
3.2 Sampling Design	16-17
3.2.1 Relevant population	18
3.2.2 Parameters of interest	18
3.2.3 Sample size	18
3.3 Research design	19
3.4 Data collection	19

## **ABSTRACT**

Chips product, which has been introduced in the west countries. Nowadays it had been market all around the world. Many companies have developed a chip product in order to serve its market. Although it is a product from the west, nowadays many countries have adapted the usage of this product. Chips product have become known to all the countries in the world.

FAMA (Federal Agricultural Marketing Authority) is an example of organization dealing with agricultural products as its main business. The prime motive that prompted the Central Government to establish the Authority was to supervise, co-ordinate and improve the marketing of agricultural produce in Malaysia to provide farmers with better economic incentives to encourage greater production. In order to diversify their agricultural product, they have developed a chips product. As what we know, mostly the chips product are made from potatoes. In order to suit its market they have developed a product based from jackfruits. This product known as "Chip Nangka". This product is under Agromas brand, produced by FAMA.

Because of this is a new product, awareness are the critical factor in order to introduced and suited the market in Malaysia especially. It is important to create consumer awareness to improve the products performance and creating brand loyalty.

# CHAPTER 1

## 1.0 INTRODUCTION

### 1.1 Background of the study

#### **Background of FAMA**

The Federal Agriculture Marketing Authority (F.A.M.A) is a government agency, established on 30th September 1965 under The federal agricultural Marketing Authority Act 141, 1965. The prime motive that prompted the Central Government to establish the Authority was to supervise, co-ordinate and improve the marketing of agricultural produce in Malaysia to provide farmers with better economic incentives to encourage greater production.

#### **Mission Statement**

FAMA corporate mission is to be the main agency in the marketing of agricultural produce that is fresh and processed, which are competitive, efficient and self resilient.

## CHAPTER 2

### 2.0 LITERATURE REVIEW

According to *Philip Kotler (Marketing Management, Tenth Edition, 2000)*, awareness means that the consumer becomes aware of the innovation but lacks information about it.

Awareness according to *Gordon R. Foxall*, the buyer becomes aware of product, service or new brand through some sort of communications. This maybe in the form of advertising or some other type of promotion controlled by the marketer. Equally awareness might be established by word of mouth, which is clearly not under marketer's controls.

According to *Betty Moore*, awareness is often thought to be the first objective of marketing endeavors, and it is indeed a critical factor in the successful sales chain.

Right after the existence of market demand has been qualified, customers need to be aware of the choices they have to satisfy their needs or wants. That means that the marketer cannot make a sale if they have never heard of consumer wants and needs.

However, a tremendous number of companies squander their budgets by creating awareness about the wrong things, or without being adequately ready to do it. This can be especially painful in startups, which