



**A STUDY ON CUSTOMER PERCEPTION DURING PRE
MARKET TESTING OF THE EFFECTIVE
MICROORGANISM (EM) PRODUCT**

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ABSTRACT

This research was conducted to study the customer perception during pre market testing of the effective microorganism (EM) product. The objective of the of this research was to identify the customer perception during the pre market testing of EM product towards the variables explained under scope of study, to identify the background of the Potential buyers and to provide the suggestion for the future sale of the EM product.

In order to achieved and established the objective, information was gathered among the public in Tamu Tuaran, which was chosen randomly using the convenience sampling technique. Whereby 150 respondents were approached and given a structured questionnaire form to fill in. data obtained from the questionnaire were processed using the SPSS software in order to formulate detailed analysis and make an overall conclusion and recommendation out of the result gain.

However, some conclusion and recommendation have been stated at the end of this report as a feedback and chance to state the personal opinion of the researcher in response to the research hand.