

**UNIVERSITI TEKNOLOGI MARA**

**SURVEY ON THE FACTORS CONTRIBUTING TO  
THE INTENTION TO SELL LOCAL SME PRODUCTS  
BY TSHOPPE OPERATORS**

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## **Abstract**

Local entrepreneurs face numerous problems in marketing their products. Supermarkets or hypermarkets tend to reject local products due to competition for space with other products. Terengganu State Government through Yayasan Pembangunan Usahawan Terengganu (YPU) came up with an idea to open a 24-hour convenience store called T'Shoppe as a medium for local entrepreneurs to market and sell their products. Lately, the number of local products sold at T'Shoppe are becoming less and less. This study aims to determine the factors that contribute to the intention to sell local products by T'Shoppe operators. Seventeen (17) T-Shoppe operators were interviewed using semi-structured questionnaire. The findings showed that there is a relationship between price, promotion, product availability, product nature, people and psychology with the intention to sell local SME products by T'Shoppe operators.

**Keywords:** intention, local products, T'Shoppe, convenience store, marketing mix