



**A STUDY ON CONSUMERS AWARENESS AND  
PERCEPTION TOWARDS PEPPER PERFUME**

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## **Abstract**

Pepper perfume in Sarawak is not as famous as Calvin Klein, Estee Lauder, and other branded name of perfume. But it is not possible one day Pepper perfume made by Sarawak state will be the most well known fragrances in the world. However, Pepper Perfume industry in Sarawak has been plagued by numerous marketing problems such as price fluctuation, inconsistency in product quality and quantity, low domestic consumption, limited strategic market place and promotion made due to the product. This project paper was intended to study the marketing of pepper perfume in Sarawak with two main objectives that are:

- i. Awareness of consumer towards the existing of this product in the market.
- ii. Perception by the consumer towards this product.

The study was conducted as a research which focuses on pepper perfume marketing mix that is on an innovative promotion, a strategic market place, affordable price and quality of the product (4 – P's). Beside that, this case study also concerning a public response towards the product viz; (customer awareness and perception towards the product) and a research on the marketing system.

The finding from the study were analyzed and integrated into four finding that is; strategic marketing system for the product, demand by consumer towards the product, awareness of people to the existing of the product and people perception towards the product will clearly know.

## Chapter 1: Introduction

### 1.0 Background of company

The Pepper Marketing Board Malaysia was established in 1972 as a federal statutory body under the pepper Marketing Board Regulation 1971 marketing of Sarawak pepper (the 'trade name' for pepper from Malaysia) and value – added pepper and pepper products. The board seeks and establishes a modern, efficient and competitive pepper industry in Malaysia with the underlying objectives of improving the economic well – being of pepper farmers.

**Figure 1: The Corporate Structure of Pepper Marketing Board**

