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THE EFFECTIVENESS OF BRAND AWARENESS IN PURCHASING
THE PRODUCT OF ARIANI

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A project report submitted in Fulfillment of the requirement for the award of
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DECLARATION

'I declare that thesis entitle 'The Effectiveness of Brand Awareness in Purchasing Product of Ariani' is the result of my own research except as cited in the references'

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ABSTRACT

For this research, the main focus is to study about the effectiveness of brand awareness. The research had been done around Malacca where most of the respondents are female. In this paper, the researcher is trying to identify the independent variable which is customer satisfaction, product performance, and consumer behavior. The appropriate questions had been asked and the data collected had been shown in the figures and table form in order to be clearer about the results. Furthermore, the clear explanation had been included along the data provided. There are limitations in conducting this research, so in the future hopefully there are more sources of data and research studies. As a conclusion, this study has expected able to help Ariani to develop more their product by having all the data provided.

Keywords: Brand awareness, Customer Satisfaction, Product Performance, Consumer Behavior

TABLE OF CONTENT

CHAPTER	TITLE	PAGE
	DECLARATION	ii
	ACKNOWLEDGEMENT	iii
	ABSTRACT	iv
	TABLE OF CONTENT	v
	LIST OF TABLES	viii
	LIST FIGURES	ix
	LIST OF ABBREVIATIONS	x
CHAPTER 1	INTRODUCTION	
	1.1 Background of the study	1
	1.2 Research Question	5
	1.3 Objectives of the study	5
	1.4 Scope of study	6
	1.5 Significant of Study	6
	1.6 Summary	7
CHAPTER 2	LITERATURE REVIEW	
	2.1 Introduction	8
	2.2 Overview of Brand Awareness	9
	2.3 Elements that Affect the Level of Customer Satisfaction	10
	2.4 The Impact of Product Failure	12

2.5	Key Characteristics of Consumer Behavior	13
2.6	Theoretical Framework	15
2.7	Hypothesis	17
2.8	Summary	17

CHAPTER 3 RESEARCH METHODOLOGY

3.1	Introduction	18
3.2	Research Design	19
3.3	Research Design Method	21
3.4	Primary and Secondary Data Sources	22
3.5	Location of Research	23
3.6	Research Strategies	24
3.7	Scientific Canons	24
3.8	Pilot Test	27
3.9	Survey Instrument	28
3.10	Summary	28

CHAPTER 4 DATA ANALYSIS AND RESULT

4.1	Introduction	29
4.2	Result and Analysis	30
4.3	Demographic Analysis	32
4.4	Pearson Correlation among Variables	39
4.5	Testing Hypothesis with Simple Linear Regression	40
4.6	Summary	46

CHAPTER 5 CONCLUSION AND RECOMMENDATION

5.1	Introduction	48
5.2	Respondent's Demographic	49
5.3	Factors that Effecting of Brand Awareness	50
5.4	Hypothesis	51
5.5	Conclusion	53
5.6	Recommendations	54
5.7	Limitations of Study	56
	REFERENCES	58
	APPENDIX A	61
	APPENDIX B	71

LIST OF TABLE

BIL	TITLE	PAGE
3.1	Reliability of Pilot Test (15 respondents)	27
4.1	Reliability of Research (100 respondents)	31
4.2	Result of Cronbach's Alpha	31
4.3	Frequencies distribution of Gender	32
4.4	Frequencies distribution of Age	33
4.5	Frequencies distribution of Marital Status	34
4.6	Frequencies distribution of Employment	35
4.7	Frequencies distribution of Education Level	36
4.8	Frequencies distribution of Types of Preferred Product	37
4.9	Person Correlation Between Two Variables	39
4.10	Multi – Regression Among	40
4.11	Simple Regression between the Effectiveness of Band Awareness and Customer Satisfaction	41
4.12	Simple Regression between the Effectiveness of Brand Awareness and Product Performance	43
4.13	Simple Regression between the Effectiveness of Brand Awareness and Customer Behavior	45

LIST OF FIGURES

BIL	TITLE	PAGE
2.0	Theoretical Frame Work	16
4.1	Pie Chart for Frequencies Distribution of Gender	32
4.2	Pie Chart of Frequency Distribution of Age	34
4.3	Bar Chart of Frequency Distribution of Marital Status	35
4.4	Bar Chart of Frequency Distribution of Employment	37
4.5	Bar Chart for Frequency Distribution of Education Level	37
4.6	Bar Chart for Frequency Distribution of Types of Preferred Product	38

LIST OF ABBREVIATIONS AND SYMBOLS

%	= Percentage
<	= Less Than
>	= Greater Than
α	= Cronbach Alpha
e.g	= Example
SPSS	= Statical Package for Social Sciences
IV	= Independent Variable
DV	= Dependent Variable
PWTC	= Putra World Trade Centra
MITC	= Melaka International Trade Centra
H ₁	= Hypothesis One
H ₀	= Hypothesis Null

CHAPTER 1

INTRODUCTION

1.1 Background of Study

In the Malay word, Tudung can be defined as cover part of the head in the consensus of Islam's hijab while in English this word is translated as veil or headscarf. Normally, this headscarf is worn by women, female teenagers, and somehow female children as well. The part that's covered by this headscarf is hair, ears, neck and only leaves the face to be exposed. Most of the Islamic country had standardized the use of this headscarf as the formal dress code for office work, school uniforms and also for formal occasions. Not only that, important people or representative from the Islamic country are usually wearing this headscarf as they resemble the Muslims rule.

Due to the circumstances, in the fashion world, there are lots of designs, patterns, the use of materials, and also the brand of headscarf to be chosen by women, teenagers and children. As for today, the needs in having the headscarf as part of the attire are very

important and that is why there is lots of manufacturer, fashion designer and also the supplier takes their roles in providing the headscarf. In order to satisfy and provide their customers with their needs and wants the manufacturer and designer need to know their customer preferences. In this case some of the women, especially for those working people, their needs to be not only beautiful, but looks elegant, sophisticated, and also good – looking.

As a consequence, in Malaysia there are several types or brand of headscarf from our local supplier that can be chosen by women nowadays such as Ariani, Fareeda, Pearl Haya and Nur Kasih. From those suppliers there are different types of headscarf, design and also the used of materials. They also have owns loyal customers, followers and fans which some of their product is being made due to their customer preferences. As for that, the role of the brand itself somewhat resemble the name of the product to be chosen by the customer. The memorable brand leads the customer to purchase the product frequently and makes the product are being preferred by others too.

One of the most exclusive brands for headscarf in Malaysia is Ariani where this local product is owned by Ariani Textiles and Manufacturing (M) Sdn. Bhd. which it is one of the Jakel group subsidiaries. Mostly, this product can be reached by its customer at Ariani Galeri Tudung and Selendang at almost all over the state in Malaysia. It had become a trend for women nowadays to have this product, and the design had been preferred by most of our government workers. The uniqueness of the design and also the used of material make this product being the most wanted, items for Muslim's people, especially women whom wears it at anywhere and anytime. The design that makes women look beautiful and elegant is another factor for them to have it even one in their wardrobe.

The first gallery of this product had been operating on April 2008 where the first branch is at Jalan Masjid India, Kuala Lumpur. The reason why the first branch is open for their customer at the capital of Malaysia is because most of the new trend had been updated at this place. The person's behavior at urban area always being followed by others and they preferred to be same like them. As for that, the trend had been followed by others and the products become well – known. Other than that, by having words of mouth the image of that particular brand also had been preferred by others where this can make the market for that product enhance.

Due to that, for almost five years onwards Ariani had already 18 branches all over Malaysia which are at Kuala Lumpur, PWTC, Wangsa Maju, Kota Damansara, Shah Alam, Bangi, Melaka, Segamat, Johor Bahru, Kuantan, Kuala Terengganu, Kota Bharu, Tanah Merah, Kubang Kerian, Ipoh, Sungai Petani, Alor Setar and Kota Kinabalu. In addition, Ariani had its own goal in producing the best product towards its customer. They always wanted to serve the best quality of product where it can capture their customer and also always maintained its loyal customer where of course the women who wearing headscarf. Not only that, Ariani also been the pioneer in headscarf fashioned due to the new trend and customer who seek for new fashion in town.

Other than that, Ariani itself is customer – oriented where it had served their customer with fashion advisor, and easy to deal with. This is because Ariani provides the service where their customers can easily make the transaction using the credit card while purchasing the product. Besides, Ariani too can be booked in bulk in case of their customer wants to sell it through on – line or doing business at home.

The reason of having a business is to achieve the target mission, which is sales and also income. However, having a repeat customer is part of the achievement as a business person. In order to have a repeat customer the product of that business must

meet the customer preferences. As for that the brand awareness of that particular business has to satisfy the customer perceived buyer. According to Gustafson T. (2007) state that brand awareness is how aware customers and potential customers are about your business and its products.

The successful of brand awareness had been achieved when our product is well known and is easily recognizable. In other words, Chabot B. (2007) state that brand awareness is crucial to differentiating your product from other similar products and competitors. Moreover, this brand awareness plays a major role in purchasing decisions, which means the more aware consumers are about your product and your brand; the more likely they are to buy from you.

As a business person, the consumer is very important to them and their behavior in purchasing a product too can be as one of a point in the business world. Consumer behavior can be defined as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect to satisfy their needs – Leon G. (2010). There are two different categories of consumer which are personal consumer and the other one is organizational consumer.

So, in this research the respondent is the personal consumer where this type of consumer buying goods and services for his or her own use, for the use of the household, or as a gift for a friend. In addition, businesses that provide a product towards the customer have to ensure that their product must meet the customer satisfaction. According to Leslie L. (2008) state that customer satisfaction is the individual consumer's perception of the performance of the product or service in relation to his or her expectations. In order to increase their satisfaction once must have to include all their needs and wants into their products so that their customers always trust with the brand of our products.

1.2 Research Questions

This research focuses on the effectiveness of brand awareness towards the customer in purchasing product of Ariani which are hijab, shawl and scarf. The relationship marketing is very important in order to attract the consumer to buy the product. The research questions for this project are as below:

1. What is the relationship between customer satisfaction and the effectiveness of brand awareness?
2. What is the relationship between product performance and the effectiveness of brand awareness?
3. What is the relationship between customer behavior and the effectiveness of brand awareness?

1.3 Objectives of The Study

The objectives that had been achieved are:

1. To identify the relationship between customer satisfaction and the effectiveness of brand awareness.
2. To determine the relationship between product performance and the effectiveness of brand awareness.

3. To analyze the relationship between customer behavior and the effectiveness of brand awareness.

1.4 Scope of Study

The scope of this study is around the Malacca State which is at Bukit Piatu, Melaka Sentral and Kota Fesyen, Melaka International Trade Centre (MITC). Although there are lots of other shops in Malacca somehow at these places is the main location for people purchasing this product in Malacca. The focus of this research is more on how the brand awareness had the impact for consumer in purchasing Ariani product. For instance, the lifestyles of people nowadays are more sophisticated and that is why they purchase the Ariani's product to fulfill their satisfaction.

So, in this research the relationship between the brand awareness and the level of customer satisfaction had been explored. Other than that, the product performance also been identified in order to ensure that there is no impact towards the customer perception. Thus, the customer behavior in purchasing this product also been investigated to show the correlation between the brand awareness.

1.5 Significance of Study

This study is important in order to recognize the factors that influence the consumer to choose this product as their preferences. Due to the circumstances, the analysis of this research shows the criteria in choosing these products especially towards

working women. It might be they choose from, the quality materials, up – to – date fashion or because Ariani served the latest design in town for its customer. Moreover, this research can help Ariani to produce a better product in the future due to the feedback and also the comments that already been collected for this study. As consequences, the characteristics of Ariani’s customer can be identified in this research as well.

1.6 Summary

Increasing the brand awareness towards the consumer is very important because the major asset to the company is their consumer. Introducing new fashion and also the ease used of materials affect the consumer behavior and that is why this company must choose the best way in producing their new product. In this chapter examine the research questions and also the research objectives help to answer the statement above. However, there is a limitation in completing this study due to the time constraints.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discusses about the literature review that had been used for this research. In this chapter, the literature review obtains from several materials such as journals, books, newspaper, magazine, thesis, and also mass media. These substances can be used in order to understand and construct the research framework. Besides, this chapter focuses on theory or findings from the previous studies, and applies some of the theory too. Due to that, the theoretical framework had been formulated from summarize of the chapter.

2.2 Overview of Brand Awareness

The right step in targeting the audience is crucial towards increasing the brand awareness of that product. According to Gustafson T. (2007) state that it is important to understand that a company needs a plan along with specific actions that lead to awareness of your brand amongst your consumers. So, the major components in order to develop the brand awareness are:

- 1) Identifying and understanding your target customers
- 2) Creating a company name, logo, and slogans
- 3) Adding value through packaging, location, service, special events, etc.
- 4) Advertising
- 5) After – sale follow – up and customer relations management

Chabot B. (2007)

However, the challenges in creating this brand awareness had still been facing by the company because does the potential customer notice about our existing if we does not make any marketing strategies in order to notify our customers. So, it is the best action to be taken in order to increase the brand awareness towards our products.

2.3 Elements that Affect the Level of Customer Satisfaction

According to Leon G. (2007) customer satisfaction can be defined as the individual consumer's perception of the performance of the product or service in relation to his or her expectations. The concept of customer satisfaction is a function of customer expectations where they need and wants had been satisfied when purchasing a product or having a service. They might return back to get the product or service when the customer had satisfied with the performance.

Here, the circumstances had made the customer feel satisfied with the product performance. However, some of the situation might occur where the customer feels dissatisfied with the product performance and this makes the customer doesn't return back to get the product or service. In addition, Smith S. (2012) said that dissatisfaction is synonymous with purchase regret while satisfaction is linked to positive ideas.

Based on theory of Zeithaml (1990) there are three general components that can be identified which are:

- 1) Customer satisfaction is a response (emotional or cognitive)
- 2) The response pertains to a particular focus (expectations, product, consumption experience etc.)
- 3) The response occurs at a particular time (after consumption, after choice, based on accumulated experience etc.)

Not only that, customer satisfaction also determined by four different factors which are price, service, quality, perception of service and specific service features,

Zeithaml (2009). Moreover, to increase the level of customer satisfaction is by the service provided where this circumstance leads to loyal customers, who in turn generate economic benefits for the operating firm, Andersson (1994). Other than that, Smith S. (2012) state that satisfaction can influence other post – purchase or post – experience actions like communicating to others through word of mouth and social networks.

However, if the product performance does not meet the customer satisfaction it leads to the nature of consumers' responses to dissatisfaction. This is might be the cause of low quality of materials, high in price, not fashionable, and not a good finishing product. Those dissatisfy consumers can decide to:

- 1) Take no action
- 2) Discontinue is purchasing the product or service
- 3) Complain to the company or to a third party and perhaps return the item
- 4) Engage in negative word – of – mouth communication

Hoyer, W. (2007)

2.4 The Impact of Product Failure

2.4.1 Quality / Material Selection

There are two types of customers' perceived quality which are intrinsic and extrinsic. Leslie. L (2000) states that intrinsic are when the consumer concern with the physical characteristics of the product itself, such as size, color, flavor, or aroma. While the definition of extrinsic means the preferences that their superior satisfied. They do not concern with their own preferences as long as their superior said that the product is good and quality.

Due to the circumstances, the consumer doesn't satisfy with the product or service that they want to purchase. However, in today's world consumer preferred to be in the same class with their superior rather than fulfill owns satisfaction. Due to the circumstances, people tend to take action that makes them satisfied such for example;

i) Complaints

According to MacInnis D. (2007) state that complaining is more likely as the level of dissatisfaction or the severity of the problem becomes greater. In other words, the unfairness of the exchange is higher and the consumers are more motivated to act. However, not all consumers preferred to make complaints due to the long term of action that's been taken in order to solve their problems. That is why most of the consumer just ignored with their dissatisfaction.

ii) Responding by Negative Word of Mouth

Consumer sometimes express their feelings out and like to share it with others and this situation can be defined as negative word – of – mouth communication where Hoyer W. (2007) states that this action is more likely to occur when the problem is severe, consumers are not happy with the company's responsiveness, and consumers perceive that the company is at fault. This negative feedback might cause a trouble towards the company due to this kind of feedback are worse than complaints.

Consumers communicate with others and spread the negative feedback towards that particular product. The impact of this behavior might affect a lot in creating the brand awareness.

2.5 Key Characteristics of Consumer Behavior

2.5.1 Design

The consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires, George E. (2007). So, as a marketer owns must know about the customer purchase decisions which are: