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**EXAMINING INNOVATIVE MARKETING TECHNOLOGY: A CASE STUDY  
ON MAMEE-DOUBLE DECKER (M) BHD**

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EXAMINING INNOVATIVE MARKETING  
TECHNOLOGY: A CASE STUDY ON MAMEE-  
DOUBLE DECKER (M) SDN BHD

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EXAMINING INNOVATIVE MARKETING TECHNOLOGY: A CASE STUDY ON  
MAMEE-DOUBLE DECKER (M) BHD

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## DECLARATION

“I hereby declare that this thesis entitle “Examining Innovative Marketing Technology: A Case Study On Mamee-Double Decker (M) Bhd” is my own work except for the quotations summaries that have been duty acknowledged”

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## DEDICATION

I dedicate this research to my beloved father and mother that raising me and support me until now. A special thanks to my supervisor Dr. Amiruddin Bin Ahamat, panels and my friends for helping me throughout the project towards accomplishing my thesis.

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## ABSTRACT

Innovation leads to a process of change in organizations and market offerings. Innovation becomes a key weapon that marketing strategists use to win customers in markets, through the development of sustainable competitive advantage. Nowadays, Food and Beverage (F&B) sector are more focused on using marketing technology in introducing their products and the company's image in the market. Marketing technology or MarTech can be defined as a technology that enables marketers to be more efficient or effective in reaching their audiences in the market. However, consumer adoption technology of product or service continues to be a challenge for the marketer in the market. This is because consumer nowadays more attracts to using new technology in order to get the information and buy the product through online marketing. The purpose of this research is to examining the Innovative Marketing Technology that MAMEE-Double Decker (M) Sdn Bhd using to communicate with their consumer. Innovative Marketing Technology can define as a focuses that utilization of innovation in the market opportunity to meet customer need and wants through ideas, products, services and improvement in technology. In this case, the competitive environment has driven MAMEE-Double Decker (M) Sdn Bhd to adapt an aggressive promotional strategy in order to gain market share. In this research, qualitative will be used to conduct an interview about Innovative Marketing Technology because qualitative research will provide insights and understanding of the problem in this research. The effectiveness of Innovative Marketing Technology in MAMEE-Double Decker (M) Sdn Bhd industry practice can ensure to separate their business from competition and eliminate the competitor from minds of prospect customer.

*Keywords: Innovation, Marketing Technology, Consumer Acceptance Technology*



## ABSTRAK

Inovasi membawa kepada proses perubahan dalam organisasi dan penawaran pasaran. Inovasi menjadi senjata utama kepada ahli strategi pemasaran dalam memenangi hati pelanggan di pasaran, melalui pembangunan daya saing. Pada masa kini, sektor Makanan dan Minuman (F & B) adalah lebih tertumpu kepada menggunakan teknologi pemasaran dalam memperkenalkan produk dan imej syarikat dalam pasaran. Teknologi Pemasaran atau MarTech boleh ditakrifkan sebagai teknologi yang membolehkan pemasar untuk menjadi lebih cekap atau berkesan dalam mencapai pelanggan di pasaran. Walau bagaimanapun, penerimaan pengguna terhadap teknologi dalam produk dan perkhidmatan terus menjadi cabaran kepada pemasar di dalam pasaran. Hal ini demikian kerana pelanggan pada masa kini lebih tertarik untuk menggunakan teknologi baru dalam mendapatkan maklumat dan membeli produk di dalam talian. Tujuan kajian ini adalah untuk mengkaji Inovatif Teknologi Pemasaran yang MAMEE-Double Decker (M) Sdn Bhd gunakan dalam berkomunikasi dengan pelanggan mereka. Inovatif Teknologi Pemasaran boleh ditakrifkan sebagai memberi tumpuan kepada penggunaan inovasi dalam peluang pasaran untuk memenuhi keperluan dan kehendak pelanggan melalui idea baru, produk, perkhidmatan dan peningkatan teknologi. Dalam kes ini, persekitaran yang kompetitif telah mendorong MAMEE-Double Decker (M) Sdn Bhd untuk menyesuaikan diri dengan strategi promosi yang agresif untuk mendapatkan bahagian didalam pasaran. Dalam kajian ini, kualitatif akan digunakan untuk menjalankan temu bual mengenai teknologi pemasaran yang inovatif kerana kajian kualitatif mampu untuk memberi pengetahuan dan pemahaman tentang masalah dalam kajian ini. Keberkesanan Inovatif Teknologi Pemasaran dalam amalan industri MAMEE-Double Decker (M) Sdn Bhd boleh memastikan perniagaan mereka dipisahkan daripada persaingan dan menghapuskan pesaing dari prospek minda pelanggan didalam pasaran.

*Kata kunci: Inovasi, Teknologi Pemasaran, Teknologi Penerimaan Pengguna*

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## LIST OF ABBREVIATION

F&B	=	Food and Beverage
SMEs	=	Small and Medium Enterprises
SEO	=	Search Engine Optimization
CRM	=	Customer Relationship Management
SEM	=	Search Engine Marketing
PPC	=	Pay Per Click
SAP	=	Systems, Applications and Products
FYP	=	Final Year Project

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## CHAPTER 1

### INTRODUCTION

#### 1.1 INTRODUCTION

In manufacturing, Food and Beverage (F&B) industry has become an important part of the agro-based industry because the governments have focused on the national agriculture sector. This sector is commonly known by its initials as (F&B) and it's primarily engaged in preparing meals, snacks, and beverages, to customer order, for immediate consumption on and off the premises. Besides that, the food industry in Malaysia is dominated by small and medium enterprises (SMEs). The government is targeting investment in the food processing industry is RM24.6 billion in the Industrial Plan (IMP3) 2006-2020 (Ayupp K, Tudin R, 2016). The external environment that faced by this industry in terms of rising production costs, technological developments, changes in demand and competition in the industry make them more difficult to survive in future. Therefore, they need to improve their marketing strategy in order to survive in future.

In this research, MAMEE-Double Decker (M) Sdn Bhd has been choosing as a field works to understanding about marketing technology in this company. In 1971, MAMEE-Double Decker (M) Sdn Bhd was founded from humble beginnings made its way to success after 45 years of perseverance, dedication, and honest hard work. Since then, MAMEE-Double Decker (M) Sdn Bhd has established itself as a household name for Food and Beverage (F&B) and serving over 50 products. One of the famous brands that have been created is MAMEE Monster snack, Mister Potato Chips, and MAMEE Chef. The products are exported to over 100 countries around the world. In pursuing to keep the high demand, MAMEE-Double Decker (M) Sdn Bhd has set up the manufacturing facilities in Myanmar and Indonesia to increase the production and reached across international borders. All the facilities in the factory have been awarded ISO 9000s, HACCP, and Halal certifications. In the dedication and hard work to the industry, MAMEE-Double Decker (M) Sdn Bhd had won the Frost & Sullivan Award for Best Home-Grown Packaged Food Company (2013 and 2014), and a Putra Brand Award under the Foodstuff Category (2014). MAMEE-Double Decker (M) Sdn Bhd has become an internationally recognized manufacturer for over 40 years and has 50 products under 10 brands globally.

Nowadays, Food and Beverage (F&B) sector are more focused on using marketing technology in introducing their products and the company's image in the market. Innovation in marketing has taken a leads to a process of change in organizations and its market offerings. In a market economy, innovation in marketing also can be a key weapon that marketing strategists use to win customers and markets, through the development of sustainable competitive advantage. The development of new marketing tools and methods plays an important role in the evolution of industries. In recent years, for instance, new ways of gathering consumer information through innovative marketing programs and technologies have enabled firms to reach consumers more effectively.

Innovative Marketing Technology can define as a focuses that utilization of innovation in the market opportunity to meet customer need and wants through ideas, products, services and improvement in technology (Michele O'Dwyer, 2016). Entrepreneurs in Food and Beverage (F&B) are usually focused on trying to be innovative in marketing technology, especially in relation to offering something in the marketplace and differentiating their company and products from the competitors. Innovative marketing in Food and Beverage (F&B) in wider than simply product innovation, it is not only about new product development, it is not necessarily very original, radical or one-off but it covers the whole spectrum of marketing activity within an enterprise. This research will be conduct to explore how MAMEE-Double Decker (M) Sdn Bhd industry can perceive and practice Innovative Marketing Technology in their company.

## 1.2 PROBLEM STATEMENT

The competitive environment has driven MAMEE-Double Decker (M) Sdn Bhd to adapt an aggressive promotional strategy in order to gain market share. The competitive environment is the dynamic external system where the MAMEE-Double Decker (M) Sdn Bhd needs to compete with another company of Food and Beverage (F&B) that sell a similar product in the market (Lars Noren, 2015). In this case, MAMEE-Double Decker (M) Sdn Bhd had to use various promotional tools including advertising and sales promotion to capture the consumer in the market. In the same time, the company has to make an aggressive advertising in Myanmar and China to create brand awareness to familiarize their products in the market because of the competitive environment that happens nowadays. The more competition in the market leads to more effort in innovation marketing in order to boost the growth of the business. Furthermore, the competition in the market also leads to more loss of profit and cost of MAMEE-Double Decker (M) Sdn Bhd Company in promotional and advertising. Therefore, the competitive environment has affected marketing strategy of MAMEE-Double Decker (M) Sdn Bhd to reach their consumer in the market.

### **1.3 RESEARCH QUESTION**

The researcher has identified three research question based on problem statement that happens in MAMEE-Double Decker (M) Sdn Bhd. The research question is then constructed as below:

1. What are the Innovative Marketing Technologies that MAMEE-Double Decker (M) Sdn Bhd Company uses to reach consumers?
2. What are the consumer acceptances towards Marketing Technology?
3. What are the factors that influence the Marketing Technology in MAMEE-Double Decker (M) Sdn Bhd?

### **1.4 RESEARCH OBJECTIVE**

The purpose of this research is to examine the Innovative Marketing Technology that MAMEE-Double Decker (M) Sdn Bhd using to communicate with their consumer. Based on the problem statement above, the researcher has come out three research objective in this research.

1. To investigate Innovative Marketing Technologies that MAMEE-Double Decker (M) Sdn Bhd uses to reach consumers.
2. To determine the consumer acceptances towards Marketing Technology.
3. To identify the factors that influences the Marketing Technology in the MAMEE-Double Decker (M) Sdn Bhd.