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**Examining the Effect of Online and Vendor Marketing on The
Product Sales of Aqilla The Bake House**

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degree of Bachelor of Applied Science (Food Security) with
Honours**

**Faculty of Agro Based Industry
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2022

DECLARATION

I hereby declare that the work embodied in this report is the result of the original research except the excerpts and summaries that I have made clear of the sources.




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Examining The Effect Of Online And Vendor Marketing On The Product Sales Of Aqilla The Bake House

ABSTRACT

Aqilla The Bake House is a small home business. Aqilla The Bake House sells food products such as desserts, cakes and cookies. In addition, these food products are sold using social media platforms such as Facebook and WhatsApp. In this study, to examining the effect of online and vendor marketing on the product sales of Aqilla The Bake House. In addition, this study was conducted based on three objectives to measure the customer acceptance level towards food products from Aqilla The Bake House, to identify factors that can attract customers to buy food product from Aqilla The Bake House and to examine the relationship between customer perception and product sales. Next, this study uses sampling method through a questionnaire that will be distributed using google form among customers of Aqilla The Bake House by applying the KAP model. The sample size was 60 respondents consisting of customers of Aqilla The Bake House. Analysis of the result was done by using SPSS 25. Result showed that the all P-value is greater from significance level. The factors was failed to reject the null hypothesis, there was no significant between customer knowledge, attitude and perception towards Aqilla The Bake House, this is because has several sample size index categories like was too small to detect the effect and the variability in the data was too high. This means it does not affect the demographic category with customers knowledge towards Aqilla The Bake House. Factor analysis was tested to analyse the factor towards knowledge, attitude and perception on Aqilla The Bake House. Customers attitude indicated the higher followed with knowledge and perception of factor loading towards Aqilla The Bake House. The online marketing and vendors marketing on the products sales in outside the area are encouraged to expand the business so that customers get to know the products being sold.

Keywords: Model Knowledge, Attitude and Perception (KAP), Statistical Package for the Social Sciences (SPSS), Social Media Platforms, Product and Customers

Meneliti Kesan Pemasaran Dalam Talian Dan Vendor Terhadap Penjualan Produk Aqilla The Bake House

ABSTRAK

Aqilla The Bake House ialah perniagaan kecil di rumah. Aqilla The Bake House menjual produk makanan seperti pencuci mulut, kek dan biskut. Produk makanan ini dijual menggunakan platform media sosial seperti Facebook dan WhatsApp. Kajian ini, untuk mengkaji kesan pemasaran dalam talian dan vendor terhadap jualan produk Aqilla The Bake House. Kajian ini dijalankan berdasarkan tiga objektif untuk mengukur tahap penerimaan pelanggan terhadap produk makanan daripada Aqilla The Bake House, untuk mengenal pasti faktor-faktor yang boleh menarik minat pelanggan untuk membeli produk makanan daripada Aqilla The Bake House dan untuk mengkaji hubungan antara persepsi pelanggan. dan jualan produk. Seterusnya, kajian ini menggunakan kaedah persampelan melalui soal selidik yang akan diedarkan menggunakan google form dalam kalangan pelanggan Aqilla The Bake House dengan mengaplikasikan kaedah KAP. Saiz sampel adalah seramai 60 orang responden yang terdiri daripada pelanggan Aqilla The Bake House. Analisis keputusan dibuat dengan menggunakan SPSS 25. Keputusan menunjukkan bahawa semua nilai-P adalah lebih besar daripada aras keertian. Faktor-faktor tersebut gagal untuk menolak hipotesis nol, tidak terdapat signifikan antara pengetahuan, sikap dan persepsi pelanggan terhadap Aqilla The Bake House, ini kerana mempunyai beberapa kategori indeks saiz sampel seperti terlalu kecil untuk mengesan kesan dan kebolehubahan dalam data terlalu tinggi. Analisis faktor diuji untuk menganalisis faktor ke arah pengetahuan, sikap dan persepsi terhadap Aqilla The Bake House. Sikap pelanggan menunjukkan semakin tinggi diikuti dengan pengetahuan dan persepsi pemuatan faktor terhadap Aqilla The Bake House. Pemasaran dalam talian dan pemasaran vendor ke atas jualan produk di luar kawasan digalakkan untuk mengembangkan perniagaan supaya pelanggan mengenali produk yang dijual.

Kata kunci: Model Pengetahuan, Sikap dan Persepsi (KAP), Pakej Statistik untuk Sains Sosial (SPSS), Platform Media Sosial, Produk dan Pelanggan

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LIST OF ABBREVIATIONS AND SYMBOLS

KMO	Kaiser-Meyer-Olkin
B2C	Business-to-Consumer
KAP	Knowledge, Attitude and Perception
SPSS	Statistical Package for the Social Sciences
%	Percentage
M	Mean
SD	Standard Deviation
p-value	Probability Value

CHAPTER 1

INTRODUCTION

1.0 Introduction

In this study, focuses on the background on effect of online and vendor marketing on product sales of Aqilla The Bake House. The purpose of this study is to examine the effect of online and vendor marketing on the product sales of Aqilla The Bake House. This chapter explores of background research, problem statement, hypothesis, objective, and significance of study, as well as of observational results that are essential for establishing such research objectives. It is also important to obtain an understanding of the knowledge, attitude and perception of consumer about product sales by Aqilla The Bake house.



Figure 1.1: Logo of Aqilla The Bake House

Aqilla The Bake House is a small business at home. Aqilla The Bake House started the business in 2017 with a capital of RM500 and sells food products such as cakes, cookies and desserts. According to Figure 1.1, logo of Aqilla The Bake House is used as a labeling on each product that will be advertised to customers so that many customers know and purchasing this product. These food products are sold online through social media platforms such as Facebook and WhatsApp. Aqilla The Bake House has regular customers and has been known by many customers around the nearby sales areas such as Kampung Bakar Bata and Ayer Tawar, now Aqilla The Bake House has expanded its sales products outside areas such as Beruas, Sitiawan and Manjung. In addition, Aqilla The Bake House plans to place its products in each vendor's different areas to promote sales products as well as introduce to new customers to attract customers to buy and try Aqilla The Bake House products. Furthermore, by growing the business in this way such as placing products on each vendor and advertising in online marketing, it can increase sales revenue and Aqilla The Bake House

products are known to many. At the same time, Aqilla The Bake House wants to examine the impact of online marketing and vendors on product sales, which customers choose purchasing on online or vendors as well as had reap more profits to Aqilla The Bake House.

1.1 Research background

In many countries, home-based business now accounts for a large portion of the total number of businesses. For example, in Malaysia, home-based businesses account for 52% of all small businesses and 10% of the economy's total receipts (Siti, 2018). Such companies are increasingly relying on the internet, either to expand the scope of a more conventional type of company or to launch solely online ventures.

1.1.1 Online marketing

The use of the internet to advertise a company's products or services is known as online marketing. To meet customers and make business transactions simpler, web marketing using blogs or emails and is combined with e-commerce. In online marketing for promote the product that can use services via websites, blogs, email, social media, forums, and mobile Apps. Currently, billions of people all over the world using online 24 hours a day. According

(Ari Warokka, 2019) in emerging markets such as China, India, Brazil, and Japanese Europe, the number of online users is steadily increasing. However, the strategy of creating and sustaining customer relationships through online activities that promote the exchange of ideas, products, and services that meet the goals of both parties is known as internet marketing (Ari Warokka, 2019).

1.1.2 Vendor marketing

A vendor is a party in the supply chain that provides products and services to businesses and customers. Rather than the producer of the products, the word "vendor" is usually used to describe the individual that is paying for the goods that are delivered. A vendor, on the other hand, may be both a source (or seller) of products and a producer (Grant, Vendor, 2020). A vendor, also known as a dealer, is an individual or company that sells goods or services. Large retail store chains, such as Target, typically have a list of suppliers from which they buy products at wholesale rates and then sell them to their customers at retail prices. The phrase "business-to-consumer" (B2C) refers to the process of selling goods and services directly to end-users. The majority of businesses that sell directly to customers are referred to as B2C businesses. The main benefit of this business model is that it allows businesses to directly exploit customer bases in specific market segments. Customers may assess a vendor's credibility by looking at their previous success and conduct. Reputation is linked to brand value and firm reputation, as well as being regarded as a symbol of reliability (Hadi, 2019).

1.2 Problem statement

There were many issues and challenges in business by Aqilla The Bake House among them is, having competitors in the business selling the same product. This makes it difficult for customers to make choices and buy the same food products from different seller. The same product or product differentiation that satisfies consumers' needs and demands in order to maintain a competitive advantage and long-term market (Hin, 2013). The second is when a customer compares price from different sellers. It may be because of the customer's source of income, leading them to place a high value on food prices. From the perspective of food product, the same pricing strategy is the worst, while different pricing strategies are sometimes profitable from the consumer's perspective (Giri, 2015). Lastly is non-strategic sales places such as village areas caused low economic resources. This causes many people to be unfamiliar with the food items sold, and it also means that revenues do not meet the regular sales goal. Low demand for selling goods could be caused by non-strategic sales locations. Pure risk was assigned to the non-strategic sale area. This risk was created by a poor selection of distribution locations as well as a lack of orderly market management. The physical risk of a non-strategic sales location could not be moved to another entity (Ine Fausayan, 2018).

1.3 Hypothesis of the study

H₀: There is no significant relationship of customer perception and product sales from Aqilla The Bake House on online and vendor marketing.

H₁: There is significant relationship of customer perception and product sales from Aqilla The Bake House on online and vendor marketing.

1.4 Scope of study

This study focuses on the effect of online and vendor marketing on the product sales of Aqilla The Bake House by using purposive sampling methods. This survey questionnaire was distributed to customer Aqilla The Bake House. Next, the Model of Theoretical (KAP Model) which is Knowledge, Attitude and perception was used to survey is a quantitative approach, which gives Aqilla The Bake House access to quantitative and qualitative information of effect of online and vendor marketing on the product sales

1.5 Significance of study

The results of this study have a positive impact on Aqilla The Bake House. Firstly, can measure the customer acceptance level towards food product from Aqilla The Bake House. Next, can identify factors that can attract customers to buy food products from Aqilla The Bake House and also can examine the relationship between customer perception and product sales.

1.6 Objective of study

1. To measure the customer acceptance level toward food product from Aqilla The Bake House.
2. To identify factors that can attract customers to buy food products from Aqilla The Bake House.
3. To examine the relationship between customer perception and product sales.

1.7 Organization of Study

Chapter 1: This chapter introduces research background, problem statements, hypothesis of the study, scope of study, significance of study, objective and limitation of study.

Chapter 2: This chapter presents the literature review from the previous study regarding on online marketing and vendors marketing. Besides, this chapter provides related information based on understanding of this study.

Chapter 3: This chapter explains about the method used of conceptual framework and methodology that covers sampling techniques, research design and data analysis.

Chapter 4: This chapter presents the findings from the data analysis which cover the analysis from knowledge, attitude and perception of customers towards Aqilla The Bake house, statistical test and summary.

Chapter 5: This chapter more focus on summaries the results, implementation and contribution of the study, conclusion and recommendations for the future research.

CHAPTER 2

LITERATURE REVIEW

This chapter explores the analysis, theoretical and philosophical context, and methodological evaluation, of similar studies as well as of observational results that are essential for establishing such research objectives.

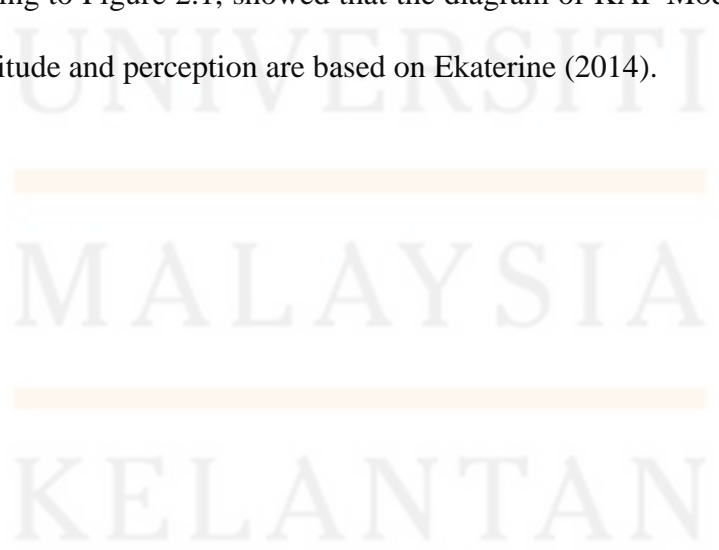
2.1 Model of Theoretical (KAP Model)

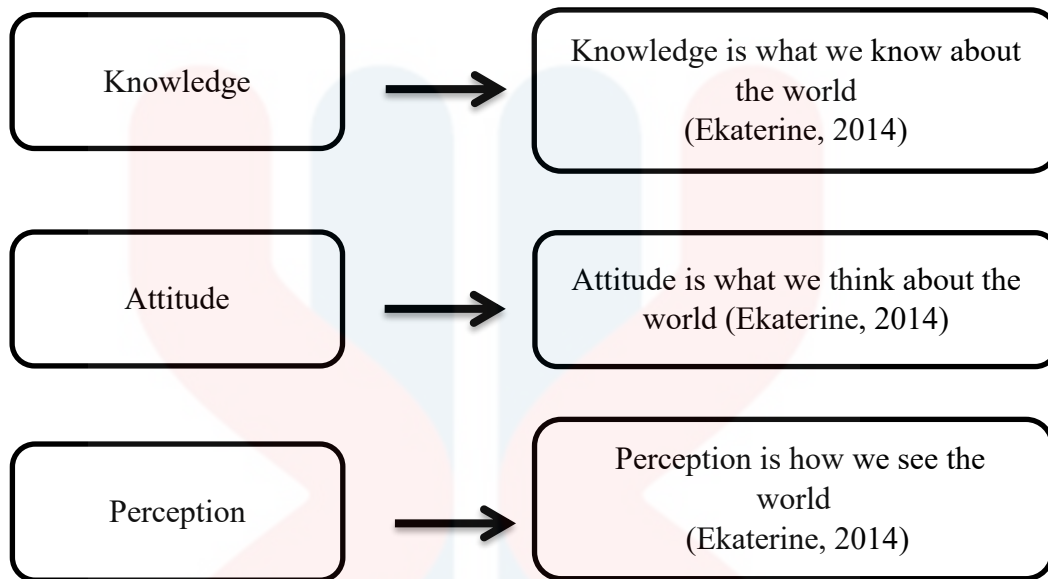
The study is using theoretical model which is Knowledge, Attitude and Perception. A Knowledge, Attitude and Perception (KAP) Survey is a quantitative approach, which gives you access to quantitative and qualitative information (predefined issues formatted in standardized questionnaires) (Monde, 2011). According to (Salahideen, 2018) KAP survey is a sample community analysis to gather knowledge about what is understood, believed and achieved on a specific subject. They may recognize widely recognized knowledge and

specific attitudes. They can to a certain extent identify factors that influence behaviour, reasons for their attitudes and how and why people practice certain behaviours. KAP surveys will also analyse coordination and root mechanisms that are essential to the interpretation of productive activities and communications.

To develop a research idea to consolidate what is already known about a subject and to enable the researchers to identify any knowledge gaps and how the research could contribute to further understanding, it is important to conduct a literature review (Catherine, 2016). A literature review will seek to find other work that reinforces or contradicts the findings and discrepancies that allow the analysis to place this work in the sector. This research assesses the customer participant's knowledge, attitude and perception (KAP) between product sale. The (Statistical Package for the Social Science) SPSS system was used to critically investigate the KAP of online and vendor marketing on the product sale. customer knowledge, attitudes and perceptions contribute significantly to the Aqilla The Bake House to examining the effect of online and vendor marketing on the product sales.

According to Figure 2.1, showed that the diagram of KAP Model. The definition of knowledge, attitude and perception are based on Ekaterine (2014).





(Source : (Remesh, 2013))

Figure 2.1: The diagram of KAP Model

2.2 Online Marketing

Online marketing is a hot topic in every business, and it also increasingly become critical component of every company's multi-channel marketing strategy. Online marketing, also known as e-marketing, refers to all marketing activities carried out online to reach consumers as opposed to traditional methods such as print media, sales promotions, and television and radio advertisements (Pawar, 2014). Commercial promotion via social media websites is referred to as social media marketing. Many small businesses use their social media accounts to advertise their products by sharing regular updates and exclusive offers. After that, the view that online marketing is the promotion for business product through a

digital or electronic medium. Moreover, the internet marketing makes use of an online forum to communicate promotional marketing messages to customers (Dharmappa, 2018). For the example, any promotion on social media, cell phones, digital television and radio sites, and digital banners on various websites.

2.3 Types of Online Marketing

Online advertisement has been one part of life's most important aspects. Both large retailers and independent artisans and vendors have benefited from online shopping. Owing to technological advances, the number of people using the internet to make money has increased dramatically, and they now have access to information, social networking, communication, file transfer, entertainment, internet purchases, marketing, and online education.

2.3.1 Social media advertising

Social media advertising has become one of the most successful advertising platforms, with Facebook becoming the world's leading advertiser after Google. Commercial promotion via social media websites is known as social media marketing. Many businesses use their social media accounts to advertise their products by sharing regular updates and

exclusive offers (Dharmappa, 2018). Then, social media advertisement provides a one-of-a-kind opportunity for businesses to reach a targeted audience at a low cost while still increasing customer engagement (Philip Kotler, 2016). The proper understanding of what appeals most to social media users is critical to the effectiveness of social media in advertising organization goods and services. According to (Goldfarb, 2011), the organization's social media updates should be enticing in order to convert the needed traffic.

2.3.2 Mobile Advertising

Ad copy distributed via wireless mobile advertising such as smartphones, feature phones, or tablet computers is known as mobile ads. Static or rich media display advertisements, such as SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile apps or games (such as interstitial ads, "advergaming," or device sponsorship) are all examples of mobile advertising (Pawar, 2014).

2.4 Advantages of Online Marketing

2.4.1 Targeted Customers Can Be Reached More Effortlessly by Online Marketing

The features of online marketing are to get target specific sets of customers or audiences to interested in buying the product sold. Unlike traditional mass media advertising, which broadcasts advertisements to everyone, including those who hate or are uninterested in a particular product or service, targeted mass media advertising targets only those who are interested in the product or service. Then, consumers who are searching for the products, goods, or services that a specific digital marketing campaign is promoting are targeted by internet marketing, which is a type of inbound marketing. (Yurovskiy, 2014).

2.4.2 Online Marketing Delivers Better Results and Cost Effective

As an inbound marketing tool, online marketing produces better results and generates more revenue. This is due to the that outbound marketing tools such as newspapers, consumer magazines, radio, and television are becoming less popular, while inbound marketing tools such as mobile phones, internet media, social networks, and search engines are becoming more popular (Yurovskiy, 2014). Online marketing is a lot less expensive. Online marketing also does not require ridiculously large amounts of investment with mass media marketing. Online marketing platforms is less expensive, and websites can also produce traffic for free.

2.5 Disadvantages of Online Marketing

2.5.1 Online Marketing Campaigns Can Be Copied

One of the dangers of Internet marketing is that a rival can quickly copy campaign. Then, the trademarks or logos copied can be used to defraud consumers and steal a significant portion of a company's market share. Not only that, these can also be used to spread false and inaccurate information about a company's name and product, resulting in a tarnished online image and the loss of valuable target customers.

2.5.2 Online Marketing Involves Too Much Competition and Reputation Can Be Damaged by Negative Feedback

One of the most significant disadvantages of online marketing is the fierce competition. Too much rivalry presents a significant obstacle for online marketing. Online marketing, like the proliferation of online adverts, has a significant difficulty of too much competition. The presence of too much competition will make it difficult of business and using costly to get the attention of targeted audiences (Tsvetanova, 2020). Negative feedback is a common problem with digital marketing tools, and it can hurt a company's online reputation. A single post or tweet that defames or makes misleading claims about a company's products or services will harm the company's online reputation for a long time. (Yurovskiy, 2014).

2.6 Vendor Marketing

A vendor is a party in the supply chain that provides products and services to businesses and customers. Rather than the producer of the products, the word "vendor" is usually used to describe the individual that is paying for the goods that are delivered. A vendor, on the other hand, may be both a source (or seller) of products and a producer (Mitchell, 2020). According (Raineri, 2019) the vendor management enables entrepreneurs to establish long-term relationships with vendors and service providers that benefit both companies. It is not the aim of vendor management to squeeze product vendors for the lowest possible price. Vendor management entails the back-and-forth of a fruitful partnership for the good of both the supplier and the customer. The procedure should be set up in such a way that all parties profit.

2.7 Types of Vendor Marketing

2.7.1 B2C (Business to Consumer)

B2C marketing refers to a company's strategies and tactics for marketing its goods and services to individual customers, such as creating, advertising, and selling items that customers can use in their everyday lives. When it comes to B2C and B2B marketing, there are several distinctions. The buying and distribution processes, the decision-makers involved, and the cost of purchase are some of the most critical distinctions (Becker, 2017).

2.7.2 Retailer

A retailer is a person or business that sells products to individual customers who become the product's end users. Retailers may buy their products either directly from the manufacturer or from a wholesaler. The retailer then increases the price at which the items are sold to customers in order to benefit from the sale (Kappel, 2016).

2.8 Advantages of Vendor Marketing

2.8.1 Mitigate risks and Optimize performance

Aqilla The Bake House needs greater visibility to efficiently reduce supplier risks, whether in terms of operations, unexpected cost consequences, or regulatory enforcement.

Aqilla The Bake House can be track by vendor management. suppliers provide the data needed to identify supplier threats, allowing the company to take the appropriate measures to minimize them or find a different vendor (Fournier, 2020).

Aqilla The Bake House will monitor and assess output against the contract once a supplier is involved in the vendor management system, ensuring that the provider is meeting business needs and compliant with Aqilla The Bake House specifications. This will ensure that Aqilla The Bake House get the optimal performance. The information gathered from monitoring performance will alert to Aqilla the Bake House potential issues before they become a concern and help vendor find areas where vendor can improve (Fournier, 2020).

2.8.2 Reduce Costs

Aqilla The Bake House can save on costs. Furthermore, having good relationships with vendors and suppliers, as a result of successful policies and processes thanks to vendor management, will assist the company in negotiating better deals and gaining access to discounts and promotions that can help the company improve its profit margin. (Fournier, 2020).

2.9 Disadvantages of Vendor Marketing

2.9.1 Not a Perfect System and Limited Option

Aqilla The Bake House needs to realize that the vendor-managed system isn't the best option. The reason because the vendor differs from each other. Then, some of the vendors are really good taking care of vendor management. The other vendors, on the other hand, aren't so good at it. As a result, when dealing with such vendors, Aqilla The Bake House can get encounter frustrating situations. When moving forward with vendor, Aqilla The Bake House need to make sure that the limits have defined are not too restrictive. if have implemented tight restrictions, will not be able to cater to the ability that the vendor has to cater to demands in an accurate manner. However, this doesn't mean that should completely forget the process of setting up any limits as well. The quantities which are supplied, Aqilla The Bake House should have full control over it. This includes the maximum quantities and minimum quantities.

2.10 Competitor with other seller in the vicinity area of Aqilla The Bake House

Mamayana Bakery, Ayunies Homemade, and Erma Baking Home are among they are competitors with Aqilla The Bake House. The new competitors who venture into business and sell the same product will be a threat to this business, and this may have an impact on food product Aqilla The Bake House's among them is bargaining power of buyers. The

sensitivity to prices is decreasing as more consumers select goods based on their taste and healthy ingredients. The buyer's interest in food products grows, and customers become more attentive to the product's taste and quality. Market choice is widening in the other seller home-based sector, and competition is fierce. Then, comparison price between other seller. Pricing is critical in determining the product's future viability, consumer acceptability, and return on investment and profitability. Then, the organisation uses pricing as an indicator or baseline when comparing prices between different sellers. Customers who are interested in products in a price category are attracted using quality in production, superior service, creative advertising, or some other element of the marketing elements.

2.11 Summary

This chapter is discussing by some researchers in online marketing and vendor marketing. The first part in this chapter shows models that were used in this research which are KAP Model. The next section in this chapter shows previous studies toward online marketing. The third section indicates the types of online marketing. Then, advantages and disadvantages of online marketing. The next section is vendor marketing. After that, types of vendor marketing. Furthermore, advantages and disadvantages of vendor marketing. The last part is competitor with other seller in the vicinity area of Aqilla The Bake House. Therefore, the objectives were related with this study in order to select the best method or application for this research.

CHAPTER 3

METHODOLOGY

This chapter explained the methodology used in order to achieve the objectives of this study. There are three sections in this chapter where the first section, described the conceptual framework and the model used for this study. Then, the second section will be explained about food product by Aqilla The Bake House, and the relationship between customer perception and product sale. Next, in this study the third section explained the methods of analysis used.

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3.1 Conceptual Framework

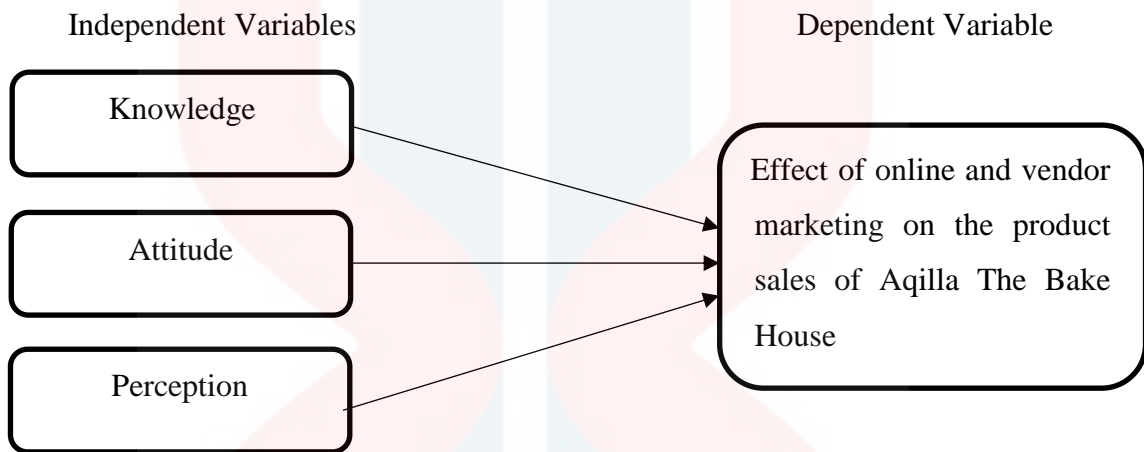


Figure 3.1: Flow of Method to Construct Questionnaire

(Source: (Remesh, 2013))

Figure 3.1 showed two variables which are independent and dependent variables that used in this research. The independent variables include knowledge, attitude and perception while the dependent variables are the effect of online and vendor marketing on the product sales of Aqilla The Bake House. The questionnaires were prepared based on consumers' knowledge level of acceptance of food product from Aqilla The Bake House, consumers' attitude to attract interest to buy products from Aqilla The Bake House and the relationship customer perception and product sales. The effect of online and vendor marketing on the product sales of Aqilla The Bake house was determined based on the dependent variables. The demographic variable was used as an intermediate variable to investigate the relationship between the dependent and independent variables.

3.1.1 Data Collection

Data collection was a process for collecting and measuring information on relevant source that stated research question, hypothesis testing and evaluate the outcome. This research was conducted in Aqilla The Bake House sales area. The sample size for this study was 60 respondents where the question distributed based on consumers' knowledge level of acceptance of food product from Aqilla The Bake House, consumers' attitude to attract interest to buy products from Aqilla The Bake House and the relationship customer perception and product sales.

3.1.2 Sampling Methods

This research was designed to measure the customer acceptance level food product, to identify factors that can attract customer to buy food product and to examine the relationship between customer perception and product sales from Aqilla The Bake House. This study targeted to examining the effect of online and vendor marketing on the product sales of Aqilla The Bake House. This survey method used the purposive sampling technique which known as nonprobability sampling techniques that used to select the sample of subjects from the population (Etikan & Alkassim, 2016). The sampling also affordable, easy and the subjects is available. Besides, this technique has limitation in choosing the sample when the

population is very large but it useful if has limited resources, time and workforce. Therefore, the questionnaire was distributed to customer from Aqilla The Bake House. This survey also used the interview method which is media social and conversation through telephone for data collection.

3.1.3 Sample Size

The sample size are 60 respondents of customer from Aqilla The Bake House. According to (Allen Jr, 2011), the sample size was determined by using the rule of thumb. This rule was to select a sample size larger than 30 respondents and not more than 500 respondents. (Sabir, 2014). Moreover, good quality results can also be obtained if N is below 50 but also not very good if the sample size is too small (de Winter, 2009). This is because the data analysed are less accurate. However, (Littler, 2015) stated that the larger the sample size, the more information will be gathered as it can help reduce sampling errors.

3.1.4 Pilot Study

The questionnaire in this study, was tested before use. The test was conducted by distributing the questionnaire to the customers of Aqilla The Bake House in November 2021 to ensure the possibilities responses and achieve the outcome. About 30 respondents have

answered the questionnaire and it is enough to measure the viability of the questionnaire. The Statistical Package for Social Science Software (SPSS) was used to interpret the data to determine whether the questionnaire was acceptable and easy to understand before the questionnaire was distributed to the customers of Aqilla The Bake House.

3.2 Data analysis

Data analysis was the process to interpret or evaluate the data by using analytical and statistical tools to analyse and prove the accuracy of the data. The data cleaning can be done by examining the frequency and descriptive statistics as well as encoding and entering data. By using SPSS program, descriptive statistics like measurement of minimum, mean, maximum, percentage and standard deviation frequency can be used to analyse data. In this study, the inferential statistical analysis will be used such as chi-square test, reliability test and factor analysis.

3.2.1 Descriptive Analysis

In this study, descriptive analysis was used to describe basic feature of the data. It is providing the simple summarize data that easy to interpret and understand. The descriptive data was needed to measure the mean of the nominal data collected from this investigation.

It is used to determine the frequency and percentage of demographic background of customers from Aqilla The Bake House and the data was analysed based on effect of online and vendor marketing on the product sales of Aqilla The Bake House.

3.2.2 Reliability Test

Reliability test used to determine proportion of systematic variation in scale. In this study, the reliability of the questionnaire was assessed using Cronbach's alpha and SPSS statistics, which are widely used to assess internal accuracy. This test is used in a survey with multiple Likert scale questions to forms a scale and determines the reliable scale. Cronbach's alpha reliability coefficients usually range from 0 to 1. The greater the internal accuracy of the variables in the scale, the closer the coefficient is to 1.0 (Taber K. , 2018)

3.2.3 Chi- Square Test

The Chi-Square Test are statistical test that is commonly used to distinguish between observed and predicted data in the context of a particular hypothesis. The null hypothesis states that the difference between the predicted and observed results is no significance. If the predicted value for any group is less than 5, it cannot be calculated (Rakesh Rana, 2015). This test used to study the relationship between independent variables which were

knowledge, attitude and perception customers on the product sales of Aqilla The Bake House. In order to connect this analysis, hypotheses were developed for each statement based on the literature review.

3.2.4 Factor Analysis

Factor analysis was the process of identifying correlations between the variables to find underlying factors that drive data values for a large group of variables. This technique will help to reduce a large number of variables to a few numbers of factor that explain the variability of factor associated with this study. In this study, the factor analysis used to determine the most influential effect of online and vendor marketing on the product sales of Aqilla The Bake House. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were used in this study to identify the sampling adequacy and correlation between all variables before analysing the factor analysis. The KMO test was used to measure the proportion of variance between variables that may be due to underlying factors while Bartlett's test of Sphericity was used to determine the strength of the relationship between variables. If the KMO value > 0.6 and Bartlett's Test of Sphericity was $.000 < 0.05$, this indicates that factor analysis was rational for this study (Hadi, Abdullah, & Sentosa, 2016). Next, factor loading was the correlation coefficient for the variable and the factor by which it represents the variance explained by the factor variable. Factor loadings of less than 0.3 and 0.4 should be suppressed because they contribute little to factor variance,

while factor loadings of more than 0.4 suggest a closer relationship with the variables (Marshman, 2019).

3.3 Summary

This chapter showed the research design where it was explained about how the research has been conducted. There was four analysis used in this research in order to interpret or analyse data which are descriptive analysis, Chi- Square test, reliability analysis and factor analysis.



CHAPTER 4

RESULT AND DISCUSSION

The random sample method was used in this survey, with a total of 60 respondents. This chapter discussed the outcomes of data analysis, including descriptive, mean, and factor analysis of respondents.

4.1 Descriptive analysis

The information is collected using a self-administered survey that included demographic information such as gender, age, customer category, customer's residential area, and customer habits in choosing how to eat cakes, cookies, and desserts (Table 4.1).

4.1.1 Demographic Background of Customers

Descriptive analysis was used in this study to analyse the demographic profile of customer from Aqilla The Bake House to describe their socio-demographic information. For instance, gender, age, customer category, customer's residential area and customer habits in choosing how to eat cakes, cookies and dessert.

According to Table 4.1, it shows that the majority of the respondent genders are female with 51 people (85%) compared with the male 9 people (15%). Next, The age group 20-29 years has the highest percentage of 30 individuals (50%) followed by 30-39 years with 17 individuals (28.3%), above 40 years with 10 people (16.7%), and 10-19 years with 3 people (5%). According to Aqilla The Bake House's customer category, workers are the most common, with 27 individuals (45%), followed by housewives with 22 people (36.7%), students with 10 people (16.7%), and seller with 1 people (1.7%).

In this study, the highest customer residential area is Kampung Bakar Bata with 28 people (46.7%), followed by Ayer Tawar with 17 people (28.3%), Sitiawan and Manjung with 9 people (15%), and Beruas with 6 people (10%). Aside from that, the consumer habits in choosing how to eat cakes, cookies, and desserts revealed the largest percentage, with 31 people (51.7%), followed by both with 25 people (41.7%), and self-baking with 4 people (6.7%).

Table 4.1: Demographic Background of Customers

Characteristics	Frequency (n=60)	Customers (%)	Mean	Standard Deviation
Gender			1.85	0.360
Male	9	15.0		
Female	51	85.0		
Age			2.57	0.831
10-19 years	3	5.0		
20-29 years	30	50.0		
30-39 years	17	28.3		
Above 40 years	10	16.7		
Customer category			3.02	1.033
Students	10	16.7		
Seller	1	1.7		
Worker	27	45.0		
Housewife	22	36.7		
Customer's residential area			2.12	1.166
Kampung Bakar Bata	28	46.7		
Beruas	6	10.0		
Ayer Tawar	17	28.3		
Sitiawan & Manjung	9	15.0		
Customer habits in choosing how to eat cakes, cookies and desserts			1.90	0.969
Buy	31	51.7		
Self-baking	4	6.7		
Both	25	41.7		

4.2 Mean

The frequency of analysis results for respondents was tested to examining the effect of online and vendor marketing on the product sales of Aqilla The Bake House based on knowledge, attitude and perception.

4.2.1 Customers knowledge towards Aqilla The Bake House

Customers knowledge is important to measure their acceptance level toward food product Aqilla The Bake House to achieve this research objectives. The analysis of frequency for respondents results are presented in Table 4.2 based on customers knowledge towards Aqilla The Bake House products, this shows the mean score and standard deviation where the mean score was divided into three, namely low levels (1.0-2.33), moderate (2.34-3.66) and high (3.67-5.0).

First, the mean score for the statement "I think by producing a variety of Aqilla The Bake House products, it can attract more customers" is (M=4.92, SD=0.279) with strongly agree (91.7%) and agree (8.3%). This demonstrates that Aqilla The Bake House requires the produce of a variety of products in order to attract more customers and earn or improve sales profit as customer demand grows. Variety of products considered as an ease of customer making a choice which can helps customers to meet their taste and satisfaction

(Pattarakitham, 2015). The statement "I know Aqilla The Bake House products use quality ingredients" receives a mean score ($M=4.92$, $SD=0.279$) with strongly agree (91.7 %) and agree responses (8.3%). This demonstrates that the product's price is quite reasonable and affordable. The taste of Aqilla The Bake House products is also distinct from that of other suppliers. This knowledge of customer of food quality is important because purchasing decisions are based on them (Dacinia, 2019).

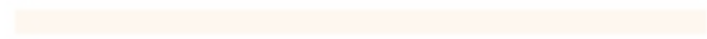
Furthermore, with a mean score of ($M=4.92$, $SD=0.279$), the majority of consumers chose strongly agreed (91.7%) and agree (8.3%) for the statement "I am satisfied with the products produced by Aqilla The Bake House." This is because Aqilla The Bake House products are reasonably priced and satisfy customers' preferences. Besides, the customers with a mean score of ($M=4.93$, $SD=0.252$) chose strongly agreed (93.3%) and agree (6.7%) for the statement "I know the price of the sales product is very reasonable and affordable." This is because Aqilla The Bake House sells in rural areas and understands that customers' costs of living are rising, so they can buy and taste products from Aqilla The Bake House. It is important for most businesses to give customers with a reasonable price (Sarabjit, 2017).

With a mean score of ($M=1.72$, $SD=0.454$) for the statement "How do you know Aqilla The Bake House?" Customers chose platform social media (71.7%) as a primary option, followed by friend (28.3%). Aqilla The Bake House constantly promotes their products on social media platforms in order to grow their business and attract more people to purchase Aqilla The Bake House products. The statement "Types of product provided by Aqilla The Bake House" received a mean score ($M=1.08$, $SD=0.279$). Cakes, cookies, and sweets received the most votes (91.7%), followed by cakes (8.3%). This indicates that customers are aware of the products sold by Aqilla The Bake House and that they are also regular

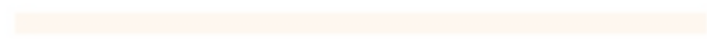
customers. According by (Sarabjit, 2017) are customers that buy from you again and again spend more money and produce more transactions.



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Table 4.2: Customers knowledge towards Aqilla The Bake House

	Statement	Percentage					Mean	Standard Deviation
		1*	2*	3*	4*	5*		
1	I think by producing a variety of Aqilla The Bake House products, it can attract more customers.	-	-	-	8.3	91.7	4.92	0.279
2	I know Aqilla The Bake House products use quality ingredients.	-	-	-	8.3	91.7	4.92	0.279
3	I am satisfied with the products produced by Aqilla The Bake House.	-	-	-	8.3	91.7	4.92	0.279
4	I know the price of the sales product is very reasonable and affordable.	-	-	-	6.7	93.3	4.93	0.252
5	How do you know Aqilla The Bake House?	28.3	71.7	-	-	-	1.72	0.454
6	Types of product provided by Aqilla The Bake House.	91.7	8.3	-	-	-	1.08	0.279

*Indicator: 1. Strongly Disagree; 2. Disagree; 3. Average; 4. Agree; 5. Strongly Agree

Notes: mean values correspond to 1.0 - 2.33: Low; 2.34 - 3.66: Moderate; 3.67 - 5.0: High.

4.2.2 Customers attitude toward Aqilla The Bake House

Customers knowledge is important to identify factors that can attract customers to buy product from Aqilla The Bake House to achieve this research objectives. The analysis of frequency for respondents' results are presented in Table 4.3 based on customers attitude towards Aqilla The Bake House products, this shows the mean score and standard deviation.

According to the results, the statement "I prefer Aqilla The Bake House products over other dealers" strongly agree (76.7%) followed by agree (16.7%) and average (6.7%), resulting in a mean score ($M=4.70$, $SD=0.591$). Most customers greatly support Aqilla The Bake House because since they are reasonably priced and affordable. Furthermore, for the statement "I prefer to buy Aqilla The Bake House products because they suit my taste and satisfaction," the majority of customers chose strongly agree (81.7%), followed by agree (16.7%) and average (1.7%), with a mean score ($M=4.80$, $SD=0.443$). This is because Aqilla The Bake House emphasizing on product quality in terms of cleanliness, taste and decoration of products. They should concentrate on select high-value foods to improve taste and quality (S.Kiumarsi, 2014).

With a mean score of ($M=4.82$, $SD=0.390$) for the statement "I think Aqilla The Bake House products are suitable for all ages" (81.7%) voted strongly agree, followed by (18.3%) voted agree. This is because Aqilla The Bake House products are a favorite food of consumers regardless of all ages, and they receive a lot of orders for special events. Besides,

customers prefer online (86.7%) compared to walk in to Aqilla The Bake House (13.3%) for the statement "I prefer to buy product or place an order from Aqilla The Bake House through." Because it is easier to deal with or make order and saves them time. For this statement has a mean score of (M=1.13, SD=0.343).

For the statement " I always make payments through " with (50%) voted Cash on Delivery (COD) followed by both (43.3%) and online banking (6.7%). This is because easy and fast to making payment. The mean score (M=1.93, SD= 0.972). After that, for the statement "I usually spend _____ for buying other bakery products". with voted RM10-RM29 (45%), RM30-39 (43.3%), RM50-69 (6.7%) and above RM70 (5%) with a mean score is (M=1.72, SD= 0.804). This is because their want to compare product between Aqilla The Bake House in term of taste, size and price.

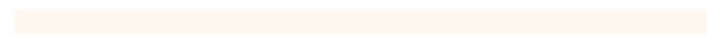
For the statement " I spend money to buy product by Aqilla The Bake House" with a mean score (M=1.87, SD=1.096) with voted RM10-29 (50%), followed by RM30-RM49 (30%), above RM70 (16.7%) and RM50-RM69 (3.3%). This is because the price from Aqilla The Bake House products is very reasonable and affordable and suitable for low -income customers. Then, for the statement " I also purchase product similar with Aqilla The Bake House product from other dealer" with a mean score is (M= 1.60, SD=0.494). Majority the customers voted no (60%) rather than yes (40%) for buy product similar with Aqilla The Bake House with other seller. It is because Aqilla The Bake House products they suit taste and satisfaction customers.

The last, for the statements " I always buy products from Aqilla The Bake House", majority customers buy product with 2 times per week (66.7%) followed by 3 times per week

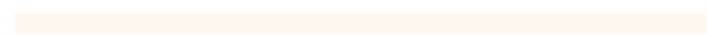
(16.7%), 4 times per week (13.3%) dan everyday (3.3%) with a mean score ($M=1.53, SD=0.853$). This shows that Aqilla The Bake House products are in high demand every week.



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Table 4.3: Customers attitude towards Aqilla The Bake House

	Statement	Percentage					Mean	Standard Deviation
		1*	2*	3*	4*	5*		
1	I prefer Aqilla The Bake House products over other dealers.	-	-	6.7	16.7	76.7	4.70	0.591
2	I prefer to buy Aqilla The Bake House products because they suit my taste and satisfaction.	-	-	1.7	16.7	81.7	4.80	0.443
3	I think Aqilla The Bake House products are suitable for all ages.	-	-	-	18.3	81.7	4.82	0.390
4	I prefer to buy product or place an order from Aqilla The Bake House through	86.7	13.3	-	-	-	1.13	0.343
5	I always make payments through	50.0	6.7	43.3	-	-	1.93	0.972
6	I usually spend _____ for buying other bakery products.	45.0	43.3	6.7	5.0	-	1.72	0.804
7	I spend money to buy product by Aqilla The Bake House.	50.0	30.0	3.3	16.7	-	1.87	1.096
8	I also purchase product similar with Aqilla The Bake House product from other dealer.	40.0	60.0	-	-	-	1.60	0.494
9	I always buy products from Aqilla The Bake House.	66.7	16.7	13.3	3.3	-	1.53	0.853

*Indicator: 1. Strongly Disagree; 2. Disagree; 3. Average; 4. Agree; 5. Strongly Agree

Notes: mean values correspond to 1.0 - 2.33: Low; 2.34 - 3.66: Moderate; 3.67 - 5.0: High.

4.2.3 Customers perception toward Aqilla The Bake House

Consumer perception is important to examine relationship between perception and product sale to achieve this research's objectives. The analysis of frequency for respondents' results are presented in Table 4.4 based on consumer perception on Aqilla The Bake House products. The majority of consumers strongly agreed (93.3%) with the statement "I think more marketing by Aqilla The Bake House can increase its sales revenue" followed by agree (6.7%), since it can help attract more new customers to know and buy Aqilla The Bake House product. (M=4.93, SD=0.252) is the mean score.

Furthermore, the majority of customers strongly agree (90%), followed by agree (10%), on the statement "I think the delivery service by Aqilla The Bake House easy and saves time". This is because services like Cash on Delivery (COD) performed by Aqilla The Bake House provide convenience to customers, as well as save time by simply waiting at home, and delivery service is done quickly and expeditiously. The score mean is (M= 4.90, SD= 0.303). Then, customers responded highly agree (86.7%) to the statement "I think Aqilla The Bake House always appreciates any customer comments/ suggestions/ complaints", followed by agree (13.3 %). This is because Aqilla The Bake House can improve or make improvements on its products in order to maintain customer loyalty and also be able to attract more new customers. The mean score is (M=4.87, SD=0.343). According by (S.Kiumarsi, 2014), to solve a problem, collect feedback from customers. These comments were frequent

in most small businesses that deal with bakery products, and they were used to discover a solution and improve that was in business.

The majority of customers chose strongly agreed (81.7%), followed by agree (18.3%) with a mean score ($M= 4.82$, $SD=0.390$) for the statement "I think Aqilla The Bake House products are a top choice among customers". This is because that Aqilla The Bake House always produces products that meet the tastes of customers and sell at affordable prices. Besides, customers are most likely to strongly agree (7.33%) that "I think the use of online marketing (Facebook, WhatsApp) is better than vendors marketing" followed by agree (20%) and average (6.7%). This is because clients may order or purchase products directly from Aqilla The Bake House rather than having to go to the vendors. ($M=4.67$, $SD=0.601$) is the mean score. According by (Sarabjit, 2017), the single most successful and cost-effective approach for a business to expand is online marketing.

After that, having a mean score of ($M=4.83$, $SD=0.376$) for the statement "I think Aqilla The Bake House products have better quality in marketing". Consumers chose strongly agreed (83.3%), followed by agree (16.7%), since Aqilla The Bake House products are in great demand from customers who want Aqilla the Bake House to diversify products, and Aqilla The Bake House has loyal customers who always support its business. For the statement "I like the level of cleanliness and decoration of Aqilla The Bake House's products," the mean score ($M=4.87$, $SD=0.343$) is strongly agree (86.7%), followed by agree (13.3%). This is because Aqilla The Bake House prioritizes cleanliness in product manufacture and neatness in decoration in order to deliver customers satisfaction and fulfil their preferences.

According to statement "I like the transparent packaging from Aqilla The Bake House, it is very convenient in terms of product visibility and easy to carry", majority of customers choose yes (100%) rather than no (0%) and can be improve (0%). This is because this transparent packaging can convince customers to buy Aqilla The Bake House products because customers can see from inside the packaging the condition of the product in good condition and easy to carry.

The statement "I think the price of Aqilla The Bake House products is appropriate and reasonable", majority of customers choose yes (100%) rather than no (0%). This is because the sales area of Aqilla The Bake House is in a rural area and the income of customers in that area is of low opinion. A company is now focusing on the low-income group, but they must consider how to reach out to the middle-income market by offering high-quality bakery products at affordable costs (S.Kiumarsi, 2014). Majority of customers choose yes (100%) rather than no (0%) followed with maybe (0%) for the statement "I know this product are from Aqilla The Bake House". This is because Aqilla The Bake House always uses the same image and logo product, when making advertising and promotions on social media platforms so that customers get to know the product. (S.Kiumarsi, 2014) highlighted the significance of bakery goods sales promotion and suggested a good marketing plan layout.

Table 4.4: Customers perception toward Aqilla The Bake House

	Statement	Percentage					Mean	Standard Deviation
		1*	2*	3*	4*	5*		
1	I think more marketing by Aqilla The Bake House can increase its sales revenue.	-	-	-	6.7	93.3	4.93	0.252
2	I think the delivery service by Aqilla The Bake House easy and saves time.	-	-	-	10.0	90.0	4.90	0.303
3	I think Aqilla The Bake House always appreciates any customer comments/ suggestions/ complaints.	-	-	-	13.3	86.7	4.87	0.343
4	I think Aqilla The Bake House products are a top choice among customers.	-	-	-	18.3	81.7	4.82	0.390
5	I think the use of online marketing (Facebook, WhatsApp) is better than vendors marketing.	-	-	6.7	20.0	73.3	4.67	0.601
6	I think Aqilla The Bake House products have better quality in marketing.	-	-	-	16.7	83.3	4.83	0.376
7	I like the level of cleanliness and decoration of the products produced by Aqilla The Bake House.	-	-	-	13.3	86.7	4.87	0.343

8	I like the transparent packaging from Aqilla The Bake House, it is very convenient in terms of product visibility and easy to carry.	100	-	-	-	-	1.00	0.000
9	I think the price of Aqilla The Bake House products is appropriate and reasonable.	100	-	-	-	-	1.00	0.000
10	I know this product are from Aqilla The Bake House.	100	-	-	-	-	1.00	0.000

*Indicator: 1. Strongly Disagree; 2. Disagree; 3. Average; 4. Agree; 5. Strongly Agree
 Notes: mean values correspond to 1.0 - 2.33: Low; 2.34 - 3.66: Moderate; 3.67 - 5.0: High



4.3 Reliability Test

Table 4.5 presented the summarize value of Cronbach's alpha for independent variable which includes of knowledge, attitude and perception. The results of Cronbach's alpha showed for knowledge was 0.194, 0.689 for attitude, perception was 0.367 and 0.726 was for all variable. Table 4.5 shows alpha coefficients for all variables which is greater than 0.70. So, the reliable variable accepted if the Cronbach Alpha values at least 0.7 or more (Taber K. , 2018).

Table 4.5 Reliability Test

Variables	No of items	Reliability Statistic (Cronbach Alpha)
Knowledge	6	0.194
Attitude	9	0.689
Perception	10	0.367
All variables		0.726

4.4 Chi-square Analysis test

The cross-tabulation indicates the relationship between demographic factors and independent variables. The chi-square was tested to know the hypothesis are accepted or rejected through the result from p-value. The null hypothesis is rejected when the significant reading shows below 0.05 which there was a significant difference between demographic factor and the independent variables. Meanwhile, it can be concluded that the variables were not related when the result indicates there was no significant between the variables. Therefore, the null hypothesis was accepted when there was no significant different.

4.4.1 Demographic Factor and Customer Knowledge towards Aqilla The Bake House

Table 4.6 indicated the summarized value of chi-square relationship between demographic factor and consumer knowledge towards Aqilla The Bake House. The result showed that all the demographic factors such as gender, age, customer category, customer's residential area and customer habits in choosing how to eat cakes, cookies and dessert had no significant difference in consumer knowledge when purchasing Aqilla The Bake House products.

Based on result from cross-tabulation, female customers (85.0%) and male customers (15.0%) were strongly agree that think by producing a variety of Aqilla The Bake House products, it can attract more customers. The most age range from 20 to 29 years old (52.7%), 30 to 39 years old (29.1%) had strongly agree while, 10 to 19 years old (20.0%) and above 40 years old (40.0%) was agree that know Aqilla The Bake House products use quality

ingredients. The customer category for worker (60.0%) and house wife (40.0%) had agree while student (18.2%) and seller (1.8%) had strongly agreed that satisfied with the products produced by Aqilla The Bake House. The customer's residential area that had strongly agree is Kampung Bakar Bata (44.6%), Ayer Tawar (30.4%) and Sitiawan and Manjung (16.1%) while Beruas (25.0%) area agree on the that know the price of the sales product is very reasonable and affordable. The customer habits in choosing how to eat cakes, cookies and desserts is highest buy (54.5%) and also both (buy and self-baking) (38.2%) while than self-baking (7.3%) had that satisfied with the products produced by Aqilla The Bake House based on their knowledge

In this section, the all P-value is greater from significance level. The all demographic was failed to reject the null hypothesis, there was no significant between customer knowledge towards Aqilla The Bake House, this is because has several sample size index categories like was too small to detect the effect and the variability in the data was too high. This means it does not affect the demographic category with customers knowledge towards Aqilla The Bake House.

Table 4.6 Relationship between demographic factors and customer knowledge towards Aqilla The Bake House

Factors	Chi-square	Degree of freedom	Significant	Decision
Gender	4.108	4	0.392	Fail to reject H ₀
Age	16.283	12	0.179	Fail to reject H ₀
Customer category	6.619	12	0.882	Fail to reject H ₀

Customer's residential area	13.600	12	0.327	Fail to reject H ₀
Customer habits in choosing how to eat cakes, cookies and desserts	7.339	8	0.501	Fail to reject H ₀

4.4.2 Demographic Factor and Customer Attitude towards Aqilla The Bake House

The chi-square value was summarized in Table 4.7 to study the relation between demographic factor and dependent variable. The result presented that all the demographic factors such as gender, age, customer category, customer's residential area and customer habits in choosing how to eat cakes, cookies and dessert no significant difference in consumer attitude towards Aqilla The Bake House.

The results presented from cross-tabulation, female (84.8%) and male (15.2%) has strongly agreed in concerning in that prefer Aqilla The Bake House products over other dealers. Most of the 30 to 39 years old (82.4%) and 10 to 19 years old (6.1%) customers had strongly agree in concerning on that think Aqilla The Bake House products are suitable for all ages, while for 20 to 29 years old (54.5%) and above 40 years old (18.2%) are agree in concerning on that think Aqilla The Bake House products are suitable for all ages. The customer category for concerning that prefer to buy product or place an order from Aqilla the Bake House through is housewife (62.5%) prefer purchasing walk in to Aqilla The Bake

House compare worker (46.2%), students (19.2%) and seller (1.9%) prefer online. For customer's residential area, for statement that always buy products from Aqilla The Bake House. Majority customers from Kampung Bakar Bata (70.0%) purchasing Aqilla The Bake House products is 3 times per week while for customers from Sitiawan and Manjung (66.7%) and Ayer Tawar (55.0%) purchasing Aqilla The Bake House products is 2 times per week. Then, customers from Beruas (50%) purchasing Aqilla The Bake House products is every day. The customer habits in choosing how to eat cakes, cookies and desserts prefer both (buy and self-baking) (76.0%) while buying (53.1%) compare self-baking (8.2%) it's strongly agreed with that prefer to buy Aqilla The Bake House they suit my taste and satisfaction.

In this section, the all P-value is greater from significance level. The all demographic was failed to reject the null hypothesis, there was no significant between customer attitude towards Aqilla The Bake House, this is because has several sample size index categories like was too small to detect the effect and the variability in the data was too high. This means it does not affect the demographic category with customers attitude towards Aqilla The Bake House.

Table 4.7 Relationship between demographic factors and customer attitude towards Aqilla The Bake House

Factors	Chi-square	Degree of freedom	Significant	Decision
Gender	14.444	13	0.343	Fail to reject H ₀
Age	27.413	39	0.918	Fail to reject H ₀
Customer category	36.601	39	0.580	Fail to reject H ₀

Customer's residential area	45.608	39	0.216	Fail to reject H ₀
Customer habits in choosing how to eat cakes, cookies and desserts	25.081	26	0.514	Fail to reject H ₀

4.4.3 Demographic Factor and Customer Attitude towards Aqilla The Bake House

The summarized of chi-square result was showed in Table 4.8 between demographic background of respondents and consumer perception towards Aqilla The Bake House. The result indicated that all the demographic factors such as gender, age, customer category, customer's residential area and customer habits in choosing how to eat cakes, cookies and dessert no significant difference in consumer attitude towards Aqilla The Bake House.

The results showed from cross-tabulation which female customers (85.7%) and male customers (18.2%) had strongly agree in perception on think Aqilla The Bake House products have better quality in marketing. Most of the customers from 20 to 29 years old (51.0%) and above 40 years old (20.4%) is strongly agree while for 30 to 39 years old (45.5%) and 10 to 19 years old (9.1%) is agree , that think Aqilla The Bake House products are a top choice among customers. The customer category among worker (92.6%), students (17.3%) and

seller (1.9%) are strongly agree while customers from housewife (62.5%) agree on think that Aqilla The Bake House products are a top choice among customers. The customer's residential area, majority customers from Kampung Bakar Bata (50%) and Ayer Tawar (50%) is agree while residential area from Sitiawan and Manjung (25%) and Beruas (11.4%) are strongly agree on think that the use of online marketing (Facebook, WhatsApp's) is better than vendors marketing. The customer habits in choosing how to eat cakes, cookies and desserts prefer buy (50.9%) and both (buy and self-baking) (42.1%) while (7.0%) prefer self-baking on think that the price of Aqilla The Bake House products is appropriate and reasonable.

In this section, the all P-value is greater from significance level. The all demographic was failed to reject the null hypothesis, there was no significant between customer perception towards Aqilla The Bake House, this is because has several sample size index categories like was too small to detect the effect and the variability in the data was too high. This means it does not affect the demographic category with customers perception towards Aqilla The Bake House.

Table 4.8 Relationship between demographic factors and customer perception towards Aqilla The Bake House

Factors	Chi-square	Degree of freedom	Significant	Decision
Gender	1.963	4	0.743	Fail to reject H ₀
Age	10.316	12	0.508	Fail to reject H ₀

Customer category	18.486	12	0.102	Fail to reject H ₀
Customer's residential area	12.060	12	0.441	Fail to reject H ₀
Customer habits in choosing how to eat cakes, cookies and desserts	8.731	8	0.365	Fail to reject H ₀

4.5 Factor Analysis

Factor analysis was tested to analyse the inclination factor toward knowledge, attitude and perception on Aqilla The Bake House products. The questionnaires include 25 Likert five scales about knowledge, attitude and perception on Aqilla The Bake House products were given to the respondents.

4.5.1 Measure of Sampling Adequacy

Kaiser-Meyer-Olkin (KMO) sampling adequacy test and Bartlett's test of Sphericity were used in this analysis to know the suitability of sample and correlation that presence in

the variables. According to the Table 4.9, the Keiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett’s test of Sphericity for variables showed values for attitude (0.594) were significant because great than 0.5. (Napitupulu, Kadar, & Jati, 2017) stated that if the KMO test value was greater than 0.5, this indicates that the data was acceptable for further study. Then, for knowledge (0.468) and perception (0.420) from towards Aqilla The Bake House products lower than 0.5. it is because customers need to have more knowledge in terms of quality, price and type of products produced by Aqilla The Bake House and also, customers need to have a perception that the product produced is based on the materials used and in line with the set price.

Table 4.9: KMO and Bartlett’s Test

		Knowledge	Attitude	Perception
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.468	.594	.420
Bartlett’s Test of Sphericity	Approx. Chi-Square	15.594	85.690	79.974
	df	15	36	45
	Sig.	.410	.000	.001

4.5.2 Contributing factor on Knowledge, Attitude and Perception of Customer toward Aqilla the Bake House

The result of contributing factor was summarized in Table 4.10 and the factor loading was presented after the customers gave the respond to the questionnaire which related to this study. The factor was ranked systematic according to the total variance explained proportion and the most inclination factor between knowledge, attitude and perception on Aqilla The Bake House was obtained.

The most contributing factor on customers towards Aqilla The Bake House was customer's attitude. The factors have eight sub-variables are recorded above than 0.4 and the total variance was 26.495%. The sub-variables indicates "I prefer to buy product or place an order from Aqilla The Bake House through" (0.733), "I always make payments through" (0.699), "I prefer Aqilla The Bake House products over other dealers" (0.667), "I prefer to buy Aqilla The Bake House products because they suit my taste and satisfaction" (0.627), "I spend money to buy products by Aqilla The Bake House" (0.587), "I usually spend _____ for buying other bakery products" (0.559), "I always buy products from Aqilla The Bake House" (0.509) and "I think Aqilla The Bake House products are suitable for all ages (0.487). Based on the result obtained, customers have high attitude on Aqilla The Bake House products because they always buy and repeat order products and also support small business Aqilla The Bake House which can increase sales revenue.

The second factor presented was knowledge of customers towards Aqilla The Bake House. The factors have four sub-variables with 25.223% total of variance. The sub-variables showed "I know the price of the sales product is very reasonable and affordable" (0.802), "How do you know Aqilla The Bake House?" (0.591), "I know Aqilla The Bake House products use quality ingredients" (0.420) and "I am satisfied with the produced by Aqilla The Bake House" (0.420). From the result, customers have knowledge on Aqilla The Bake House

products which can make them satisfied with price of the sales product is very reasonable and affordable, as well as know Aqilla The Bake House product using quality ingredients.

The last factor presented was perception of customer towards Aqilla The Bake House. The factors have ten sub-variables with 17.523% total of variance. The sub-variables showed "I know this products are from Aqilla The Bake House" (0.818), "I like the level of cleanliness and decoration of the products produced by Aqilla The Bake House" (0.806), "I think Aqilla The Bake House always appreciates any customer comments/suggestions/complaints" (0.778), "I think Aqilla The Bake House products have better quality in marketing" (0.746), "I think the use of online marketing (Facebook, WhatsApp) is better than vendors marketing" (0.738), "I think the delivery service by Aqilla The Bake House easy and saves time (0.714), "I like the transparent packaging from Aqilla The Bake House, it is very convenient in terms of product visibility and easy to carry" (0.707), "I think Aqilla The Bake House products are a top choice among customers" (0.677), "I think the price of Aqilla The Bake House products is appropriate and reasonable" (0.656) and "I think more marketing by Aqilla The Bake House can increase its sales revenue" (0.523). From the result, there are several customers which have perception that get to know Aqilla The Bake House products on media social or on vendors and them like the level of cleanliness and decoration from Aqilla The Bake House products.

Table 4.10 Factor analysis of knowledge, attitude and perception towards Aqilla The Bake House

Items	Factor Loading		
	Factor1	Factor2	Factor3
Customer Attitude towards Aqilla The Bake House			
I prefer to buy product or place an order from Aqilla The Bake House through	0.733		
I always make payments through	0.699		
I prefer Aqilla The Bake House products over other dealers.	0.667		
I prefer to buy Aqilla The Bake House products because they suit my taste and satisfaction.	0.627		
I spend money to buy product by Aqilla The Bake House.	0.587		
I usually spend _____ for buying other bakery products.	0.559		
I always buy products from Aqilla The Bake House	0.509		
I think Aqilla The Bake House products are suitable for all ages.	0.487		
Variance (percent of explained)	26.495		
Customer Knowledge towards Aqilla The Bake House			
I know the price of the sales product is very reasonable and affordable		0.802	
How do you know Aqilla The Bake House		0.591	
I know Aqilla The Bake House products use quality ingredients		0.420	

I am satisfied with the products produced by Aqilla The Bake House	0.420
Variance (percent of explained)	25.223
Customer perception Toward Aqilla The Bake House	
I know this product are from Aqilla The Bake House	0.818
I like the level of cleanliness and decoration of the products produced by Aqilla The Bake House.	0.806
I think Aqilla The Bake House always appreciates any customer comments/ suggestions/ complaints.	0.778
I think Aqilla The Bake House products have better quality in marketing.	0.746
I think the use of online marketing (Facebook, WhatsApp) is better than vendors marketing.	0.738
I think the delivery service by Aqilla The Bake House easy and saves time	0.714
I like the transparent packaging from Aqilla The Bake House, it is very convenient in terms of product visibility and easy to carry.	0.707
I think Aqilla The Bake House products are a top choice among customers.	0.677
I think the price of Aqilla The Bake House products is appropriate and reasonable	0.656
I think more marketing by Aqilla The Bake House can increase its sales revenue.	0.523

Variance (percent of explained)	17.523
Total Percentage of variance	69.241

4.6 Product Sales Between Online Marketing and Vendor Marketing of Aqilla The Bake House

Table 4.11 Product sales between online marketing and vendor marketing of Aqilla The Bake House

Date	Number of Sale/Pack	
	Online Marketing	Vendors Marketing
1/4/2021	30	20
2/4/2021	35	25
3/4/2021	32	25
4/4/2021	40	20
5/4/2021	50	25
7/4/2021	40	30
8/4/2021	45	30
9/4/2021	43	30
10/4/2021	45	25
11/4/2021	60	28
13/4/2021	50	20
14/4/2021	55	20
15/4/2021	50	20

16/4/2021	45	30
17/4/2021	50	25
19/4/2021	40	28
20/4/2021	55	26
21/4/2021	55	26
22/4/2021	60	25
23/4/2021	65	25
25/4/2021	40	25
26/4/2021	60	25
27/4/2021	52	25
28/4/2021	55	20
29/4/2021	58	30
30/4/2021	60	30
Total Sale	1270	658

Based on Table 4.11 are product sales between online marketing and vendor marketing Aqilla The Bake House. Sales run for 26 days excluding holidays. This sale is done to identify the way sales between online and vendors marketing that generate more profits and the main choice of customers in terms of customer perception. Based on the table above, the number of sales from online marketing is higher that is 1270 products compared to vendors who market 658 products. This is because customers prefer online marketing because it is easy and fast for customers to order products. In addition, it can save time because customers can choose to either walk in to Aqilla The Bake House or choose Cash on

Delivery (COD) service to the customer's home. Furthermore, for online marketing Aqilla The Bake House often advertises its products on Facebook and WhatsApp's to attract more customers from outside area to buy the product. In addition, for the marketing of vendors Aqilla The Bake House chooses three vendors from different areas such as Kampung Bakar Bata, Ayer Tawar and Beruas, the table above shows the daily sales of vendors marketing less than 30 packs of products, this is because it may have problems such as lack of response from customers. the place of sale is not strategic, having competition between other products as well as experiencing bad weather on this particular day makes it difficult for customers to go out to buy at vendors.

4.7 Summary

Result and discussion were indicated in this study which the data collected from 60 respondents of customers Aqilla The Bake House. The type of this research area is rural. The results were summarized according to the demographic background percentages and coefficient. Then, each of the questions is run to get the mean which indicated the Likert-scale. The chi-square test was run to examine the relation between respondents' demographic background and toward Aqilla The Bake House based on their knowledge, attitude and perception. After that, the factor analysis was run to analyse the contributing factor toward Aqilla The Bake House. Lastly, products sales between online marketing is higher compare vendors marketing of Aqilla The Bake House.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter reviews the factors and determinants found in this study that examining the effect of online marketing and vendor marketing of the product sales of Aqilla The Bake House. The study focusses into the three factors which were knowledge, attitude and perception towards of customers toward Aqilla The Bake House. This chapter covers on the summary of the results of the research questions. Besides that, this chapter also discussed about the theoretical and methodological implications of the study.

5.1 Conclusion

In conclusion, customers prefer to choose online marketing because it is easy and fast for customers to order products and also save their time compare with vendor because

customers need to go out to buy at vendors. In this case study the objective was achieved when acceptance level customers, factors that can attract customers to buy Aqilla The Bake House product and relationship between perception and product sales based on a survey questionnaire was conducted, based on the finding the mean of each statement in questions was run to test the analysis frequency. The statement of "I know the price of the sales product is very reasonable and affordable", showed the highest mean (4.93) from customers knowledge towards Aqilla The Bake House. The highest mean (4.82) indicated for customers attitude towards Aqilla The Bake House from the statement "I think Aqilla The Bake House products are suitable for all ages". The customers perception towards Aqilla The Bake House had highest mean (4.93) of statement "I think more marketing by Aqilla the Bake House can increase its sales revenue".

The value of Cronbach's alpha for was 0.194 for knowledge, attitude showed 0.689 and perception has 0.367. Hence, the questionnaires reliable were attitude only from this research because variable achieved more than 0.6.

Based on the data collected, there was no significant between all independent variables. This study presented that demographic factors such as gender, age, customer category, customers residential area and customer habit in choosing how to eat cakes, cookies and dessert no significant between knowledge, attitude and perception towards Aqilla The Bake House.

The value test of Kaiser-Meyer-Olkin (KMO) indicated was significant 0.594 for attitude is higher than 0.5, while 0.468 for knowledge, 0.420 for perception lower than 0.5 towards Aqilla The Bake House. Then, the contributing factor was analysed showed the

highest in customers attitude (26.495%), followed with customers knowledge (25.223%) and customers perception (17.523%) towards Aqilla The Bake House.

5.2 Limitation of Study

The limitation of this study was difficult to gather information questionnaire from customers about examining the effect of online and vendor marketing on the product sales of Aqilla The Bake House. Besides, the process of collecting data from customer towards Aqilla The Bake House was a limitation, especially during COVID-19. This is because most of the customers stay at home during MCO. Then, Aqilla The Bake House using online method like google form for easy to customers answer the questionnaire. Furthermore, due to pandemic COVID-19 also can affect the small business of Aqilla The Bake House since it is quite hard to find all the needed ingredients and also declining sales.

5.3 Recommendations

According to the results, some recommendations will be suggested to improve future research. As a recommendation, the research need to get more respondents to helps significant results based on the effects online marketing and vendor marketing in the product sales. In addition, sample sizes can also be added increased by distributing questionnaires to customers outside the area to expand the business so that customers get to know the products being sold through online marketing and vendor marketing. Thus, the results of future research will be different and accurate if research is done to online marketing and vendors marketing on the products sales in different area. After that, customers need to have more knowledge in terms quality, price and type of product which is produced easy to give feedback with seller and also customers need to have a perception and understand that the product produced is based on the materials used and in line with the set price. Furthermore, seller must always advertise product on platform social media through Instagram, Facebook and WhatsApp for attract more customers to buy products and increase the sales revenue and sell target.

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APPENDICES**APPENDIX A****RESEARCH PROJECT***(PROJEK PENYELIDIKAN)***EXAMINING THE EFFECT OF ONLINE MARKETING AND VENDOR
MARKETING ON THE PRODUCT SALES OF AQILLA THE BAKE HOUSE***(MENELITI KESAN PEMASARAN DALAM TALIAN DAN PEMASARAN VENDOR
TERHADAP JUALAN PRODUK AQILLA THE BAKE HOUSE)*

Dear Sir/ Madam/ Miss,

(Tuan / Puan / Cik,)

This research survey is conducted for my research fulfilment. The main objective of this study are:

Tinjauan kajian ini dijalankan untuk memenuhi penyelidikan saya. Objektif utama kajian ini adalah:

1. To measure the customers' acceptance level toward food product from Aqilla The Bake House

Untuk mengukur tahap penerimaan pelanggan terhadap produk makanan daripada Aqilla The Bake House

- To identify factors that can attract customers to buy food products from Aqilla The Bake House

Mengenalpasti faktor yang boleh menarik minat pelanggan untuk membeli produk makanan dari Aqilla The Bake House

- To examine the relationships between customer perception and product sales

Untuk mengkaji hubungan antara persepsi pelanggan dan jualan produk

QUESTIONNAIRE

SOALAN

Instruction: For statement on SECTION A, B, C and D, please read for each item and indicate your answer.

Arahan: Untuk pernyataan mengenai BAHAGIAN A, B, C dan D, sila baca setiap item dan nyatakan jawapan anda.

SECTION A: DEMOGRAPHIC INFORMATION

BAHAGIAN A: MAKLUMAT DEMOGRAFI

Please tick (/) in the appropriated box to indicate your answer.

Sila tandakan (/) dalam kotak yang disediakan untuk menunjukkan jawapan anda.

- Gender/*Jantina*

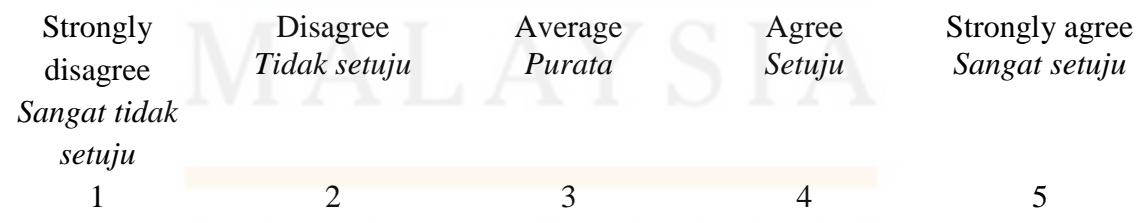
<input type="checkbox"/>	Male/ <i>Lelaki</i>
<input type="checkbox"/>	Female/ <i>Perempuan</i>

- Age/*Umur*

<input type="checkbox"/>	10-19 Years/ <i>10-19 Tahun</i>
<input type="checkbox"/>	20-29 Years/ <i>20-29 Tahun</i>
<input type="checkbox"/>	30-39 Years/ <i>30-39 Tahun</i>
<input type="checkbox"/>	≥40 Years/ <i>Lebih daripada 40 Tahun</i>

3. Customer category/
Kategori Pelanggan
- Students/*Pelajar*
 - Seller/*Penjual*
 - Worker/*Pekerja*
 - Housewife/*Suri rumah*
4. Customer's
residential area/
*Kawasan kediaman
pelanggan*
- Kampung Bakar Bata
 - Beruas
 - Ayer Tawar
 - Sitiawan @ Manjung
5. Customer habits in choosing how to eat cakes, cookies and desserts
Tabiat pelanggan dalam memilih cara makan kek, biskut dan pencuci mulut
- Buy/*Beli*
 - Self-baking/*membuat sendiri*
 - Both/*kedua-duanya*

Instruction: For statement on SECTION B and C, please read for each item and indicate your answer between one (1) to five (5). Your score (1) would indicate you strongly disagree with the statement and score (5) would indicate you strongly agree with respective statement
Arahan: Untuk pernyataan pada bahagian B dan C, sila baca setiap item dan tunjukkan jawapan anda antara satu (1) hingga lima (5). Skor anda (1) akan menunjukkan bahawa anda sangat tidak setuju dengan kenyataan dan skor (5) akan menunjukkan anda setuju dengan kenyataan yang diberikan.



SECTION B: KNOWLEDGE
BAHAGIAN B: PENGETAHUAN

Each statement below represents your knowledge towards Aqilla The Bake House products.

Setiap pernyataan di bawah menunjukkan pengetahuan anda terhadap produk Aqilla The Bake House.

No	Soalan	1	2	3	4	5
1.	I think by producing a variety of Aqilla The Bake House products, it can attract more customers. <i>Saya rasa dengan menghasilkan pelbagai produk Aqilla The Bake House, ia dapat menarik lebih ramai pelanggan.</i>					
2.	I know Aqilla The Bake House products use quality ingredients. <i>Saya tahu produk Aqilla The Bake House menggunakan bahan-bahan yang berkualiti.</i>					
3.	I am satisfied with the products produced by Aqilla The Bake House <i>Saya berpuas hati dengan produk yang dihasilkan oleh Aqilla The Bake House</i>					
4.	I know the price of the sales product is very reasonable and affordable. <i>Saya tahu harga produk jualan sangat berpatutan dan mampu milik.</i>					
5.	How do you know Aqilla The Bake House? <i>Bagaimana anda mengenali Aqilla The Bake House?</i> <input type="checkbox"/> Friend/ <i>Rakan</i> <input type="checkbox"/> Platform Social Media/ <i>Laman Media Sosial</i> <input type="checkbox"/> Flyers/ <i>Risalah</i> <input type="checkbox"/> Others/ <i>Lain-lain</i>					

6.	<p>Types of product provided by Aqilla The Bake House.</p> <p><i>Jenis produk yang disediakan oleh Aqilla The Bake House.</i></p> <p><input type="checkbox"/> Cakes, Biscuits and Desserts/<i>Kek, Biskut dan Kuih</i></p> <p><input type="checkbox"/> Cakes only/<i>Kek sahaja</i></p> <p><input type="checkbox"/> Cookies only/<i>Biskut sahaja</i></p> <p><input type="checkbox"/> Desserts only/<i>Kuih sahaja</i></p>
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SECTION C: ATTITUDE
BAHAGIAN C: SIKAP

Each statement below represents your attitude towards Aqilla The Bake House products.

Setiap pernyataan di bawah mewakili sikap anda terhadap produk Aqilla The Bake House

No	Soalan	1	2	3	4	5
1.	<p>I prefer Aqilla The Bake House products over other dealers.</p> <p><i>Saya lebih suka produk Aqilla The Bake House dari peniaga yang lain.</i></p>					
2.	<p>I prefer to buy Aqilla The Bake House products because they suit my taste and satisfaction.</p> <p><i>Saya lebih suka membeli produk Aqilla The Bake House kerana menepati cita rasa dan berpuas hati.</i></p>					
3.	<p>I think Aqilla The Bake House products are suitable for all ages.</p> <p><i>Saya rasa produk Aqilla The Bake House sesuai untuk semua peringkat umur.</i></p>					
4.	<p>I prefer to buy product or place an order from Aqilla The Bake House through</p> <p><i>Saya lebih suka membeli atau membuat tempahan produk dari Aqilla The Bake House melalui</i></p> <p><input type="checkbox"/> Online (Whatsapp/Facebook)/<i>Atas talian</i></p> <p><input type="checkbox"/> Walk in to Aqilla The Bake House/<i>Membeli di Aqilla The Bake House</i></p>					

	<input type="checkbox"/> Buy at vendor/ <i>Membeli di gerai</i>
5.	<p>I always make payments through</p> <p><i>Saya sentiasa membuat pembayaran melalui</i></p> <input type="checkbox"/> COD/Tunai semasa penghantaran <input type="checkbox"/> Online Banking/ <i>Perbankan atas talian</i> <input type="checkbox"/> Both/ <i>kedua-duanya</i>
6.	<p>I usually spend _____ for buying other bakery products.</p> <p><i>Saya biasanya menghabiskan _____ untuk membeli product bakeri yang lain</i></p> <input type="checkbox"/> RM10-RM29 <input type="checkbox"/> RM30-RM49 <input type="checkbox"/> RM50-RM69 <input type="checkbox"/> ≥RM70
7.	<p>I spend money to buy product by Aqilla The Bake House.</p> <p><i>Saya membelanjakan wang untuk membeli produk oleh Aqilla The Bake House.</i></p> <input type="checkbox"/> RM10-RM29 <input type="checkbox"/> RM30-RM49 <input type="checkbox"/> RM50-RM69 <input type="checkbox"/> ≥RM70
8.	<p>I also purchase product similar with Aqilla The Bake House product from other dealer.</p> <p><i>Saya juga membeli produk yang serupa dengan produk Aqilla The Bake House dari peniaga yang lain</i></p> <input type="checkbox"/> Yes/ <i>Ya</i> <input type="checkbox"/> No/ <i>Tidak</i>
9.	<p>I always buy products from Aqilla The Bake House</p> <p><i>Saya selalu membeli produk dari Aqilla The Bake House</i></p> <input type="checkbox"/> 2 times per week/ <i>2 kali seminggu</i> <input type="checkbox"/> 3 times per week/ <i>3 kali seminggu</i> <input type="checkbox"/> 4 times per week/ <i>4 kali seminggu</i> <input type="checkbox"/> Everyday/ <i>setiap hari</i>

SECTION D: PERCEPTION**SEKSYEN D: PERSEPSI**

Each statement below represents your perception towards Aqilla The Bake House products.

Setiap pernyataan di bawah menunjukkan persepsi anda terhadap produk Aqilla The Bake House.

No	Soalan	1	2	3	4	5
1.	I think more marketing by Aqilla The Bake House can increase its sales revenue. <i>Saya rasa lebih banyak pemasaran Aqilla The Bake House boleh meningkatkan hasil jualan.</i>					
2.	I think the delivery service by Aqilla The Bake House easy and saves time. <i>Saya rasa perkhidmatan penghantaran Aqilla The Bake House memudahkan dan menjimatkan masa.</i>					
3.	I think Aqilla The Bake House always appreciates any customer comments/ suggestions/ complaints. <i>Saya rasa Aqilla The Bake House sentiasa menghargai sebarang komen/ cadangan/aduan pelanggan.</i>					
4.	I think Aqilla The Bake House products are a top choice among customers. <i>Saya rasa produk Aqilla The Bake House menjadi pilihan utama dikalangan pelanggan.</i>					
5.	I think the use of online marketing (Facebook, WhatsApp) is better than vendors marketing. <i>Saya rasa penggunaan pemasaran atas talian (Facebook, WhatsApp) lebih baik daripada pemasaran di gerai.</i>					
6.	I think Aqilla The Bake House products have better quality in marketing. <i>Saya rasa produk Aqilla The Bake House mempunyai kualiti yang lebih baik dalam pemasaran.</i>					

7.	<p>I like the level of cleanliness and decoration of the products produced by Aqilla The Bake House.</p> <p><i>Saya suka tahap kebersihan dan hiasan produk yang dihasilkan oleh Aqilla The Bake House.</i></p>					
8.	<p>I like the transparent packaging from Aqilla The Bake House, it is very convenient in terms of product visibility and easy to carry.</p> <p><i>Saya suka pembungkusan lutsinar dari Aqilla The Bake House, ia sangat mudah dari segi keterlihatan produk dan mudah dibawa.</i></p> <p><input type="checkbox"/> Yes/<i>Ya</i></p> <p><input type="checkbox"/> No/<i>Tidak</i></p> <p><input type="checkbox"/> Can be improve/<i>akan diperbaiki</i></p>					
9.	<p>I think the price of Aqilla The Bake House products is appropriate and reasonable</p> <p><i>Saya rasa harga produk Aqilla The Bake House sesuai dan berpatutan.</i></p> <p><input type="checkbox"/> Yes/<i>Ya</i></p> <p><input type="checkbox"/> No/<i>Tidak</i></p>					
10.	<p>I know this products are from Aqilla The Bake House</p> <p><i>Saya tahu produk ini dari Aqilla The Bake House</i></p> <div data-bbox="349 1129 1339 1470"> </div> <p><input type="checkbox"/> Yes/<i>Ya</i></p> <p><input type="checkbox"/> No/<i>Tidak</i></p> <p><input type="checkbox"/> Maybe/<i>Mungkin</i></p>					

Any comments/suggestions

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APPENDIX B

Products by Aqilla The Bake House



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THE BAKE HOUSE



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Orders from Customers



FYP FIAT

KELANTAN

APPENDIX C

thesis		
ORIGINALITY REPORT		
13%	8%	4%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS
	8%	
	STUDENT PAPERS	
PRIMARY SOURCES		
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