

THE INFLUENCE OF 1MALAYSIA LOGO TOWARDS CONSUMERS IN MALAYSIA

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Abstract - The 1Malaysia logo has been used widely in all over the nation in various industries either in the private or in the government sectors. It is a popular logo in Malaysia that can be seen in many places. Recently, the logo received lot of attention in the business sectors. The 1Malaysia logo has been used actively by many organizations and applied it in their product packaging. This study aim to provide insights in understanding the impact of the 1Malaysia logo towards the consumers. A qualitative method were used in this research via in depth interviews towards 13 respondents. Four themes have emerged to explain the impact and the influences of 1Malaysia logo on consumer products. The theme for every question was coded by applying the thematic analysis. Data analysis was done by employing Nvivo. The findings of this study contribute to the balance theory in providing a justification on the concept of inferior, average, and superior image, whether there is a significant impact on the usage of certain images which could trigger the customers to purchase certain products. The explanation on why certain images had been used by the profit-oriented organization in their business and how do customer perceives it also will be explained. It also indicated that consumers have a negative effect on perception towards the 1Malaysia logo and it does not influence them to buy the products.

Keywords: 1Malaysia Logo, Consumer, Perception, Qualitative

1. Introduction

The 6th Prime Minister of Malaysia Dato Seri Najib Tun Razak has come out with a concept called 1Malaysia. Basically, 1Malaysia was introduced to foster unity among multi ethnic community of Malaysians. The concept was introduced as a complement to the policies that already exist under the ruling party "Barisan Nasional". The concept tries to foster a better unity which determines stability which can contribute to a better development of the nation and also of the Malaysian. The concept of 1Malaysia is popular and being used in the political arena as the idea was initiated by current Prime Minister Dato Seri Najib bin Razak. The Idea or the concept of 1Malaysia originated from Datuk Seri Najib bin Razak since the day he appointed as the Prime Minister of Malaysia. In an article titled as 1Malaysia "Concept and Values" written by Ir. Dr Hasnul Mohamad Salleh stated that "Upon ascending to Malaysia's highest public office on April 2009, the Prime

Minister of Malaysia, YAB Dato' Seri Najib Tun Razak has made waves to all corners of the nation with the introduction of 1Malaysia concept”.

The 1Malaysia concept was being used actively in many government agencies, for instance 1Care policy in the health department, 1Malaysia Community programme (K1M), 1Malaysia Housing Programme (PR1MA), 1Malaysia Family First (1MFF) Movement. An information from the Prime Minister Department stated, “1Malaysia is a concept to foster unity among Malaysians of all races based on several important value that should be the practice of every Malaysians”., A newspaper article from the New Straits Times, on 29 March 2012 reported that '1Malaysia concept can strengthen country' as claimed by Datuk Dr. Muthiah Alagappa, a founding director and fellow of the East-West Centre in Washington. He mentioned that the concept took into account the sensitivity of all ethnic groups while transitioning to a national community based on citizenship. A poll conducted by the Merdeka Centre for Opinion Research pertaining to the Prime Minister's 100 days in office reported that 76% of the public surveyed were aware of the 1 Malaysia concepts. 23% agrees in saying that “it promotes unity between the various races” and some other 18% saying it “is about fairness and equality among the races”.

At the same time, the concept of 1Malaysia also tried to impose moral values to the members of society. To promote the 1Malaysia policy, 1Malaysia logo and the slogan became a part of the Malaysian identity which holds together the Malaysian. With the creation of a logo to promote 1Malaysia agendas, it's fostering the spirit of togetherness and unity among the Malaysian. Interestingly, the 1Malaysia logo has become a phenomena as it was not only being used in government related activities or functions; it was also widely being adopted in the business sector. Initially the 1Malaysia logo was made for some political purposes. However, the logo has been used widely in the business sector in Malaysia by many corporations or business oriented organization.

In addition, according to International Trade and Industry Minister Datuk Mustapa Mohamed, a council will be set up to integrate the concept of 1Malaysia into business sectors. Mustapa said the decision to form a council to integrate the concept of 1Malaysia into business was made after deliberations between his ministry and 21 associations. The council will corporate with the Government and with private sector with an aim of promoting the concept of 1Malaysia in business, forge genuine partnership between non-bumiputras and bumiputras, regardless of races. This parallel to the aim of Prime Minister Datuk Seri Najib Tun Razak to transform the country by places priority on performance and the people and engage all Malaysians towards national unity. We all know that“Kedai 1Malaysia” had been introduced by our Prime Minister, as part of 1Malaysia initiatives.

1.1 Problem Statement

1Malaysia logo is a popular logo in Malaysia and it has been something very common among Malaysians as it has been used widely in the country. The 1Malaysia logo is a part of Malaysia nation branding and the 1Malaysia logo initial aim is to foster unity among

Malaysians or build and maintain good rapport among Malaysians. Specifically, nation branding is to create a positive image of a nation, both local and in the international level. Gudjonsson (2012) takes a similar perspective by declaring that “nation branding uses the tools of branding to alter or change the behaviour, attitudes, identity or image of a nation in a positive way”. The nation branding contributes a lot to a nation in developing a good image and reputation. There are many nations have engaged in the nation branding and Malaysia also has come out with its nation logo that is 1Malaysia logo.

However, the 1Malaysia logo has been used actively or adopted in the business sectors. There were many companies are using the 1Malaysia logo in their products or services and it is clear that there is an active involvement of the businesses or business sector adopting the 1Malaysia logo. The business companies are using the 1Malaysia logo in their packaging, promotional activities and in their marketing activities. While 1Malaysia logo is associated with government policies and agendas, the adoption of the logo by business community has created some interesting phenomena. In addition, it is common to business using celebrities and other popular practices to influence customer on their product. However, to employ or apply government brand on commercial products or services is something that very rare or unusual. Thus, it is theoretically and practically interesting to understand the phenomena of 1Malaysia logo on business setting and the influence of 1Malaysia logo towards consumers which can lead to their buying behaviour.

1.2 Research Objective

Generally, the objective of the study is to explore the influence and the impact of 1Malaysia logo towards the consumers. The study seek an understanding on to what extent the influence of 1Malaysia logo and, what actually the contribution or the impact of the logo towards the consumers. Specifically this study aims to:

- i. To explore the attractiveness of 1Malaysia logo on consumer products.
- ii. To understand the perception of 1Malaysia logo on consumers.
- iii. To understand the impact of 1Malaysia logo on consumer products.

1.3 Research Question

- i. How attractive is 1Malaysia logo towards the consumers?
- ii. What is the perception of consumer on products with 1Malaysia logo?
- iii. What is the impact of 1Malaysia logo on the consumer products?

2.0 Literature Review

2.1 Branding

Branding is increasingly used in non-traditional, social markets such as politics. For example, branding has been considered in such 'unlikely' organizations as London Metropolitan Police, the Roman Catholic Church (Zinkin, 2004), and universities (Jevons, 2006). In fact, 'branding principles have been applied in virtually every setting where consumer choice of some kind is involved, e.g. with physical goods, services, retail stores, people, organizations, places or idea (Keller, 2012). It is axiomatic that political parties are organizations where politicians seek to exchange ideas and promises for electoral support. That is to say, the concept or idea and the logo of 1Malaysia is a way of branding the ruling party of Malaysia or Prime Minister Malaysia, however the concept and logo been used in the business sectors. These conflicting views in fact highlight an important point in the study of branding in politics; that there are two quite discrete ways of analyzing brands. One focuses on brand management (i.e. the application of branding practices in a given marketplace to develop a brand's identity therein) as stated by Aaker and Joachimsthaler (2010).

2.2 Nation Branding

A key premise of nation branding is that "the reputations of countries are rather like the brand images of companies and products, and equally important" (Anholt, 2010). Whereas the application of branding techniques in the business sphere is well established, it is only in recent years that an upsurge of interest has occurred with regard to the potential benefits of applying such techniques to nations rather than just to products, services and companies. Van Ham (2010) has noted that the unbranded state has a difficult time attracting economic and political attention, and that image and reputation are becoming essential parts of the state's strategic equity. Szondi (2010) provides a conceptualization of nation branding as "the strategic self-presentation of a country with the aim of creating reputational capital through economic, political and social interest promotion at home and abroad." Fan (2006) states that "nation branding concerns applying branding and marketing communications techniques to promote a nation's image" whilst Gudjonsson (2012) takes a similar perspective by declaring that "nation branding uses the tools of branding to alter or change the behaviour, attitudes, identity or image of a nation in a positive way".

Florek (2005) refers to it as the process of establishing positive association for the nation itself, its people, and its products. Gudjonsson (2012) defines nation branding as the procedure of building positive platforms and an effective environment for a nation's brands to compete in the global markets. Nation branding is also suggested as a government's practice of remaking its nation's brand identity and shaping the conduct of its people (Dzenovska 2010).

According to Gnoth (2012), it is easier to brand individual products than nations simply because a nation brand is limited by uncontrollable, situational and boundary spanning attributes, whereas a product brand is largely dependent on the company's activities for survival. Furthermore, nation branding is considered broader and more complex than product branding because it involves multiple levels and components, and various disciplines such as international relations and public diplomacy (Fetscherin, 2010).

2.3 The Impact of Brand to Business

Fan (2006) equates the nation branding to the marketing activities of branding and communicating used to promote the image of a nation, whereas Anholt (2010) refers it as "the management of the country's overall reputation". When compared with the product brand and corporate brand, nation brand equity refers to the intangible assets of a country (Fan 2006) or to the emotional value resulting from consumers' evaluation of the country's brands (Maheswaran,2011).

Brands provide the focal point for managers to invest in creating consumer relevant 'sustained added value advantage' (brand consultant), with which they can compete in crowded, nature markets. They enable firms to 'change the way the game is being played' , as exemplified by Microsoft. Through having an advantage which consumers' value, brands strengthen, negotiating positions and 'give you muscles, either against the retailer or against the manufacturer with which they can compete in crowded, nature markets. Brands were also seen to have a role in relation to internal communications aimed at establishing a consistent style of behavior within the firm, consistent with the branding literature relating to services (George, 2014).

2.4 Impacts of nation brand towards country or people

In today's globalized world, where credible product differentiation in the face of imitation and homogenization of products and services is difficult to maintain, corporate or product brands on their own are often not competitive enough. Nation brand has some impacts to a country or people. A nation brand that consumers prefer is a competitive advantage in the marketplace and leveraging the nation brand as a point of differentiation is one way for corporate or product brands to enhance competitiveness. A British retail group adopts a Japanese sounding brand name, Matsui, in an attempt to create the illusion that its products are from Japan and offer the high quality of Japanese consumer electronics, even when they are actually made in Malaysia and the Philippines (Harris, 2012). In a more creative use of national image to position a product, Daewoo advertises its cars as combining British handling, Italian style, and German engineering, while its Korean brand name suggests low price (Papadopoulos,2012).

The nation brand is an overarching concept with a single positioning that straddles the entire range of outputs a nation has. It sums up the consistencies across the nation's

outputs, providing credibility and assurance to consumers. The nation brand and its associated corporate or product brands feed off each other and overlap (Olins, 2013).

3.0 Methodology

In this research, qualitative method was used. The focus of this research was on the in-depth interviews. In this study, the in-depth interviews were used as the method, which is based on the literature reviews which focused on the in-depth interview to get a better and insight understanding on the situation. The qualitative method helped to understand a topic in more detail or in various aspects or dimensions and this will help one to masteries the topic very well.

Qualitative research offered structured approaches to exploring people-oriented phenomena within the social and cultural contexts in which they work and live. In particular, this type of research involves inquiry into the meanings ascribed by individuals and groups with respect to particular social phenomena (Creswell, 2007). In conducting these explorations, researchers seek to interpret and conceptualize the complex interrelationships of participant feelings, thoughts, behaviours, and interactions toward solving social problems. This method of inquiry relies upon the notion that reality, like meaning, is a social construct that is dynamic and complex.

3.1 Sampling

Specifically, this research was focused on the consumers in Malaysia who engage or purchase the product with the 1Malaysia logo. There were many profit based organization in Malaysia which are implemented the 1Malaysia logo in their business, for instance in their product packaging. The researcher's population was the consumers who were engaged or who purchase the products of with 1Malaysia logo.

Different types of profit based organization which engaged in using the 1Malaysia logo as part of their business was been identified and make those organization as the sample of the research. The organization that been chosen will be the one who using the 1Malaysia logo or concept or 1Malaysia logo in their business such as in their product packaging. The researcher was conducted in-depth interview with those consumers who purchase the product with the 1Malaysia logo. The researcher was adopted purposive sampling to choose the consumers who purchase the products with 1Malaysia logo. The study was explored the influence of 1Malaysia logo towards the consumers. So that, there was in-depth interview conducted towards the customers who purchase the products with the 1Malaysia logo. There were 13 respondents who were the consumers who are purchased the 1Malaysia logo products. The in-depth interview was carried out to find out the answers of the research questions.

3.2 The Instrument

The instrument of the study was in-depth interviews, whereby face-to-face interview was conducted with 13 respondents who are the consumers of the 1Malaysia logo products. The questions of the face-to-face interviews were in the form of open-ended questions, whereby it was used in the interview sessions. The use of open-ended questions thus increases the validity of the responses and is appropriate for studies of an exploratory nature (Aberbach, 2012). It could ensure the questions in the interview sessions measures on what actually it should measure and collect data that could answer the research questions of the study. An interview protocol was developed whereby the questions will be three parts, the first is the organizational perspective which is focusing on why actually the 1Malaysia logo has been used in the business and the second part was focusing on impact of the 1Malaysia logo towards the organization or the business. The third part of the interview protocol was the consumers' perception towards the 1Malaysia logo. The first and the second part of the interview protocol were focusing on the organization's perceive towards the 1Malaysia logo and the third part were focused on the consumers' perception towards the 1Malaysia logo.

3.3 Data Collection

The data for the study were three interviews sessions with the profit based organizations and twelve sessions of the interviews with consumers. This consists of approximately 5 minutes for each interview sessions. In attempting to describe the way of (perceive) of the profit based organizations towards the 1Malaysia logo and the consumers' perception towards the 1Malaysia logo. A coding scheme was developed to identify category themes that emerge in the interview sessions; each interview was transcribed and coded by used the NVIVO software. To ensure the categorization and scheme are valid; a pilot test was conducted and tested by independent coders as suggested by Dominick (2006). The Interview Protocol consist of two parts that are, firstly is how the organizations perceive the 1Malaysia logo and the second part was what is the consumers' perception towards the 1Malaysia logo. The researcher chose 13 respondents or consumers from Universiti Malaysia Kelantan that engaged in purchasing the products of 1Malaysia logo to conduct the in-depth interviews

3.4 Data Analysis

Data obtained in this study were analyzed using the thematic analysis technique. It was a qualitative analytic method for 'identifying, analyzing and reporting patterns (themes) within data. It minimally organizes and describes your data set in (rich) detail. However, frequently it goes further than this, and interprets various aspects of the research topic, (Braun and Clarke, 2006, p.79). Qualitative approaches are incredibly diverse, complex and nuanced (Holloway, 2013), and thematic analysis should be seen as a foundational method for qualitative analysis. It is the first qualitative method of analysis that researchers should

learn, as it provides core skills that will be useful for conducting many other forms of qualitative analysis. Indeed, Holloway (2013) identify “thematizing meanings” as one of a few shared generic skills across qualitative analysis. For this reason, Boyatzis (2011) characterizes it not as a specific method but as a tool to use across different methods. Similarly, Ryan and Bernard (2010) locate thematic coding as a process performed within “major” analytic traditions (such as grounded theory). Data analysis focused on three main questions how is: the organizations perceive the 1Malaysia logo; what are the impact of the 1Malaysia logo to the organizations; and how were consumers’ perceptions towards the 1Malaysia logo. The theme for every question was coded by applying the thematic analysis. Data analysis was done by employing NVIVO version 10 qualitative data software.

4. Findings

This part was provided the results of the data analysis that obtained from the data collected from the respondents. The aim of the study was to get to know the influence of the 1Malaysia logo towards the consumers. The data analysis been analyzed using the NVivo software and a figure below has constructed.

4.1 Logo Attraction

The logo attraction (the theme), that was the 1Malaysia logo attraction was explained through a few sub-themes that been identified in the figure above. Based on the interview sessions, there were a few sub-themes have been identified related to 1Malaysia logo attraction. There were respondents who mentioned that the 1Malaysia logo attraction as patriotism. The respondent felt the brand gives patriotic feeling to them, the brand attract them in sense of patriotic. Respondent 4 and Respondent 5 mentioned that they felt patriotic when saw the 1Malaysia logo.

“The first time I saw the 1Malaysia products, I was so impressed. I feel very patriotic and proud with it. I was proud with Malaysia brand when see in the supermarket.” Respondent [4]

“I feel patriotic and proud when I see the logo on the products.” Respondent [5]

Attractiveness of the logo is the following sub-themes to explain the logo attraction. Based on the interview sessions, there were respondents who mentioned that the 1Malaysia logo is attractive. They mentioned that the 1Malaysia logo is attractive enough as the logo gives some attraction to the consumer to purchase the products. It provides a feeling of unity among the citizens. Respondent 12 mentioned that the logo is attractive and both respondent 9 and 10, mentioned that the brand is attractive as the logo gave the feeling of unity as the logo instils some good values to the consumers or to the Malaysian citizens.

“I think the 1Malaysia logo is quite attractive and effective enough. Inside the logo there is Malaysia flag, and it makes everyone know.” Respondent [12]

“I think there is some kind of attraction to buy the product. The logo creates the nation unity spirit and instils moral values to others. I just have normal feeling when saw the logo. The logo is just an attraction as it is our own unique logo.” Respondent [10]

“I think this will create unity; people will get closer and unite through this concept. This will boost people to be united or increase integration among the people.” Respondent [9]

The following sub-themes that explains the brand attraction of 1Malaysia is the positive feeling, based on the interview sessions there is a respondent mentioned that the brand gives a positive effect to herself, that is to say the brand gives a positive feeling or values towards the 1Malaysia logo that makes her purchase the products of 1Malaysia logo. Respondent 9, the brand gave a positive effect to purchase the products.

“I saw good integration; it brings positive effect to me to buy the product”. Respondent [9]

The following sub-themes that explained the brand attraction is normal feeling. Based on the interview sessions, there were some respondents who mentioned that the 1Malaysia logo gives a normal feeling to the respondents, that is to say that the 1Malaysia logo does not gives effect to the respondents. The respondents did not have any special feeling towards the 1Malaysia logo as it did not affect them to purchase the products. Respondent 10 mentioned that she just have a normal feeling towards the logo or the brand, respondent 2 mentioned she just have a normal feeling and it does not affect her. Respondent 1 mentioned that the 1Malaysia logo did not give any advantages to her.

“I just have normal feeling when saw the logo. The logo is just an attraction as it is our own unique logo.” Respondent [10]

“When I see the 1Malaysia logo on the product packaging, it was just normal and don’t have any special feeling. Basically, the 1Malaysia brand or logo did not affect me to purchase the product. It is just a process of the Government to have the logo on all the products and I don’t have any feeling to say as it just for daily use.” Respondent [2]

“I never gain anything from the 1Malaysia logo; this is because I didn’t believe on 1Malaysia logo, and it did not give any advantage or benefit to me.” Respondent [1]

The following theme that explained the brand attraction is negative feeling to towards the 1Malaysia logo. Based on the interview sessions, the negative feeling explained that the respondents have a negative feeling or negative effect towards the 1Malaysia logo or the 1Malaysia logo. That is to say that the 1Malaysia logo gave a negative impact towards the consumers. Respondent 12 mentioned that the effect is not strong and the brand does not attractive enough. Respondent 13 mentioned that the brand does not give impact to her as the product packaging is not attractive. Respondent 7 mentioned that he does not want to

buy the 1Malaysia logo products as it gave negative impact based on his past experience by purchasing the products that makes him deny the products.

“The product packaging is not attractive in terms of the quality; it is the same. The 1Malaysia brand is not good enough in branding. The quality is not the issue. The brand doesn't attract as the packaging don't give impact to us. The consumers just buy as the product is still the same.” Respondent [13]

“I think the effect is not very strong, the packaging is simple and not even have nutrition information compare to other brands which is very colourful and informative. The 1Malaysia brand not attracts but the price is cheap. Yes, because of that 1Malaysia product is easy to get as it has own store that is 1Malaysia store. We do not need to go other places and can buy in the store.” Respondent [12]

“Actually, I don't wish to buy the product. I have experience by the 1Malaysia brand products. It gives negative effect to me and many people said so too. In terms of packaging, it is not attractive too.” Respondent [7]

From the above findings for the specific theme that is the logo attraction, the study found that more respondents just have a normal feeling towards the 1Malaysia logo, that is to say it does not really attract the consumer to purchase the particular products and it does not give any significant feeling to the consumers. The findings shows that there five respondents who mentioned that they did just have a normal feeling towards the 1Malaysia logo and it does not give any impact to the consumers.

4.2 Product Consumption

The findings shows that the product consumption (the theme) could be explained through a few sub-themes that be identified as the figure above. Based on interviews, most of the respondents mentioned that they did purchase the 1Malaysia logo or products because of the necessity. The respondents described that the products that with 1Malaysia logo mostly is the products that fulfil the basic needs of the consumers such as sugar, flour and milk. It is a must for them to consume the particular products. Respondent 1, respondent 2 and respondent 3 mentioned that they engaged to the products because the products are fulfilling their basic needs.

“I engage to the 1Malaysia organization or the product because it is necessity for my daily life. For example, sugar and flour. It is a very common products that been used by everyone.” Respondent [1]

“I engage because of daily use such as sugar and milk. It is daily need and I need it as it is a basic need.” Respondent [2]

“I engage with the products because it is common product, it fulfills the basic needs and it is often in the market. For example, the F & B products” Respondent [3]

The following sub-theme that could explain on the product consumption was the price. Based on the interview sessions, there were only two respondents mentioned that they did purchase the products because the price of the products. They bought the particular 1Malaysia logo because of the cheaper price of the products compared to the other brands. Respondent 7 and 13 mentioned that they engage to the products because the cheaper price compare to the other brands.

“It is because cheaper, it according to one’s budget.” Respondent [7]

“I engage to the product because of the price of the product. It is cheap.” Respondent [13]

The following sub-theme that explains the product consumption was the logo of 1Malaysia on the products. Based on the interview sessions, three respondents mentioned that they purchase the products of 1Malaysia because the logo itself. They believed that the logo is a symbol of unity of Malaysians. Respondent 5 and respondent 9 mentioned that they purchase the products because of the logo of 1Malaysia.

“I engage to the product because of the logo. I think it is because of the local made policy” Respondent [5]

“Actually, 1Malaysia logo is to make Malaysia people under 1 country, which is a very good concept and it is very important as the logo itself foster unity. Yes, I purchase the product because of 1Malaysia logo” Respondent [9]

The following sub-theme that explains the product consumption is for business purposes, based on the interview sessions there only one respondent mentioned that she engaged or bought the products to be used in the business. Respondent 12 mentioned that she buy the product to be used in the business as by using the products it could cut down the cost of the business and gain more profit. She mentioned that as in the business, she must ensure low cost and more profit.

“I engage to the product because of business, I did a part-time job as a waitress in a restaurant, so the boss will ask me to buy the 1Malaysia brand products. Usually the business will see the budget, we have to save the cost and gain more profit. So I buy 1Malaysia brand. It is affordable and easy to get, the store is everywhere. The logo is attractive and it is synchronizing with the 1Malaysia concept.” Respondent [12]

The last sub theme that explains the product consumption is the uncertainty, which means that there was a respondent that felt uncertain to buy the products, the respondent felt worried to buy the products as she worried that the quality of the 1Malaysia logo is not good enough. Respondent 8 mentioned that he felt uncertain to buy the products of 1Malaysia logo.

“I think twice when I want to buy the products. I will think twice whether it is good or not. I felt it is not quality.” Respondent [8]

From the above findings on the specific theme that is the product consumption, it was found that most of the consumers purchase the products with the 1Malaysia logo because of necessity. The products were something that the consumers need in their daily life. There were six respondents who mentioned that they purchase the products because it is something necessary to them and only two of the respondents who purchase the products because of 1Malaysia logo itself.

4.3 Perception

The findings shows that the consumers’ perception towards the 1Malaysia logo could be explain through a few sub-themes that been identified as in the figure above. Based on the interview sessions, there were different perceptions of the consumers towards the 1Malaysia logo. There were 10 different perception that been identified through the study on the 1Malaysia logo. Firstly is unity, there were some respondents who perceive that the 1Malaysia logo actually is fostering unity among the Malaysian. The respondents believed that the 1Malaysia logo could foster unity among the Malaysians as the products of 1Malaysia logo will give the consumers a feeling that makes them feel that the products are for everyone. Respondent 2 mentioned that the brand is to foster togetherness among the Malaysians as it was for all the Malaysians.

“I think the 1Malaysia concept been used in the business is to foster unity or togetherness among Malaysian community. Through the usage of the 1Malaysia logo, they want the consumers feel patriotic by buying the products and help the government to achieve their objectives.” Respondent [2]

The following sub-theme that explains the perception of consumers towards the 1Malaysia logo is to promote 1Malaysia concept. Based on the interview sessions, there was respondent who mentioned that the 1Malaysia logo been used in the business is as a way of promoting the 1Malaysia concept; it is a way of promoting the concept of 1Malaysia among the Malaysians.

“1Malaysia concept it just a way of promotion by Government to give people the nation spirit. The Government did this to increase the economic level of Malaysia. This is because through the business, they want to increase the spirit of Malaysians as the business is an easy medium to influence the people. Regarding the feeling, I just feel normal as I kept seeing it gives motivation and spirit.” Respondent [10]

The following sub-theme that could explain the perception towards the 1Malaysia logo is about the quality of the 1Malaysia logo. Based on the interview sessions, there are respondents who are at the mentioned that they did not satisfy with the quality of the 1Malaysia logo products as it is low in quality, the respondents mentioned that the products

of 1Malaysia is low quality, some even mentioned that there is products which were has expired.

“It is to build patriotism and it is ok. I want to buy a product, and the brand of the product is the brands that trust on, it’s simply because consider the quality. I have no confidence with 1Malaysia brand because the quality still low.” Respondent [8]

“I have a negative feeling towards 1Malaysia logo in the products. It is because I perceive it as it is not quality enough for me.” Respondent [1]

The following sub-theme that explain the perception towards the 1Malaysia logo is as a strategic tool that been used by the Government to boost the 1Malaysia concept. It had been implemented in the form of 1Malaysia logo to boost the 1Malaysia logo. Respondent 3 mentioned that the 1Malaysia logo has been used in the business as a medium or tool to promote the 1Malaysia concept and respondent 9 mentioned that it is the Government’s effort to boost the 1Malaysia.

“The 1Malaysia brand been used in the business because it is one of the way to market the brand. It helps to create good brand image. By running the business, we might tell that 1Malaysia concept is accepted indirectly. It is one of the strategic tool that used to ensure it is been accepted by the consumers.” Respondent [3]

“I think it will attract the people mind to promote 1Malaysia. It is a Government effort, because I attended a program in Kuala Lumpur that is on Malaysian Transformation Economy. In the program, everything that was given to me is 1Malaysia products include the food, drink and many more. It shows the Government’s effort to boost the 1Malaysia.” Respondent [9]

The following sub-theme that explains the perception towards the 1Malaysia logo is political reason. Based on the interview sessions, there were some respondents who mentioned that they perceive the usage of 1Malaysia logo in the business because of some political reason. The respondents mentioned that the Government tries to attract the public to support them so that the Government implements the 1Malaysia logo to help the people. The respondent felt that the 1Malaysia logo is to attract the public to the politic or towards the Government. Respondent 4 mentioned that the 1Malaysia logo been used because of political games. Respondent 13 and respondent 7 mentioned that the 1Malaysia logo is to attract the people to the political.

“This is one of the political games, and when the Government implement the 1Malaysia logo, it will attract many people to support the Government. Through the slogan, it will attract more support from them.” Respondent [4]

“1Malaysia making profit, the 1Malaysia is to show what the Government has done to the community this because the slogan ‘Rakyat Didahulukan’ and ‘JanjiDitepati’”. It is to show

the Government's planning. As we all know in the general election 2008 the Opposition party touch on the products' price. So the Government did so. Yes, there is involvement of the Government and the brand is to attract the people to the political, especially the local people, maybe it refers to the lower and middle class people." Respondent [13]

"I think this approach is to attract the Malaysian people. They pretended to help the citizens but it is actually attract people to the politic. Although the price is cheaper, but it is actually low in quality." Respondent [7]

The following sub-theme that explains the consumers' perception towards the 1Malaysia logo is because of law enforcement. Based on the interview sessions, the respondents mentioned that they believe or perceive that the 1Malaysia logo is law enforcement by the Government. They believed that the 1Malaysia logo is been implemented because of law enforcement by the Government. Respondent 6 mentioned that it is law enforcement from the Government.

"I think it is a must from the Government that been imposed to the organization, and it is a regulation from the Government to make sure the organization use the brand in their products. It is law enforcement." Respondent [6]

The following sub-theme that explains the consumers' perception towards the 1Malaysia is because of the business opportunity. Based on the interview session, there were two respondents who mentioned that she perceived the implementation of 1Malaysia logo is to provide business opportunities to the public. That is to say, the respondents perceived the 1Malaysia logo for the business purposes.

"I think because business, we will try to low the cost and will earn more money. I don't know, I don't have much experience. If you open a restaurant, and you come out with your own food brand, you don't have to buy expensive ingredients or products. The 1Malaysia logo is in affordable price. It is good enough for you to make a good food. In terms of internal meaning of the usage of the brand in business" Respondent [12]

"1Malaysia logo been used in the organization, because it is just a method of the Government in giving chances to the public by giving business to the public. It is a way of helping people." Respondent [1]

The following sub-theme that could explains the consumers' perception towards the 1Malaysia logo is the easy accessibility. Based on the interview sessions, there were respondent who mentioned that the 1Malaysia logo is the products which are could be access easily. Respondent 12 mentioned that the 1Malaysia product can get easily from the 1Malaysia stores that available in many places.

"1Malaysia product is easy to get as it has own store that is 1Malaysia store. We do not need to go other places and can buy in the store." Respondent [12]

“It is also very accessible in one stop shopping centre.” Respondent [13]

The following sub-theme that could explain the consumer's perception towards the 1Malaysia logo, it is disagreement. Based on the interview sessions, there was one respondent who mentioned that he did not agree with the 1Malaysia logo as he mentioned that in terms of the marketing, a brand should possess a certain meaning that really attractive and competitive.

“I think it is just propagating by the Government of the 1Malaysia concept. I think it is not suitable for the business because in marketing a brand 1Malaysia must have a meaning.” [Respondent 7]

The following sub-theme that could explain the consumers' perception towards the 1Malaysia logo is the impact. The impact of the 1Malaysia logo was explained the consumers' perception towards the 1Malaysia logo. That is to say, the impact that the 1Malaysia logo gave to the consumers, respondent 12 mentioned that the product packaging did not give impact to her. Respondent 1 also thinks that the 1Malaysia logo did not impact to her. Respondent 7 mentioned that it does not give impact to her.

“The brand doesn't attract as the packaging don't give impact to us. The consumers just buy as the product still the same.” Respondent [12]

“I think that 1Malaysia logo has no impact to me in purchasing the product, I never choose the product because of the logo, and it is just because of the necessity.” Respondent [1]

“Actually, I don't wish to buy the product. I have experience by the 1Malaysia brand products. It gives negative effect to me and many people said so too. In terms of packaging it is not attractive too.” Respondent [7]

In terms of the consumers' perception, the most important sub-theme that been discussed was the impact. That is to say, the study was tried to look into the impact of the 1Malaysia logo towards the consumers through getting to know the consumers' perception on this. The study found out that the logo has no impact to consumers, as there are eight respondents who mentioned that the logo does not give impact to them.

“The brand doesn't attract as the packaging don't give impact to us.” Respondent [13]

“...gives negative effect” Respondent [7]

“It is nothing.” Respondent [6]

4.4 Expectation

The finding shows that the hope towards the 1Malaysia logo among the consumers can be explained through a few sub-themes. Based on the interview sessions, the respondents have differed kinds of hope towards the 1Malaysia logo. The sub-theme that could explain the hope towards the 1Malaysia logo is commercialized. The respondents are hope that the 1Malaysia logo will be commercialize widely. The respondents are hope that the 1Malaysia products will be commercialize by exporting the products to the other countries. Respondent 5 mentioned that hope that the 1Malaysia logo products been export to the other countries. Respondent 6 and 7 also mentioned that the brand will be export to other countries.

“I hope to see many products of 1Malaysia logo, and it will be export to overseas and this can boost the name of Malaysia.” Respondent [5]

“I hope it can be export to other countries and make it more commercial. About the price, it is cheap compared to other normal things.” Respondent [6]

“I hope the brand will be export to other countries; the quality of the product should be improved. I think the 1Malaysia logo should be change to something that can attract, the packaging should be changed and the quality should be improved.” Respondent [7]

The following sub-theme that could explain the hope towards the 1Malaysia logo is continuous effort. There are respondents who are hope that the 1Malaysia logo will be a continuous effort by the upcoming leader. The respondents mentioned that the initial idea was from the current Prime Minister of Malaysia; however the respondents hope that the idea or the 1Malaysia logo will be continued by the upcoming Prime Ministers. Respondent 2 mentioned that the 1Malaysia is right and should be continued by next Prime Minister. Respondent 3 also mentioned that the 1Malaysia logo will exist when the next Prime Minister comes in and it will help the poor people.

“Actually, the 1Malaysia logo is good as the effort to unite the society. My hope is 1Malaysia logo should be continued by the next Prime Minister as well.” Respondent [2]

“It is a good move since we can symbolize unity, make it more establish and the products need to upgrade the quality of the product. I hope when the next Prime Minister comes in, the 1Malaysia logo still exist and will last longer and helping the poor people.” Respondent [3]

The following sub-theme that could explain the hope towards the 1Malaysia logo is more products. Based on the interview sessions, the respondents are hope that there will be more 1Malaysia logo products, it is not should be limited only, there must more products of 1Malaysia logo. Respondent 4 hopes that there will be more products on the 1Malaysia logo. Respondent 5 hopes that could see more 1Malaysia logo products and will be export

to overseas. Respondent 10 hopes that the Government will emphasize the 1Malaysia logo to more products.

“I hope the Government will produce more Malaysia brand products which equal to other brands. I hope the quality will be improved.” Respondent [4]

“I hope to see many products of 1Malaysia logo, and it will be export to overseas and this can boost the name of Malaysia. Respondent [5]

“I hope the Government will increase the quality of the 1Malaysia logo and emphasis it to more products. When the 1Malaysia logo is there but with a low quality it is no point” Respondent [10]

The following sub-theme that explains the hope towards the 1Malaysia logo is attractive. The attractive that means in this context is attractive in terms of quality of the 1Malaysia products. Based on the interview sessions, the respondents mentioned that the hope the quality of the 1Malaysia logo products will be better or increase. Respondent 2 mentioned that the Government could upgrade the quality of the products by collaborating with famous companies. Respondent 3 mentioned that the quality of the products needs to be upgraded. Respondent 4 also hope that the quality of the products will be improved. Almost all the respondents mentioned that the quality of the products should be improved.

“I heard the quality of the products was not too good maybe they can upgrade the quality by cooperating with famous company and not with any low quality company.” Respondent [2]

“It is a good move since we can symbolize unity, make it more establish and the products need to upgrade the quality of the product” Respondent [3]

“I hope the quality will be improved.” Respondent [4]

The following sub-theme that explains the hope towards the 1Malaysia logo is tester. Based on the interview sessions, there was a respondent who hope the 1Malaysia products will be available for trial usage that is to say for the testing for the consumers. That will create a more trust too use a product. Respondent 1 mentioned that the products should be introduced to the public for them to try it and gives appropriate feedbacks.

“I expect the 1Malaysia logo will be more attractive in terms of the quality. The Government has to play a big role whereby they firstly have to introduce to the public like a trial for them.” Respondent [1]

Based on the findings, the study found out that the above theme that is the expectation towards the 1Malaysia logo and the products was the products to be attractive in terms of the quality. That is to say, eight of the respondents mentioned that they expecting the

quality of products to be improved or to be better. Most of the respondents mentioned that the quality should be increased as they perceive that the quality of the products with 1Malaysia logo is not good in the quality.

5. Recommendation

Based on the findings, the study would like to make a few recommendations towards the 1Malaysia logo on the products. Firstly, the study suggests that the products with 1Malaysia logo should go through some branding activities. Specifically, the 1Malaysia logo should be replaced with some other logo which is much more attractive instead of using the 1Malaysia logo. This is because the 1Malaysia logo have been created or developed a prejudice towards the products with 1Malaysia logo as this has been perceived as low quality products and this has developed some bad perceptions towards the products with 1Malaysia logo. The logo on the products somehow has created a bad image among consumers, so that in order to create or develop a new image among then consumers, it is important to do some branding on the 1Malaysia logo. With the current perception on the 1Malaysia logo on the products it will not be an effective to attract the consumers.

Secondly, the branding should also focus on the quality of the products. Based on the findings, the respondents perceived that the quality of the products with the 1Malaysia logo is very poor and it has created a negative impact among the consumers as it has affected the purchasing of the product among the consumers. The consumers tend to reject the particular products because they perceive that the products with the 1Malaysia logo are not quality enough and it has created a negative perception among the consumers. The quality of the products with the 1Malaysia logo need to be improve that equals to other establish brands. The improvements in terms of the quality of the products are really vital to change the perception of the consumers towards the products with the 1Malaysia logo as it will try to create a good image among the consumers.

The researcher recommended that the 1Malaysia logo on the products should not get the involvement of the Government as the consumers perceive that there is some internal meaning to attract the public to support the Government. The Government has to provide a clear message on the usage of 1Malaysia logo on the products in the business sectors. Through providing a clear message or information on the usage of 1Malaysia logo on the products, it will not lead the people to misinterpret and prejudice towards the usage of the 1Malaysia logo on the products.

Reasonable pricing may attract many to shop at KedaiRakyat 1Malaysia. Even as Kedai Rakyat 1Malaysia (KR1M) shops are becoming increasingly popular, there still remain people who wonder whether these conveniently located stores, aimed at providing items of essential need at reasonable rates, can actually cater to the daily needs and taste of

Malaysians who certainly want value for money. So, the government should have considered minimize the price of products.

6. Conclusion

As a conclusion, the study provides an understanding on the influence and the impact of the 1Malaysia logo on the products towards the consumers. The study explores how actually the 1Malaysia logo on the products influences the consumers and to what extent the influences are. The study will provide an understanding on how the consumers perceive the 1Malaysia logo on the products; it will give an advantage to the manufacturer and the Government to know on the implementation of the 1Malaysia logo on the products. This could provide an understanding to the business sectors on how the consumers perceive the 1Malaysia logo. The finding of the study also could contribute to the policy makers to implement the 1Malaysia logo on the products and to the manufacturers who would like to adopt the 1Malaysia logo on their products. The study has describe in detail in what perspectives the influence of 1Malaysia logo been taken into consideration by the consumers and get to know to what extent the 1Malaysia logo on the products is effective. As for the limitation of this research, knowledge produced might not generalize to other people or other settings. Findings might be unique to the relatively few people included in the research study. The results are more easily influenced by the researcher's personal biases and idiosyncrasies.

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