

**A STUDY ON CONSUMERS' ACCEPTANCE OF
CHICKEN SUPPLY
THROUGH INNOVATIVE DIRECT DISTRIBUTION
AS AN ALTERNATIVE CHANNEL**

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ABSTRACT

The Minister of Internal Trade and Consumer Affairs has proposed direct distribution for chicken in order to minimize the increase in retail price. With the elimination of intermediaries in the current distribution channel, distribution functions are shifted backward in the channel and performed only by chicken producers. Innovative direct channels can facilitate convenience to chicken producers and offer additional product augmentation to customers. The objectives of this research paper are to explore the possibility of implementing innovative types of direct distribution to sell chicken and to analyse consumers' attitudes toward the existing channel of distribution for chicken as compared to the proposed nontraditional channels.

This is an exploratory study based on sample survey using questionnaires. The survey utilised the interview method in obtaining information from respondents. Respondents were asked a variety of questions regarding their opinions and attitudes toward the existing distribution of chicken as compared to the possible types of unconventional direct distribution channels such as "Manufacturer Retail Outlet", "Home Delivery" and "Drive-In". The type of sampling conducted was convenience sampling, a nonprobability sampling.

The research findings revealed that most consumers are in favour of the current conventional distribution outlet than the proposed nontraditional channels of distribution when purchasing meat i.e. chicken. This research indicated that a high degree of consumers' awareness, learning and comprehension have to be achieved to facilitate acceptance and adoption of innovative direct marketing channels in the distribution of chicken.