

# **Mass Customisation: A Study of Malaysian Consumer**

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## **Abstract:**

Many companies are recognizing the need to provide excellent services to the consumers and mass customization has been seen as a savior to provide a unique value to consumers. This study aims to gauge the satisfaction level of the Malaysian consumers on the present offering of mass-produced products and consumer's awareness of the concept of mass customization. This study also evaluates consumer's willingness to accept mass customized products.

## **Key words:**

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