

**EFFECT OF PROMOTION FACTORS TOWARD THE LEVEL OF
CUSTOMER AWARENESS OF REMIX MAGAZINE PUBLISHED
BY UTUSAN MELAYU (MALAYSIA) BERHAD AT
BANDAR BARU BANGI IN YEAR 2008**

NUR FARHANA BINTI OMAR

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA**

2008

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
UITM, MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Nur Farhana Binti Omar, 860919-23-5500

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: Nur Farhana Omar

Date: 29 APRIL 2008

LETTER OF SUBMISSION

28th April 2008

The Head of Programme
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“Effect Of Promotion Factors Toward The Level Of Customer Awareness Of Remix Magazine Published By Utusan Melayu (Malaysia) Berhad At Bandar Baru Bangi In Year 2008 ”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,



NUR FARHANA BINTI OMAR

2005639617

Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
 CHAPTERS	
 1 INTRODUCTION	
1.1 Introduction and Background of Study	1
1.2 Background of Organization	3
1.3 Problem Statement	6
1.4 Research Objective	7
1.5 Research Question	8
1.6 Theoretical Framework	8
1.7 Hypothesis	10
1.8 Significant of Study	10
1.9 Time Frame	11
1.10 Scope of Study	12
1.11 Definition of Terms	12
1.12 Limitation	13
 2 LITERATURE REVIEW	
2.1 Promotion	14
2.21 The Promotional Mix	16
2.2 Customer Awareness	21
2.2.1 Level of Customer Awareness	23
2.2.2 The Dimension of Brand Awareness	24
2.3 The Promotion Factors Contribute in Customer Awareness	25
 3 RESEARCH METHODOLOGY	
3.1 Data Collection Method	29
3.2 Research Design	30
3.3 Sampling Design	31
3.3.1 Sampling Technique	31
3.3.2 Sampling Sizes	32
3.3.3 Sampling Frame	32
3.4 Target Population	33
3.5 Questionnaire Design	34
3.6 Field Work and Interview	35
3.7 Preparation and Analysis Data	35

ABSTRACT

This research conducted focusing on the “The Effect of Promotion Factors toward Level of Customer Awareness of REMIX Magazine”. As a new magazine in the industry, Utusan Melayu realizes that customer awareness is very important to ensure the successful of REMIX magazine performances in term on sales. The main objective of this study are (1) to identify the level of customer awareness toward REMIX magazine, (2) to determine which promotion factors such as choice of promotion tools, frequency of promotion activities and creativity of promotion activities that influence customer awareness, (3) to identify which promotion’s factor the most influence customer awareness and (4) to suggest an improvement of promotion factors provided by Utusan Melayu (Malaysia) to increase level of customer awareness.

The respondents of this study were public people including teenagers and adults in Bandar Baru Bangi area. 50 questionnaires had been distributed among them. The researcher had used convenience sampling as the sampling technique. The process of analyzing and interpreting data has been presented with tables and graphs using method such as frequency analysis, descriptive analysis and Pearson Correlation. The result shows that it has high level of customer awareness and all those factors have significant influences toward level of customer awareness. This research also shows that the choice of promotional tools is the major factor that contributes to the level of customer awareness.