THE AUDIENCE’S PERCEPTION TOWARDS RTM’S TV PROGRAMS AND ITS CORPORATE IMAGE IN SELANGOR

NURSYAMIMI MOHD ANUAR

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

FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA

2006
“DECLARATION OF ORIGINAL WORK”

I, Nursyamimi Mohd Anuar (I/C Number: 831217-03-5384)

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 or any other degrees

• 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: [Signature]

Date: 4th Dec, 2006
LETTER OF SUBMISSION

27th November 2006

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE AUDIENCE’S PERCEPTION TOWARDS RTM’S TV PROGRAMS AND ITS CORPORATE IMAGE IN SELANGOR” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NURSYAMIMI MOHD ANUAR
2004243529
Bachelor of Business Administration (Hons) Marketing
TABLE OF CONTENT

ACKNOWLEDGEMENT iv
LIST OF TABLES ix
ABSTRACT x

CHAPTER ONE: INTRODUCTION

1.1 Introduction 2
1.2 Background of Company 2
1.3 Background of Study 6
1.4 Problem Statement 7
1.5 Research Questions 8
1.6 Research Objectives 8
1.7 Theoretical Framework 9
1.8 Scope of Study 11
1.9 Significant of Study 11
1.10 Limitation
1.10.1 Time Frame 11
1.10.2 Cost 12
1.10.3 Inexperience 12
1.10.4 Lack of Cooperation from Respondents 12
1.11 Definition of Terms 12
ABSTRACT

The purpose of this research is to study the audience's perception towards RTM’s TV programs and its Corporate Image in Selangor. Moreover, this study is to identify the attributes that influence the sensitivity of audience towards the value of TV programs offered by RTM and to find out the attributes of RTM's corporate image which affects the perception of the audience. It is believed that the programs offered will determine whether the audience have a good or poor perception towards RTM’s image.

The findings showed that most of the audience were agreed with the attributes for TV programs offered by RTM as well as its Corporate Image. The researcher is also able to give some recommendations and suggestions on how to improve some of the areas in gaining a good perception of the audience towards RTM’s TV programs and corporate image after the analysis, findings and interpretation.

In this study, researcher used questionnaire techniques and other secondary data such as reports, database, and so on for data collection. Based on reliability test, frequency analysis, and cross tabulation analysis, a clear findings and result is observed.