
AMIR HUSSEIN BIN MOHD SHARIFF

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

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

2007
I, Amir Hussein Bin Mohd Shariff, (I/C: 851210-14-5925)

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 acknowledgement.

Signature:  

Date: 11/05/2007
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>ACKNOWLEDGMENT</th>
<th>iv</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIST OF TABLES</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>viii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>ix</td>
</tr>
</tbody>
</table>

## CHAPTERS

### 1. INTRODUCTION

1.1 Introduction
1.2 Problem Statement
1.3 Research Question
1.4 Research Objective
1.5 Scope of Study / Population
1.6 Time frame of study
1.7 Definition of Terms
1.8 Limitations of Study

### 2. LITERATURE REVIEW

2.1 Road Show Promotion
2.2 Road Show Effectiveness
2.3 Sales Person Variables
2.4 Product (Package) variables
2.5 Place (Promotion Booth)
2.6 Theoretical Framework
2.6.1 Sales Person
2.6.2 Product (Package)
2.6.3 Age
2.6.4 Income
2.6.5 Place (Promotion Booth)

### 3. RESEARCH METHODOLOGY AND DESIGN

3.1 The Data Collection (Primary)
3.2 Primary Data
3.3 Secondary Data
3.4 Research Design
3.5 Conclusive Research Design
3.6 Causal Research
3.7 Questionnaire
3.8 Sampling
3.9 Target Population
3.10 Sampling Design Process
3.10.1 Defining Target Population
3.10.2 Determining Sampling Frame
3.10.3 Select Sampling Technique
3.10.4 Determine Sample Size
4. ANALYSIS AND INTERPRETATION OF DATA

4.1 Introduction
4.2 Reliability Test
4.3 Summary Statistic of Frequency Analysis
   4.3.1 Respondent profile
4.4 Relationship between A’Famosa frequencies in buying Road Show Promotion package with customer demographic profile
   4.4.1 Income Variables
   4.4.2 Age Variables
4.5 Relationship between A’Famosa Road show with the Sales Person variables
4.6 Relationship between A’Famosa Road show with the Package variables
4.7 Relationship between A’Famosa Road show with the promotion booth variables
4.8 Relationship between A’Famosa Road Show with Sales Person, Product (packages), and Promotion Booth

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction
5.2 Conclusions
5.3 Recommendation

BIBLIOGRAPHY

APPENDICES

Appendix I - Questionnaire
Appendix II - Frequencies tables, Cronbach’s Alpha table, F-test, T-test, R-Square
Appendix III - Sample Size for a Given Population
Appendix IV - List of Population
ABSTRACT

The purpose of this study is to evaluate the effectiveness of road show promotion of A'Famosa Sales and Marketing Sdn. Bhd. in Kuala Lumpur. This is done by identifying several variables, which are thought able to give positive impact to sales, through surveys conducted on A'Famosa road show customers. Several analyses are carried out to evaluate the effectiveness. Methods such as frequency, cross-tabulation and correlation analysis are used in this research. This study is conducted by using probability sampling with questionnaires distributed to A'Famosa road show customers; a total of 50 respondents answered the questionnaires.

The three main variables identified in this study are Sales Person, Packages and Promotion Booth. These are thought to be the key variables in determining A'Famosa road show effectiveness. Demographic profiles of customers (age and income) are also used while determining the frequency of purchase of A'Famosa packages. Data analysis is conducted by using the SPSS program. Data analysis like frequency analysis, cross tabulation, regression analysis and the ANOVA test are employed in this study. For the findings, sales person variables are the most really affect the promotion performance. The packages and promotion booth variables are not the key that really give affects the road show performance. Sales person got highest significant value that really affect road show promotion.