



**FACTORS INFLUENCING THE BRAND AWARENESS
TOWARDS MALAYSIAN NATIONAL NEWS AGENCY
(BERNAMA). “A CASE STUDY IN WANGSA MAJU,
KUALA LUMPUR”**

**NUR MASTURINA BINTI OMAR
2009453884**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA KELANTAN**

APRIL 2011



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA KELANTAN**

“DECLARATION OF ORIGINAL WORK”

I, Nur Masturina binti Omar, (881027-03-5768)

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:

Date:

ACKNOWLEDGEMENT

In the name of ALLAH S.W.T, the Almighty, Lord of the Universe, peace upon his messenger, Nabi Muhammad S.A.W.

Firstly, I would like to acknowledge the many people who have helped contribute towards the successful completion of this project paper. I faced many challenges and obstacles in getting the project paper done.

My thanks and gratitude goes to Madam Ruhani Muhamad as my first advisor for her patience in giving her advice to me, her wealth of knowledge, valuable guidance and experience in preparing this thesis. A special thank you also goes to my second advisor, Madam Nor Zuriati Amani Abdul Rani for her guidance in helping me complete the project paper.

I would like to thank all the staff at my practicum industry in Malaysian National News Agency (BERNAMA) especially to Cheah Yoke Fong and Norena Wati Yaacob as my supervisor and all the other staff of the company for the working experience and all the beneficial resources provided there. I will appreciate all the cooperation and knowledge given to me during the practical training. A lot of thanks for providing me with the data resources and allowing me to use the company facilities.

To my beloved parents, Mr. Omar bin Haji Mat and Madam Hashimah Abdul Hamid for give me a support in order to complete this report. Very special thanks for their continuous support during my study. Besides, also lots of thanks to my friends for their patience, advice, sharing of knowledge, ideas and support that helped me in finishing the project paper. Last but not least, thank you to anyone who was involved directly or indirectly with this research.

ABSTRACT

The research tries to examine factors that can influence the brand awareness towards Malaysian National News Agency (BERNAMA), a case study in Wangsa Maju, Kuala Lumpur. The first factor that researcher try to find is advertising. Nowadays, advertising plays a high role especially to create the brand awareness. The second factor that researcher try to examine is brand trust on web. Brand trust on web is familiarity analysis when building the trusting brand relationship The development and maintenance of consumer brand trust on the Web is at the heart of companies' marketing plans, especially in the face of highly competitive markets with increasing unpredictability and decreasing product. The researcher tries to examine whether brand trust on web can influence BERNAMA or not. For the last factor that researcher try to examine is corporate reputation. Corporate reputation includes basic components, such as the image and quality. Corporate reputation helps the companies to get good employees, attract consumers, and increase consumers' loyalty, which may be implemented as a factor of competitive performance and useful in obtaining the capital. Without good reputation it is very difficult for a company to survive or to make progress. From this research we can see there is relationship between advertising, brand trust on web and corporate reputation, which are influencing the brand awareness towards BERNAMA.

TABLE OF CONTENTS

<u>CONTENTS PAGE</u>	<u>PAGE</u>
DECLARATION OF ORIGINAL WORK	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
<u>CHAPTER 1: INTRODUCTION</u>	
1.0 INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	3
1.2 STATEMENT OF THE PROBLEMS	9
1.3 RESEARCH OBJECTIVES (RO)	10
1.4 RESEARCH QUESTIONS (RQ)	11
1.5 HYPOTHESIS	11
1.5.1 RESEARCH HYPOTHESIS	11