“A STUDY ON FACTOR INFLUENCING READER’S PREFERENCES TOWARD ONLINE MAGAZINE AT KUMPULAN MEDIA KARANGKRAF”

ADVISOR:
PUAN WAN MARHAINI BINTI WAN OMAR

SECOND EXAMINER:
PUAN NORASEKIN BINTI AB RASHID

NADIAH SYAIRAH BINTI MAZLAN
(2010478802)
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT MARA
UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA BHARU, KELANTAN

JUNE 2012
ACKNOWLEDGEMENT

Bismillahirrahmanirrahim…

In the name of ALLAH S.W.T, Most Merciful and Most Gracious. All praises to ALLAH, God of the Universe and Peace Open of HIS Messenger.

At first, I would like to give a big thanks to Madam Wan Marhaini Bt Wan Omar as my advisor for her knowledge, guidance and experience in helping me finishing this research. A special appreciation to Madam Norasekin Abd Rashid as my second examiner for her valuable guidance in helping me understand more about the research conducted.

In addition, a huge appreciation to all staff Event Management at my practicum industry in Kumpulan Media Karangkraf, Shah Alam. This gratitude especially for Mr. Taqiyudin Yusof for his attention and knowledge in supervise me during practical. Not forgotten, to all staff that really helpful and friendly in assists me understanding more about work environment and give me a wonderful experience that I never had before.

To my family and friends, a special gratitude to all for supporting and encouraging me to complete this research. And last but not least, thank you to anyone who directly or indirectly involved in making me complete this task.

Thank You,

Nadiah Syairah Bt Mazlan

2010478802
ABSTRACT

The title of this research is a factor influencing reader’s preferences toward online magazine that published by Kumpulan Media Karangkraf. The general objective for this research is to determine what the factor that contribute the reader choose online magazine as their preferences to read magazine that published by Kumpulan Media Karangkraf. The researcher intends to identify the relationship between conveniences, technology, perception and cost toward the reader’s preferences in choosing reading materials. The researcher used convenience sampling as techniques to collect 150 respondents randomly through online ways like used social networking like Facebook and Twitter and Email to complete questionnaire survey. It is because the researcher more focuses on student who are read magazine through online. The researcher use Google document as a way to distribute questionnaire. The period to collect the complete data is about one month from May until June. The data analysis techniques used in this researcher are descriptive analysis, reliability analysis, multiple regression analysis, and coefficient and correlation analysis. Based on the findings, perception factor have a relationship and significant with the reader’s preferences toward online magazine. However, convenience, technology and cost were found to be insignificant with the reader’s preferences toward online magazine. Since the online reading material is a one of the trademark or reading material use by Kumpulan Media Karangkraf, we suggest that this published company needs to create more attractive website of their magazine in order to increase the reader preferences toward online magazine
# TABLE OF CONTENT

LETTER OF TRANSMITTAL........................................................................................................... ii

LETTER OF AUTHORIZATION.................................................................................................... iii

ACKNOWLEDGEMENT ................................................................................................................. iv

TABLE OF CONTENT.................................................................................................................. v-vii

LIST OF TABLES........................................................................................................................... viii

LIST OF FIGURE........................................................................................................................... ix

EXECUTIVE SUMMARY............................................................................................................... x

CHAPTER 1: INTRODUCTION

1.1 Background of Study............................................................................................................ 1-2

1.2 Background of
Company..................................................................................................................................... 3-6

1.3 Research Problem............................................................................................................... 7-8

1.4 Research Objectives........................................................................................................... 9

1.5 Research Questions.......................................................................................................... 10

1.6 Theoretical Framework..................................................................................................... 11

1.7 Hypothesis...................................................................................................................... 12

1.8 Significant of Study
1.8.1 To the researcher............................................................................................................. 13

1.8.2 To the Kumpulan Media Karangkraf.............................................................................. 13-14

1.8.3 To the body Knowledge................................................................................................ 14

1.9 Limitation of Research
1.9.1 Lack of Skill and Experience ........................................................................................ 14

1.9.2 Commitment from Respondents................................................................................. 15

1.9.3 Getting a Reliable Answer........................................................................................... 15

1.10 Definition of Term
1.10.1 Convenience................................................................................................................ 16

1.10.2 Technology.................................................................................................................. 16

1.10.3 Perception.................................................................................................................... 16

1.10.4 Cost................................................................................................................................ 16

1.11 Scope of Study.................................................................................................................. 17
CHAPTER 2: LITERATURE REVIEW

2.0 Introduction ........................................................................................................ 18

2.1 Reader Preference’s ............................................................................................. 18-19

2.2 Convenience ....................................................................................................... 19-20

2.3 Technology ......................................................................................................... 21-22

2.4 Perception ......................................................................................................... 23-24

2.5 Cost .................................................................................................................... 25

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction ....................................................................................................... 26

3.1 Research Design ............................................................................................... 26

3.2 Data Source

   3.2.1 Primary Data ............................................................................................... 27

   3.2.2 Secondary Data .......................................................................................... 27-28

3.3 Sampling Design

   3.3.1 Target Population ...................................................................................... 28

   3.3.2 Sampling Technique .................................................................................. 28

3.4 Measurement and Scaling ................................................................................ 29

3.5 Data Collected Method

   3.5.1 Questionnaire Design ................................................................................. 29

   3.5.2 Pilot Testing ............................................................................................... 30

   3.5.3 Fieldwork .................................................................................................. 30

3.6 Data Preparation ................................................................................................ 32

3.7 Data Analysis

   3.7.1 Descriptive Analysis ............................................................................... 31

   3.7.2 Reliability Analysis .................................................................................... 31-32