



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA  
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**THE EFFECTIVENESS OF PROMOTION TOOLS TOWARD  
CUSTOMER AWARENESS: A CASE STUDY AT ELIXIR STORE, KOTA  
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## **ABSTRACT**

The objective and scope of the study is to identify the effectiveness of promotion tools toward customer awareness. There are three promotion tools that contribute to this problem which is advertising, sales promotion and personal selling. So from the study the researcher wants to know whether the promotion tools have the relationship or not in customer awareness. The researcher needs to find a lot of reference for the literature review to support the data for this study. The researcher found the literature review from the references books, journals and also website. Beside that, the researcher also studies a previous thesis as references to more understanding. The literature review is collected from journal and books. By doing this research, the researcher using primary data and secondary data as sources in gathering information. Researcher have distribute 110 the questionnaire to the respondents. For the sampling technique, the researcher used stratified random sampling. For the finding and analysis, the researcher has used SPSS to analyze the data. Researcher use frequency distribution analysis, reliability analysis, correlation analysis and multiple analysis that found all independent variables directly influence the dependent variable. The hypotheses on variables are tested by using Hypothesis Testing and the results show that all variables are significant. From the findings, it shows that Personal Selling is the most effective to create customer awareness and sales promotion is the least important attribute for Elixir Store while it follow by advertising. For regression analysis, all hypothesis is accepted. Lastly, recommendations are suggested to the both of research agencies for their further improvement. Among the recommendations are improving service quality, manipulate good marketing strategy and increase the service knowledge. Lastly, recommendations are suggested to the both of research agencies for their further improvement. Among the recommendations are improving advertising activities, varying sales promotion and involve in internet marketing.