A STUDY ON THE CUSTOMERS' PERCEPTION TOWARDS RADIO ADVERTISING

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ABSTRACT

The main propose of this study is to obtain information with regard to the customers that is referring to the business communities' perception towards radio advertising in Radio Television Malaysia (RTM) Kota Kinabalu. At the same time, this study also want to know the reasons why they do not use radio advertising, which radio programs place the most advertisement and to propose ways to increase their awareness which related to their perception.

The survey is based on distribution of questionnaire to the respondents as the research designed used to measure their perception. The survey was conducted among 30 respondents by using the convenience sampling technique which the procedure was simple to conduct and the results were analyzed by using Statistical Packages for Social Science (SPSS).

Based on the result and findings, it can be concluded that most of the respondents have a favorable perception towards radio advertising and this has been proved through the frequency of advertising whereby most of them advertise every month per year in RTM. Beside that, most of the respondents choose radio to advertise because of assurance and the most preferred radio channels by the respondents to advertise is the Malay Channel. In addition, most of the respondents suggested that RTM should used advertisement in order to increase the customers' awareness towards radio advertising.