



**A STUDY ON THE CUSTOMERS' PERCEPTION  
TOWARDS RADIO ADVERTISING**

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<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
<b>DECLARATION OF ORIGINAL WORK</b>	ii
<b>ACKNOWLEDGEMENT</b>	iv
<b>LIST OF TABLES</b>	v
<b>LIST OF FIGURES</b>	vi
<b>DEFINITION OF TERMS</b>	vii
<b>ABSTRACT</b>	viii
<b>CHAPTER 4: ANALYSIS AND INTERPRETATION OF DATA</b>	
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background of Study	1
1.2 Problem Statement	5
1.3 Objectives	6
1.4 Research Questions	7
1.5 Scope of Study	8
1.6 Significance of Study	9
1.7 Limitations of Study	10
<b>CHAPTER 2: LITERATURE REVIEWS</b>	
2.1 Radio Advertising Can Improve Sales	11
2.2 The Effectiveness of Radio Advertising Contribute To An Increase in Revenue	13
2.3 Radio Listeners at the Age of 10 Years and Above Are Increase	14
2.4 The Strength and Limitation of Radio Advertising	15
2.5 RTM Kota Kinabalu Current Marketing Strategy	18

## **CHAPTER 3: RESEARCH METHODOLOGY**

PAGE

3.1	Introduction	22
3.2	Data Collection	22
	3.2.1 Primary Data	23
	3.2.2 Secondary Data	24
3.3	Data Analysis Procedures	25

## **CHAPTER 4: ANALYSIS AND INTERPRETATION OF DATA**

4.1	Findings and Analysis	26
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## **CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS**

5.1	Conclusion	42
5.2	Recommendations	44

<b>BIBLIOGRAPHY</b>	46
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## **APPENDICES**

Appendix I – Cover Letter	47
Appendix II – Questionnaire	48
Appendix III – Example of Product offer in RTM	50
Appendix IV – FM Emitter in Sabah	52
Appendix V – Name List of Business Communities	54

## 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.

CHAPTER 1

INTRODUCTION