

DECLARATION OF ORIGINAL WORK

**THE MINISTRY OF DOMESTIC TRADE AND CONSUMER
AFFAIRS (MDTCA): A STUDY ON THE EFFECTIVENESS OF
CONSUMER CAMPAIGNS**

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

SITI KHATIJAH BTE KHALID

UNIVERSITI TEKNOLOGI MARA

SABAH

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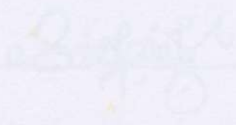
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ABSTRACT

This research is compulsory for students in their final semester in Bachelor of Business Administration (Hons) Marketing. This research entitled **“The Ministry of Domestic Trade And Consumer Affairs: A Study on The Effectiveness of Consumer Campaigns”**

The first chapter contains the introduction and background of study, which include the scope, problem statement, the research objectives, research questions, and the significance of study, limitations of study and the definition of key terms used in this research. The purpose of this study is to identify the effectiveness or ineffectiveness of consumer campaigns that organized by MDTCA. It also attempts to find out the factors that contributed to the effectiveness or ineffectiveness if the campaign. Apart from that, the researcher was give recommendation to improve the effectiveness of the campaigns.

The second chapter is the literature review. Relevant information taken from books, journals and other printed sources that help o support the research. The third chapter explains the methods used in the research. Besides, in this chapter also states the sampling techniques to help researcher in conducting the research.

The study conducted among 120 of respondents in Kota Kinabalu by using the stratified sampling. The results were analyzed and computed for frequency and cross tabulation, which were then presented in tabular and graphic form. It hopes that by doing this research will support the MDTCA in improving the consumer campaigns from time to time.