



**THE EFFECTIVNESS OF PROMOTIONAL MIX IN CREATING AWARENESS
AMONG CUSTOMER OF SERVICE SECTOR**

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ABSTRACT

The purpose of this research is to study the effectiveness of promotional mix in creating awareness among customer of service sector. Thus, this study based on consumer in Kota Kinabalu whereas samples are chosen among 200 respondents. The research used certain method attain the result for the objective. Cronbach's Alpha reliability test is also used to measure the level of reliability of the research, while Multiple Regression analysis also used to analyze the data which is to show how strong the relationship between both variables and also to show its' significance. Findings of the results through multiple regression analysis revealed that direct marketing and advertising show its significant effect for the study while sales promotion, personal selling and public relation show negative relationship in creating consumer awareness. Based on the findings from this research, the implication and future research of this research will be discussed in this paper.

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Chapter 1

Introduction

This chapter begins with the background of the study, which provides an overview of rapid developments in the shopping mall industry in making economic value for the nation. After that, the problem statement addresses the diverse issues of this study. This is then pursued with statement of research questions, research objectives, scope of the study and significant of study

1.1 Background of Study

In today's borderless business environment, the services sector is becoming more and more critical in driving the market. According to Steve Mariotti, (2010) by far the huge majority businesses started in the 2000s have been service and trade businesses. This has led to intense competition among service business firms. Service industry involves the provision of services to businesses as well as final consumers. The service sector consists of the soft parts of the economy such as insurance, government, tourism, banking, retail, education, and social services. However, according to Holly Wade, (2012) services industry also includes a wide range of business types including repair services, barber shops, fitness trainers, and miscellaneous services. It also includes restaurants, motels, and temporary help agencies. To survive in the dynamic and competitive service environment, there is an ultimate necessity for service business firms to build a competitive edge.

In earlier period, service companies were not responsive about the customers because of less competition in market. But as the time has passed out, the marketing scenario has been changed. Now many service organizations offered to the customers. So the decision has become more complicated for the customers to select the best one. It has also become tricky to select the companies because due to the growing demand