

**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL
STRATEGIES TOWARDS INCREASING OCCUPANCY
RATE AT THE SAUJANA, KUALA LUMPUR**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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- This project paper is the result of my independent work and investigation, except where otherwise stated.
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LETTER OF SUBMISSION

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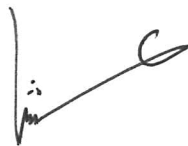
Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES TOWARDS INCREASING OCCUPANCY RATE AT THE SAUJANA, KUALA LUMPUR" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely

A handwritten signature in black ink, consisting of a vertical line with a small loop at the top and a horizontal line extending to the right, ending in a small circle.

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Ashfaq Farhan b. Asri

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ABSTRACT

Promotion is very important to many organizations. A good promotion may promise a good feedback from the customers towards the products and services offered. This project paper is to assess promotion strategies done by The Saujana, Kuala Lumpur. The objective of this research is to identify the effectiveness of promotional strategies by The Saujana in promoting their products and services and to find out customer awareness towards The Saujana products and services.

In getting relevant data, 100 questionnaires were distributed to the selected respondents. The respondents are potential customer of The Saujana at Kuala Lumpur and Klang Valley area. Data collected were analyzed by using Statistical Package for Social Science (SPSS) program. The analysis includes the frequency, and cross-tabulation. Several limitations were faced in completing in this study. The sampling size is small compared to actual populations of The Saujana customers. Therefore, to obtain the correct sample size may required more times and effort which is beyond researcher capabilities and time frame given. Thus, recommendations are included in this project paper in order to help The Saujana to increase the effectiveness of the promotions strategies and create customers awareness towards the products and services.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Tourism has become one of the major industries in Malaysia. The industry contributes to the increase in national income through foreign exchange earning and increase in employment and rural development. Accordingly, the government has given priority to development of the industry in our national development policy. By 1990, with the launching of "Visit Malaysia Year" campaign, the tourism industry had become the third largest source of income for foreign exchange. This was due to the development of new tourism products as well as improved promotion and marketing efforts.

This study is concerned with the effectiveness of the promotion strategies towards increasing occupancy rate of The Saujana Hotel, Kuala Lumpur. Nowadays, some retailers are very concerned about promotional strategies in order to attract more customers to generate the sales and occupancy rates. The function of promotions is to stimulate transactions by making a retailer's marketing input more attractive to potential customers.

When General Hotel Management (GHM) took over operation from Hyatt International Corporation, the monthly occupancy rate from end of May 2005 until January 2006 was below 100%. The occupancy rate includes the walk-in and also group customers. The table below states the figure of occupancy rates of The Saujana, managed by GHM. Figure 1.1 shows that, the occupancy rate at The Saujana was at a highest in May 2005 and it kept decreasing from month to month. The lowest occupancy rate was in January 2006, when it dropped to 57% from 66% in December 2005. The Average Occupancy Rate (AOR) registered in August 2005 was 74%. The dropped occupancy rate was believed to be partly due to the change in name. With the new management they rebuilt

the image from five star hotels to six star hotel and an appropriate promotional strategies and good promotional mix is needed to increase back the occupancy rate.

Month	Occupancy Rate (%)
May	71
June	71
July	68
August	74
September	65
October	60
November	63
December	66
January	57

Table 1.1: The Occupancy Rate of The Saujana, from May 2005 to January 2006

Sources: Front Office Report

According to Lamb, Hair and McDaniel (2000), marketing is an essential part in business today. Marketing is the process of planning and executing the conception pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organization goals. Without marketing, a company cannot put into practice what has already been planned and become a profitable company.

In The Saujana, Kuala Lumpur, the Sales and Public Relation department is the unit that is responsible for promoting services. A promotion is a part of the communication's development process. As Lamb, Hair and McDaniel (2000) stated, promotions is communication by marketers that informs, persuades and reminds potential buyers of a product in order to influence their opinion or elicit a response.

Marketing communications represents the collection of all elements in a brand's marketing mix that facilitates exchange by targeting the brand to a group of customers, positioning the brand as somehow distinct from competitive brands, and sharing the brand's meaning (Shimp, 2003). Marketing communication tools consist of advertising, sales promotions, publicity, sponsorship, points of purchase and direct selling. The company should use all of these tools because it will help them to give information about the company, thereby attracting customers.

1.2 Background of Company

The Saujana, Kuala Lumpur, formally known as the Hyatt Regency Saujana, has been managed by General Hotel Management Ltd. (GHM), Since May 1st, 2005, GHM strives to provide services in hospitality and food and beverage. Hyatt Regency Saujana was managed by Hyatt International Corporation, which has its head office in Chicago, US.

General Hotel Management Ltd. (GHM) is a market leader in conceptualizing, developing and operating an exclusive group of hotels and resorts around the world. Alongside its head office in the United Kingdom, GHM maintains a network of regional offices in Singapore and the United States, as well as sales offices in Malaysia, Australia and Japan.

Established in 1992, GHM's vision is to create a lifestyle experience unique in its intimacy and style, in an environment of comfort where service excellence is exceptional and unrivalled.

Each property reflects a distinct cultural heritage, and provides an exclusive retreat where guests can enjoy elegant accommodation, pampering spa experiences, diverse cuisine, and personalized yet unobtrusive service.

Discerning travelers will find accommodation at The Saujana on a level of high standards. The Saujana a tranquil retreat to nature has 360 rooms in a low-rise setting, comprising of 152 tastefully designed The Club rooms, 3 Presidential Suites, 11 Executive Suites and 5 Junior Suites. All of hotel's rooms are elegantly and comfortably furnished.

Amidst plush greenery and tropical landscape is The Saujana swimming pool. One can either soak oneself or simply enjoy a serene view of the surroundings. Dining at The Saujana is a delightful experience of resort dining each conveniently tucked in a cozy setting. The choices of restaurants and bars are suitable for all occasions, from business lunches to romantic dinners by the lakeside. There are seven food and beverage outlets located in the vicinity of the hotel namely Senja Italian Restaurant, Suria Cafem Kogetsu Japanese Restaurant, Bayu Lounge, Ti-Chen Chinese Restaurant, Golfer's Terrance and the upbeat RP (Rumah Peranakan) Entertainment Centre.

Saujana Golf and Country Club, founded in 1984 is nestled alongside the beauty of the hotel, The Saujana amid two 18-hole golf courses namely 'Palm Course' and 'Bunga Raya Course'. These courses are exquisitely designed for championship play by a renowned golf course landscaping architect. Saujana Golf and Country Club has been voted constantly as Malaysia's No 1 Golf Club and is one of the 100 best Golf Resorts in the world.

1.3 Problem Statement

In general, promotions is the basic prominent in making sure each new firm penetrates the market and keeps sustaining growth for existing firms. However, when the company changes to a new management, the strategies will be slightly different. Promotions cannot be done full swing by the company, thus, the objective of the promotions cannot be achieved or targeted, and it shows in Figure 1.2.

The Saujana, Kuala Lumpur, has been managed by General Hotel Management Ltd. (GHM), since on May 1st 2005, which strives to provide services in hospitality and food and beverage. Before this, The Saujana was called Hyatt Regency Saujana, and was managed by Hyatt International Corporation. The situation which actually plagued The Saujana, Kuala Lumpur, which is little exposure of information about The Saujana's services and lacking in promotion strategies, was one of the major problems. Thus, the occupancy rates will decrease.

At the moment, The Saujana KL is having problems of promoting and communicating after the company changed to the new management. In this study, the researcher will focus on promotional strategies by The Saujana due to their decrease in occupancy rates. The hotel has is facing problem lack of promotional tools. The Promotion tools which include of advertising, sales promotion, direct marketing, publicity, personal selling and the internet are not fully utilized by the hotel. The hotel merely uses advertising aggressively as their promotional tools. Which include printed media (local newspapers and magazines) and also electronic media (television and website).

With no disputes or internal problems in the organization, plus perfect accommodation and facilities, and good support from management, The Saujana, Kuala Lumpur seems to have no problems at all in their operations, with an exception for the marketing and promotions side. As a result of it lacking in advertising and not being able to promote effectively, The Saujana faces problems when introducing the products and services. This is because not many consumers are aware of the establishment of The Saujana and its products and services. Thus, they find difficulties in enhancing customer awareness.

In conclusion, the company needs to find the most suitable marketing communication tool that can be used in promoting its services to bring increasing the occupancy rates.

Statistics	Actual 2004	Actual 2005	Budget 2006
Daily Available Room	386	386/360	360
No. of Rooms Occupied (Paid)	102,885	93,501	95,959
Occupancy in %	72.8 %	67.5%	73.0%
Average Room Rate	168.68	175.56	187.81
Guest Per Room	1.26	1.26	1.26

Table 1.2: The Statistics of Income Statement, The Saujana, Kuala Lumpur
Source: The Saujana, Kuala Lumpur, Room Division

1.4 Research Question

- 1.4.1 How effective are the promotion strategies that were used by The Saujana, Kuala Lumpur?
- 1.4.2 What are the strategies that can be taken to create customer awareness towards the promotional activities by The Saujana?
- 1.4.3 What are the most suitable promotion tools that can be utilized by The Saujana, Kuala Lumpur?

1.5 Research Objective

- 1.5.1 To identify the effectiveness of promotional strategies by The Saujana, Kuala Lumpur.
- 1.5.2 To identify strategies that can increase the level of customer awareness towards the promotional activities by The Saujana.
- 1.5.3 To identify the suitable promotion tools that can be utilized by The Saujana, Kuala Lumpur.
- 1.5.4 To give recommendation to The Saujana, Kuala Lumpur due to increasing the occupancy rate.

1.6 Scope of research

The research intends to study and analyze the effectiveness of promotion strategies towards products and services offered by The Saujana, Kuala Lumpur. The coverage of study was The Saujana's customers in Kuala Lumpur and Klang Valley, who are currently traveling and want to get services at The Saujana and potential customers offered by the services by The Saujana, which questionnaire is distributed to 100 customers or respondents and the time frame is within 2006. The respondents were from various ages, gender, races, income level, marital status, educational background and current occupations. This report attempts to find out the effectiveness of promotion done by The Saujana in order to create awareness, response and feedback from the customers.

1.7 Significance of Study

It is important for The Saujana, Kuala Lumpur to know the customers awareness about their promotion activities so that it can come up with marketing strategies that can further enhance the service provided by The Saujana, Kuala Lumpur and thus enhance the awareness of their potential customers. This in turn would enable The Saujana, Kuala Lumpur to strengthen its position and thus be able to compete with its more established competitors. For the researcher, in conducting this research, he or she will provide a better understanding on consumer awareness as well as to gain more knowledge in promotional strategy.

1.8 Definition of terms

1.8.1 Consumer

A person who buys or uses products and services.

1.8.2 Awareness

Impact, recall or realize.

1.8.3 Strategies

Is the science of planning and directing large-scale military operation, of maneuvering forces into the most advantageous position prior to actual engagement with the competitor.

1.8.4 Perception

The way you regard something and your beliefs about what it is like.

1.8.5 Promotion

The means by which businesses communicate with their target markets about the merits and characteristics of their offerings. As a vital part of the marketing mix, promotions informs the consumers of the product's or service's benefits, thus positioning it in the marketplace (Lamb, Hair and McDaniel, 1992)

1.8.6 Promotional Mix

A blend of various promotional tools, advertising, personal selling, sales promotion and public relations (Lamb, Hair and McDaniel. 1992)

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The purpose of this chapter is to present concepts, theories and related literature relevant to this study.

2.2 Definition and Concept of Promotion and Promotional Strategy

Nowadays, marketing is important, it just not developing a good service, pricing it attractively and making it available to target consumer, but the company must communicate with current and prospective customer. Promotion, which is the fourth marketing mix and it, includes all the activities that company undertake to communicate and promote its product and service to the target market. Promotional strategy is the process of developing and maintaining a communication mix that utilize company resource to their potential in a way that is competitively attractive to target markets, while contributing to the company's short-run and long-run marketing and organization goals. (Norman, Robert, Morton, 1993).

There are three basic objectives of the promotional strategies. First and second objectives is to inform potential customers about the products and services in the market place and to persuade customers to choose the products and services (G. Schiffman 2000). The third objective is to remind the customer of product and services availability and motive them to act (H. Lovelock 1996).

Promotion is the deliberate attempt or the part of an individual, business or other institution to communicate appropriate information in a manner persuasive enough to induce the kind of acceptance, reaction or desire. Thus, promotion is communication,

persuasive communication and its effectiveness depends upon the talent and skill of those who design (William M. Kincaid Jr. 1999). Promotion is a vital part of business and is an integral ingredient of the total marketing process (Kim Shyan Fam & Bill Merrilees, 1998). It helps potential customers aware of many choices available regarding products and services. Promotion is one of the key “Four P’s” in the marketing mix (Dibb et al., 1994) and as such has a key role to play in market success. More specifically, the objectives of any promotional strategy will be drawn from an appropriate mixture of the following roles of promotion; to:

1. increase sales,
2. maintain or improve market share,
3. create or improve brand recognition,
4. create a favorable climate for future sales,
5. inform and educate the market,
6. create a competitive advantage, relative to competitor’s products or market position,
7. improve promotional efficiency.

Typically, this task can be accomplished through print and broadcast advertising, direct mail, sales promotion, public relations and personal selling. Although each tool has its own unique communication capability in promoting the firms, their products and the services they offer, not all of them would be perceived as equally important, especially when practicing in investment linkage.

The past empirical findings on retailers’ promotion perceptions have provided a number of explanations as to why certain promotion tools are preferred over others. The factors

include: media attributes, target audiences reach capability, cost-effectiveness, and nature of business, demographic and nationality of the retailers (e.g. Frederick-Collins, 1992; Nowak et al., 1993; Otnes and Faber, 1989; Van Auken et al., 1994).

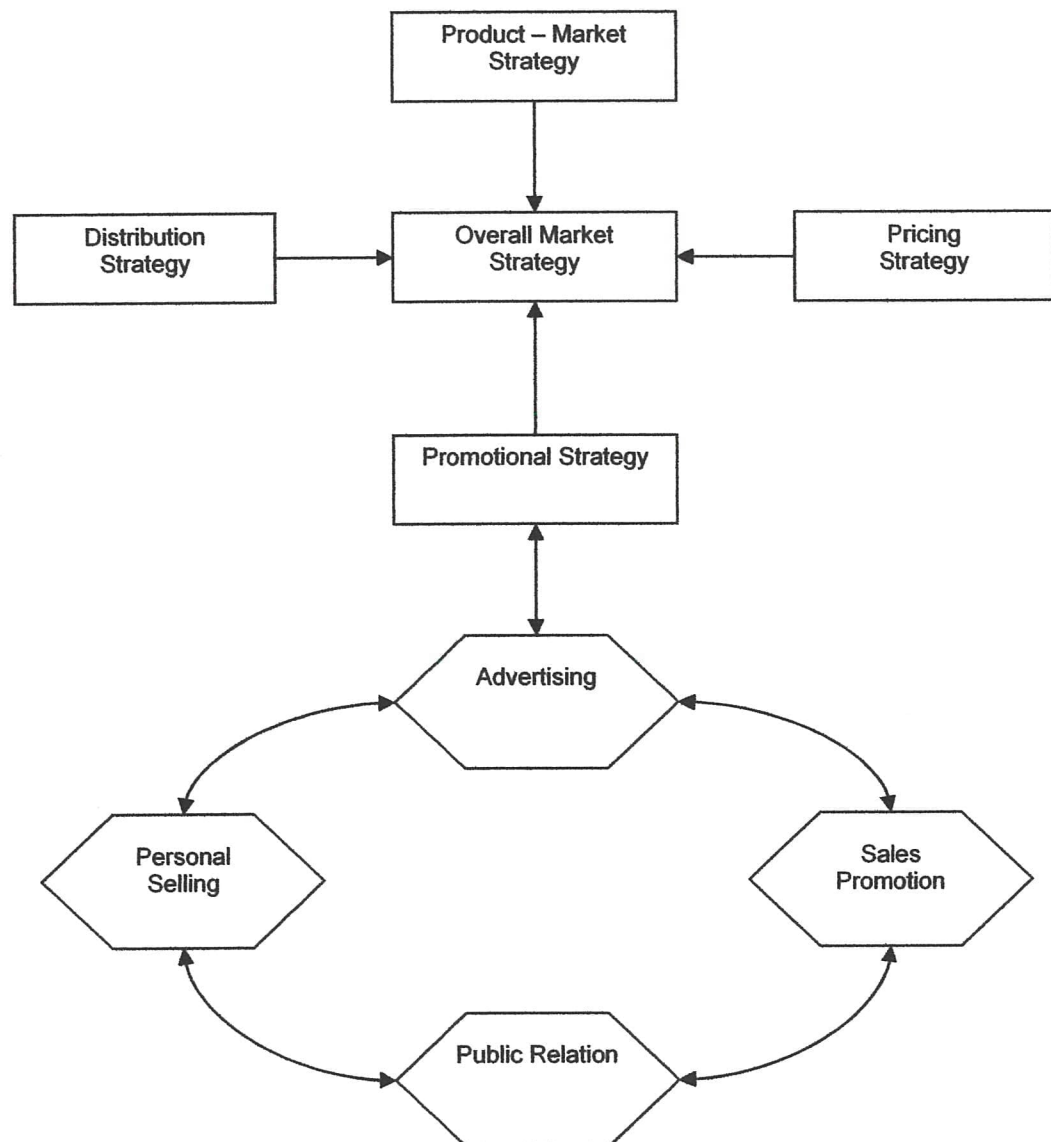


Figure 2.1: Promotional Strategy and Overall Marketing Strategy.

Source: Norman G, Robert Eng and Morton (1993) "Promotional Management"

2.3 Promotion Mix

Promotion tools also known as promotion mix is an allocation of resource among six primary elements.

2.3.1 Primary Elements

a. Public Relation

Public relation is the marketing function that evaluates public attitudes, identifies areas within the organization that the public may be interested in and executed a program of action to earn public understanding and acceptance. Public relation helps an organization communicate with its customers, suppliers, stockholders, government officials, employees and the community in which it operates (Lamb, Hair and Mc Daniel 2000).

According to Kotler (1997), public relation involves a variety of programs designed to promote or protect a company's image or its individual products. Public relation has often been treated as a minor element in the promotion mix, but the wise company takes concrete steps to manage successful relation with its key publics. There are public relation department that perform five functions:

Product publicity; is a sponsoring efforts to publicize specific products. *Press relations*; Presenting news and information about the *organization in the most positive light*. *Corporate communication*; is about promoting understanding of the organization through internal and external communication. *Lobbying*; Dealing with legislators and government officials to promote or defeat legislation and

regulation. *Counseling*; advising management about public issues and company positions and image during good times and crisis.

b. Advertising

According to Lamb, Hair and Mc Daniel (2001), advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods or services by any identified sponsor. The pages of professional newsletters and magazines are common avenues for advertising information products.

c. Direct Marketing

A form of advertising aimed directly at target customer (usually in their homes and offices) that ask the receiver to take action, such as ordering the product and service, clipping a coupon, phoning toll free number or visiting a place. Mail shots and leaflets inserted in professional magazines are used to promote information products. (Lamb, Hair and McDaniel 2000).

d. Sales Promotion

Sales promotion consists of all marketing activities that attempt to stimulate quick buyer action or immediate sales of a service. With the short-term incentives it will encourage trial or purchase of a product or service, such as discounts for access to a database over a limited time period.

e. Personal selling

Involves person-to-person communication whereby salespeople inform, educate and persuade the perspective buyers to purchase the company's products and services (Lamb, Hair and McDaniel 2000). This is common within the business-

to-business marketing transactions in the information industry, where sales representatives, often also with a support function, are common.

2.3.2 Factors Affecting the Promotion Mix

Promotional mixes vary a great deal from one product and one industry to the next. Mostly, advertising and personal selling are used to promote products and also services, supported and supplemented by sales promotion. Public relation help develop a positive image for the organization and the product line. However, a firm may choose to use them in ranging degrees. The particular promotion mix chose by firm for a product and service depends on several factors: nature of the product, stage in the product life cycle, target market characteristics, type of buying decision, available funds for promotion and use of either a push and pull strategies (Lamb, Hair and McDaniel 2000).

2.4 Marketing Communication

According to Terence A. Shimp, (2003), marketing communication derived from two words, marketing and communication. Marketing is the set of activities whereby businesses and other organizations (create transfer) of (value exchange) between themselves and their customers. Communications is the process whereby thought are conveyed and meaning is shared between individuals or between organizations and individuals.

Marketing communication is seen to be an important tool and a major determinant for firms to succeed. The importance of marketing communications has increased

drastically from the past recent years. In some forms of promotion and service delivery, communication in both directions can be achieved simultaneously, and since two-way communication is the only real form of communication, promotion which is associated with two-way communication is to be encouraged. Mercer (1996), in emphasizing that communication must be a two-way process, says (p. 309):

The ideal form of promotion is the conversation which takes places between the expert sales professional and his or her customer. It is interactive and conversation is specific to the needs of both. Other forms of promotion, which deal in the “average” needs of groups of people can only hope to approximate to this ideal.

Communication is important in altering consumers’ beliefs and attitudes and is essential in fostering satisfaction as a basis for future behavior (MacStravic, 1987). Regular and two - way communication such as telephone calls, correspondence, and face-to-face encounters reinforce future behavioral intentions that can guide customer behavior (Erikson, 1991; MacStravic, 1987). Other marketing communication tools include advertising, promotion, publicity, public relations and direct marketing.

2.5 The Communication Flow

Communication can be explicit or implicit. The communication process requires a common understanding, which necessitates overlapping frames of reference. It consists of five components such a source, encoding, a transmission channel, reception and decoding. Reception may be hindered by noise – anything that interferes, distorts or slows down the transmission of information. (Carl McDaniel,Jr. 1982). You can see the basic communication process at Figure 2.2.

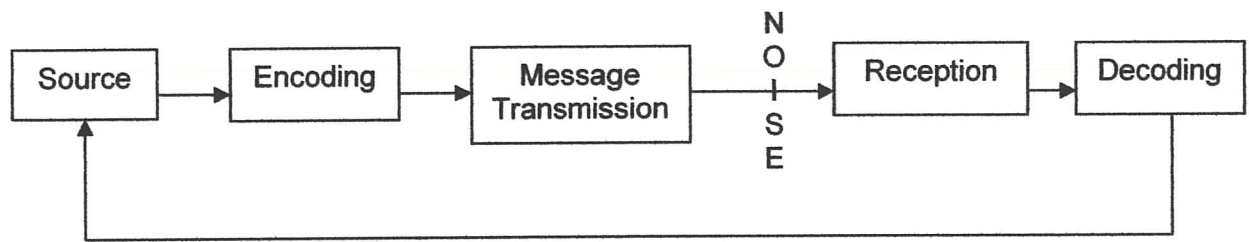


Figure 2.2: The Basic Communication Process

2.6 Promotional Tasks

All promotions have the tasks of informing, persuading, or reminding the target market about the firm's offerings. According to Figure 2.3, often a company will attempt to accomplish several of these tasks simultaneously.

a. Informing

Informative promotion is generally more prevalent during the early stages of the products life cycle. It is a necessary ingredient for increasing primary demand. People typically will not purchase a good or service until they know what it will do and how it may benefit them. Consumer and social critical generally applaud the informative function of promotion, since it aids the consumer in making more intelligent purchase decisions.

b. Persuading

Persuasive promotion is not viewed in a favorable light by many consumers. Yet most promotions attempt to persuade because persuasion is a legitimate and logical tool to accomplish promotional goals. Persuasive promotion is designed to

stimulate purchase. Often the firm is not attempting to order to influence long-term buyer behavior. Persuasive normally becomes the primary promotion goal when the product enters the growth stage of the stage product life cycle.

c. Reminding

Reminder promotion is used to keep the product brand name in the public's mind and is prevalent during the maturity stage of the life cycle. This form of promotion tacitly assumes that the target audience has already been persuaded of the merits of the good or service. (Cal McDaniel,Jr. 1982)

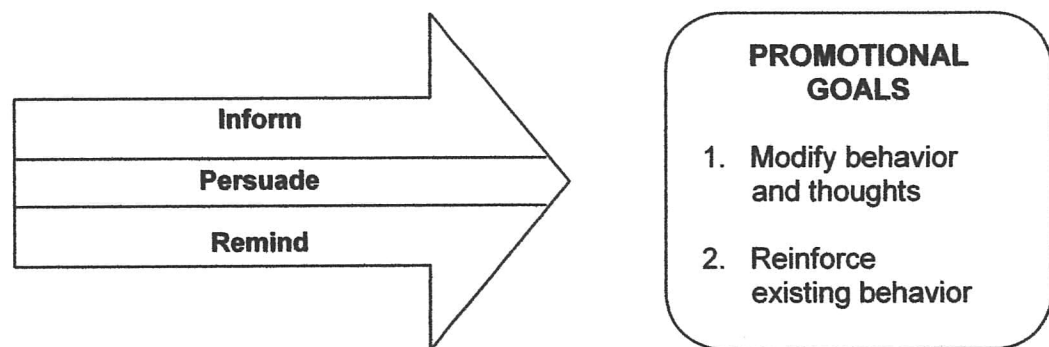


Figure 2.3: Promotional Goals and Tasks

2.7 Customer Awareness

Many potential investors are unaware on how unit trusts can help them increase their net worth. Others may be fearful because they do not understand the product. As for the marketing purpose, to create customer awareness is important to measure the success of the business because by creating customer alert to the product in the market, it can persuade and attract the potential customer toward the product. Awareness is defined as the level of conscious and having knowledge about certain product or services (Philip Kotler, Swee Hoon Ang, Siew Meng Leong, Chin Tiong Tan, 2003).

“A product or service cannot succeed in the appropriate target market unless there is an awareness of the product and service” (Reinertz, W.J, Kumar, 2000). The best potential markets as determined through the entrepreneur’s research, must be introduced to the product and service in a way that supports and reinforces the buyer’s behavior patterns. After determining the critical attributes of the product and service required by buyers, the entrepreneur must present the product and service to the buyers by clearly delineating its superior critical attributes over existing products and services. The key is to make it as simple as possible for the buyer to recognize many products and services.

Many product and services fail because firms mistakenly assume that the marketplace will automatically recognize the product and service. In most cases, the new product or service must replace an existing one. Also, since buyers may not be dissatisfied with the product or service they presently purchase, firms must analyze the target market to determine the effectiveness of promotion tools.

2.8 Customer Expectation

Nowadays, an increasing of financial awareness among customers due to economic pressure, lifestyles and government legislations has contributed in making development of unit trust services more open. And due to this, many financial institutions and firms competes with each others in providing the best services they can give to customers. Fierce competition has led them to emphasize aggressive promotions and advertisings and enhancing services quality in order to meet customer expectation.

Customer expectations are beliefs about a service that serve as standards against which service performance is judged (Zeithaml et al., 1993); what customers think a service

provider should offer rather than what might be on offer (Parasuraman et al., 1988). Expectations are formed from a variety of sources such as the customer's personal needs and wishes (Edvardsson et al., 1994), the customer's personal philosophy about a particular service, by promises (staff, advertising and other communications), by implicit service promises (such as price and the tangibles associated with the service), by word-of-mouth communication (with other customers, friends, family and experts), as well as by past experience of that service (Zeithaml and Bitner, 1996).

Other studies regarding customer expectation by past researcher had found that the criteria customers use to evaluate service quality may thus be complex and difficult to determine precisely and, consequently, the package of variables open to manipulation more difficult to control. Customers do not evaluate a service solely on its outcome, they also consider the process of service delivery (Zeithaml et al., 1990) and possibly also the context (Grönroos, 1990; Kotler, 1994; Loudon and Bitta, 1979; Palmer, 1994; Schiffman and Kanuk, 1994).

Consumers form expectations that lead to anticipations and predictions about the service quality and so influence the evaluation of the service when it is received. "If you expect little or nothing...then the simple fact of being listened to can produce rapturous satisfaction" (Gaster, 1995).

Customer expectation is highly related to customer perceptions. It is because of, in measuring perceived service quality, comparisons by customer between expectations and their perceptions of services delivery will be taken in the first place (Lewis et al., 1994; Takeuchi and Quelch, 1983; Zeithaml, 1988). Thus, if perception of the actual service delivered by the supplier falls short of expectation, a gap is created which should

be addressed through strategies that affect the direction either of expectations or perceptions, or both (Parasuraman et al., 1985; Zeithaml et al., 1990). Closing this gap might require toning down the expectations or heightening the perception of what has actually been received by the customers or a little of both.

CHAPTER 3

THEORETICAL FRAMEWORK

3.1 Introduction

Promotion is used by organizations to communicate with customers with respect to their product offerings. In other words, promotion is one side of the communication process with customers. Promotion also is concerned with ensuring those customers are aware of the products that the organization makes available to that customer. Therefore, it is important to develop marketing communication decision processes.

3.2 The Saujana's Research Model

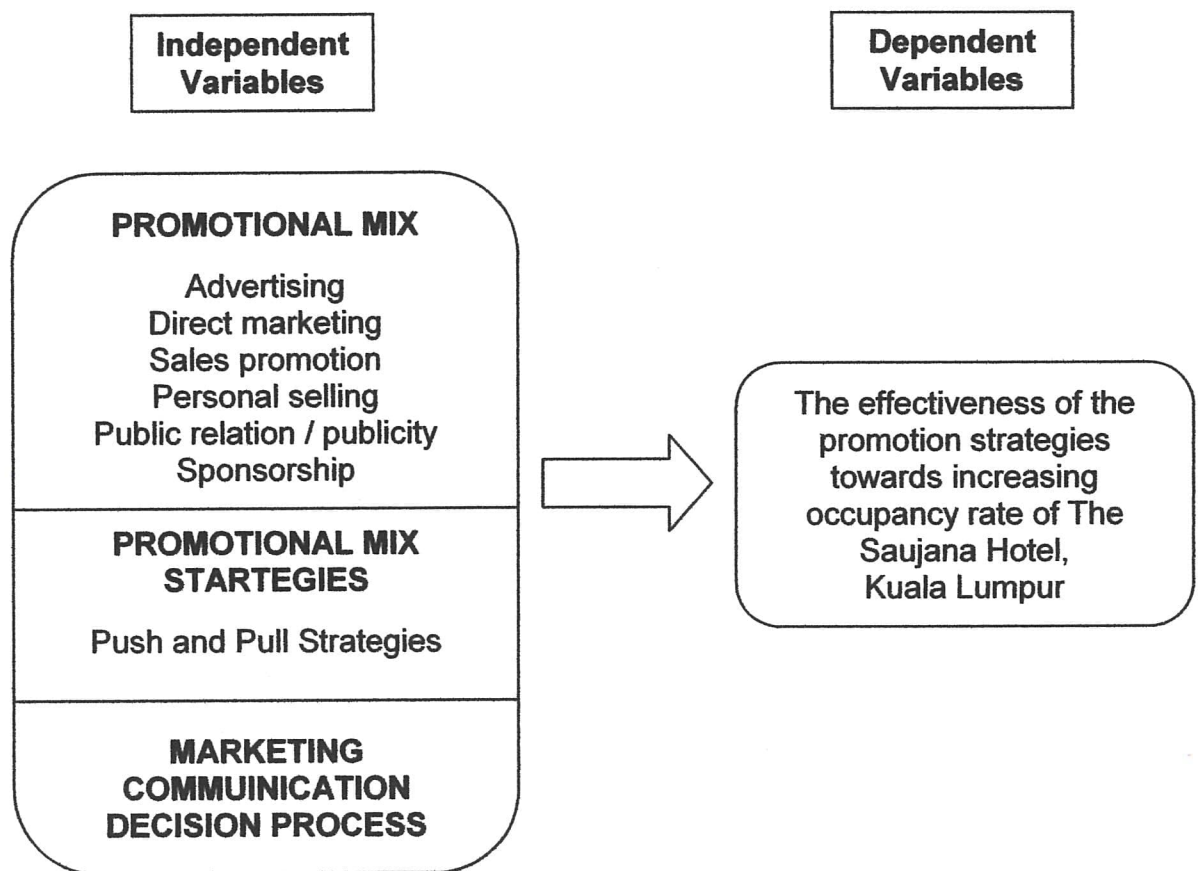


Figure 3.1: The Saujana's Research Model.

From the framework of The Saujana's research model, there are three independent variables that correlate to each other; promotional mix (advertising, direct marketing, sales promotion, personal selling, public relations / publicity and sponsorship), Promotional mix strategies (pull and push strategies) and marketing communication decision processes.

These three independent variables are related to each other and become the factors that contribute to the effectiveness of promotional strategies (dependent variables); promotional tools help to create customer awareness which is to identify the effectiveness of promotional strategies.

3.3 Promotional Mix

The promotional mix can be defined as the basic tools or elements that are used to accomplish an organization's objective. Kotler and Armstrong stated that the tools of promotional mix consist of advertisements, direct marketing, sales promotion, personal selling and public relation / publicity. A. Shimp (2000) noted that sponsorship is one of the tools for integrated marketing communication. The tools in the promotional mix include:

a. Advertising

Any paid form of non-personal presentation and promotion of ideas, goods or services by any identified sponsor. The pages of professional newsletters and magazines are common avenues for advertising information products or services.

b. Direct marketing

The use of mail, telephone or other non-personal contact tools is to communicate with or solicit a response from specific customers and prospects. Mail shots and leaflets inserted in professional magazines are used to promote information products.

c. Sales promotion

Short-term incentive is to encourage trial or purchase of a product or service, such as discounts for access to a database over a limited time period.

d. Public relation and publicity

There are programmes designed to promote and protect a company's image, or those of its product, including product literature, exhibitions and articles about organization's products and services in professional or in-house newsletters.

e. Personal Selling

A face-to-face interaction with one or more prospective purchasers is for the purpose of marketing sales. This is common within the business-to-business marketing transaction in the information industry, where sale representatives, often also with a support function are common.

f. Sponsorship

Financial or external support of an event or person by an unrelated organization or donor, such as is common in respect to the arts, sports and charities.

3.4 Promotional Mix Strategies

Manufacturer may use aggressive personal selling and trade advertising to convince a wholesaler or a retailer to carry and sell their merchandise. This approach is known as a push strategy. Figure 3.3 show the wholesaler, in turn, must often push the merchandise forward by persuading the retailer to handle the goods. The retailer then uses advertising, displays and other forms of promotion to convince the consumer to buy the pushed products. This concept also applies to services. For examples, the Jamaican Tourism Board targets promotions to travel agencies, which in turn tell their customers about the benefits of vacationing in Jamaican.

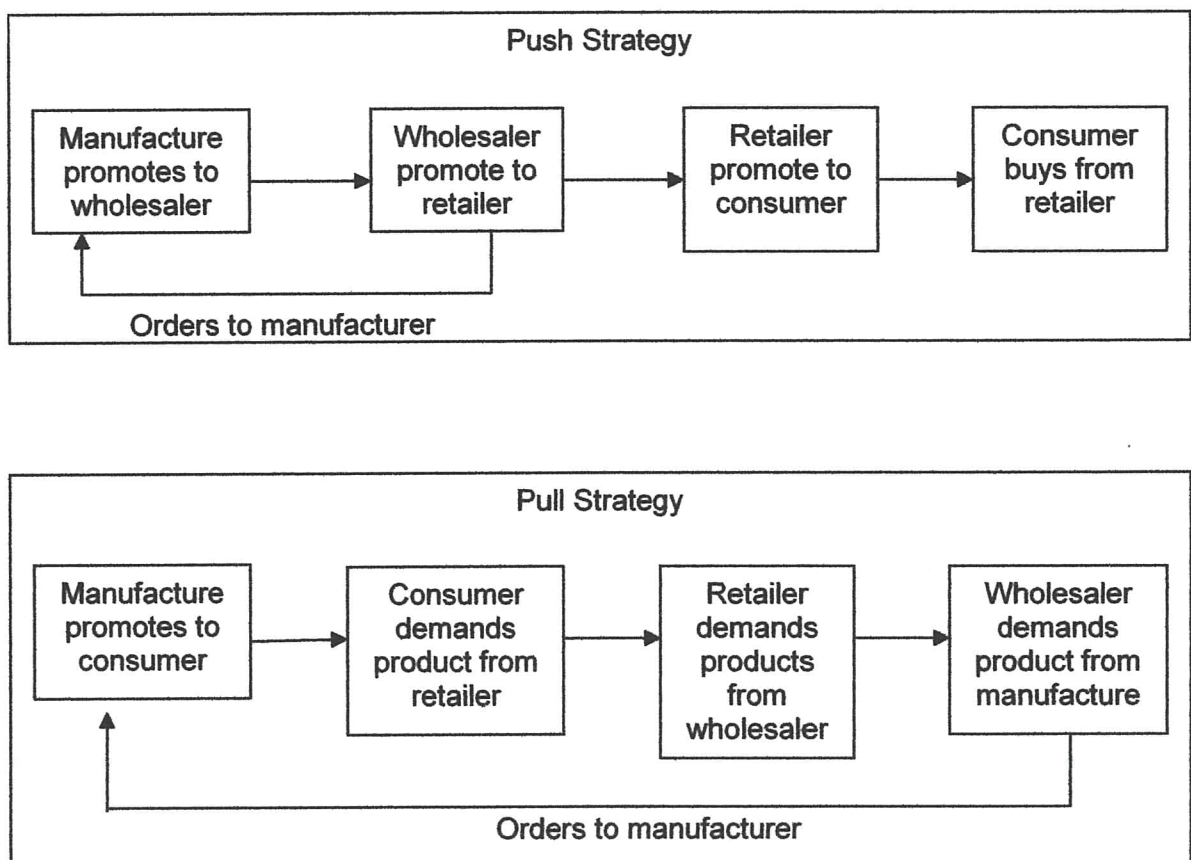


Figure 3.3: Push Strategy and Pull Strategy.

3.5 Marketing Communication Decision Process

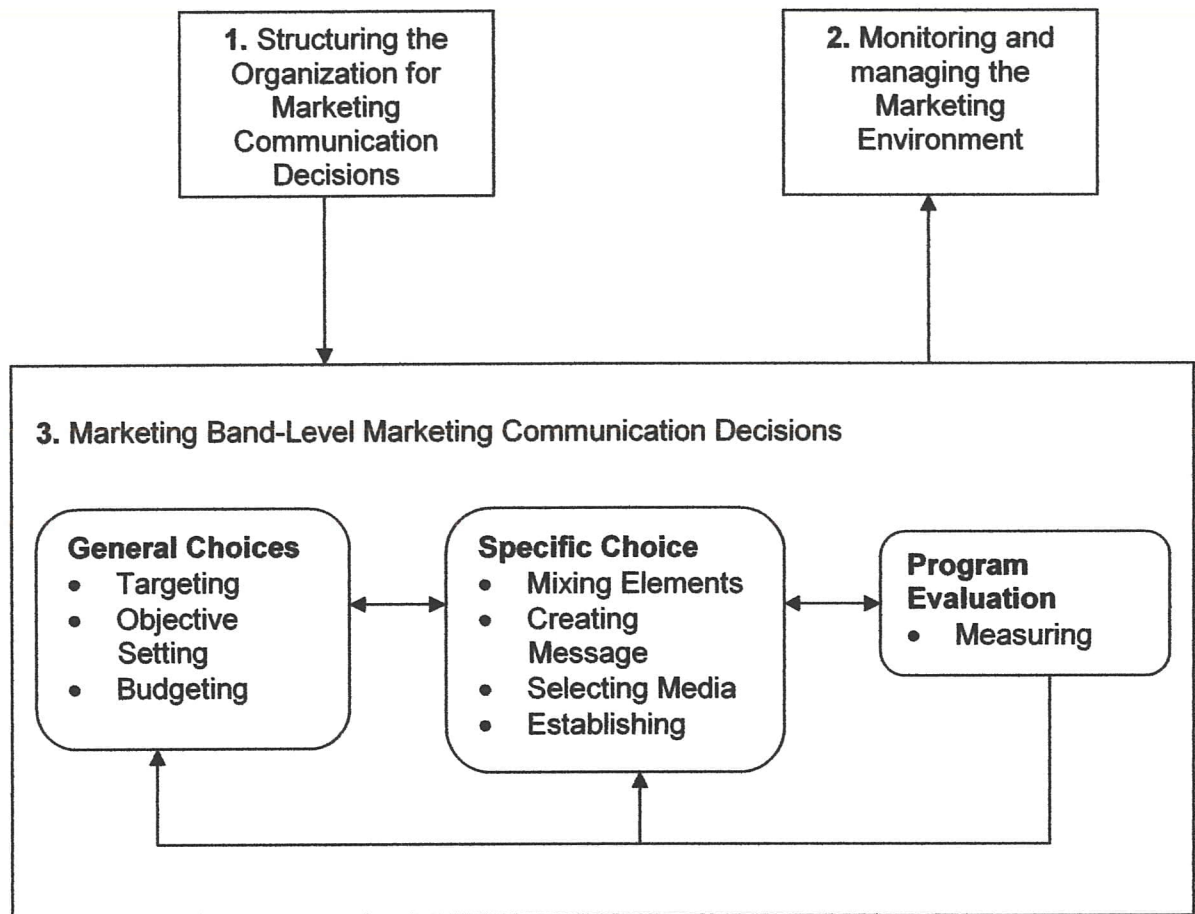


Figure 3.4: Marketing Communication Decision Process.

Source: Terence A. Shimp, Advertising & Promotion, 5th edition, 2000.

According to (Shimp, 2000) model, the marketing communication decision process can be divided into 4 main components. The components are:

1. Structuring the organization for marketing communication decisions
2. Monitoring and managing the environment
3. Making brand-level marketing communication decision
4. Enhancing brand equity

3.5.1 Structuring the organization for marketing communication decision

Before an organization can implement their marketing communication strategy, a suitable organization must exist. A suitable structure is proper organization arrangements, which will facilitate the organization in managing its environment, satisfying its customer and implementing marketing communication decisions. In recent years, many organizations have had to rearrange their organization structure due to several pressures. Among the pressures to reorganize are:

- a. Customers – in order to better serve the customers with whom the organization does their business, which includes the wholesalers, intermediaries and retailer.
- b. Consumers– to satisfy the consumers who are also the ultimate users of their products and services. Without consumers, organizations will cease to exist.
- c. Competitors – with a well-structured organization, a company can easily outperform its competitors' through quick decisions and actions.

3.5.2 Monitoring and managing environment

An organization operates both in an environment that it can control as well as in an environment that is beyond its control. Controllable environments may include the resource which is readily available to the organization, such as manpower, and assets, while uncontrollable environment are factors outside the capacity of the organization such as politics, economics and technology. Environment management capture the idea that through its marketing communication efforts and other marketing activities, a firm can attempt to modify existing environment conditions. This means that managers in specific areas of marketing communication (advertising, sales promotion, public relation

and so on) must attempt to influence and alter environment circumstances to the benefit of their brand and be prepared to alter their policies, strategies and tactics to achieve compatibility with the environment.

3.5.3 Brand-level marketing communication decisions

In this stage, it has 3 decisions to be made. They are:

a. The general choices

- Targeting
- Objective setting
- Budgeting

All marketing communication should be: - (i) designed according to a particular target market, (ii) created to achieve a specific objective, and (iii) undertake to fulfill the target market's objective within budget constraint.

b. Specific choice

- **Maxing elements** means determining the choice of marketing communication that will be used by the marketer. Consumer goods may require a greater mixture of advertising and sales promotion, while industrial goods may require more personal selling and direct mails.
- **Creating message**; regardless of who are the targets audiences are, care must be taken when creating the message. Careful selection of message will prevent miscommunication in the encoding process.

- Selecting Media; where there are many choices of media available to the marketing communication. They can choose the electronic media, print media or other supplementary media such as the billboard or transit.
- Establishing momentum; momentum is a metaphor that refers to the continuity of an impact of promotional effort. Examples are websites, which lack momentum when they are used for a short period only then are absent for longer periods. Momentum refers to timing, impact and continuity.

c. Program evaluation

If the result of the marketing communication efforts indicates that performance has fallen below expectation, then corrective action is required.

3.5.4 Enhancing brand equity

This is the ultimate objective of the entire marketing communications programme. Due to technological advances, almost all products in any given class have a similar quality. A brand has no equity if consumers are unfamiliar with it. Brand equity is enhanced when consumers become familiar with the brand and have strong, favorable and unique associations with the brand.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Introduction

Methodology is a description of the procedure employed in order to achieve the objectives of the study. For the purpose of conducting this study, information was collected only from primary source. A systematic plan in conducting a research is important to guide the collection of data and ensure the smoothness of a research and also attain accurate data.

4.2 Research Design

To study the effectiveness of promotion tools towards services offered by The Saujana, Kuala Lumpur, descriptive research will be used to analyze this research.

4.3 Data Collection Methods

For the purpose of this research, data collection is done through specifying the source of data. The information required for the research was gathered only through primary data. Primary data is collected for the specific purpose of addressing a specific problem. In this research, the researcher uses two methods of collecting the data that is personal interview and questionnaire.

a. Questionnaire

The first of the survey research method, involved a structured questionnaire that was given to a sample of a population designed to elicit information from the respondents. A questionnaire is a set of questions designed to generate the data necessary for accomplishing the objectives of the research and it provides standardization and uniformity in the data gathering process. In this research, there are about 100 questionnaires which were distributed to various respondents in order to get their feedback on the effectiveness of promotional strategies undertaken by The Saujana, Kuala Lumpur.

b. Personal Interview

This method involved face-to-face communication between the interviewer and the interviewees (respondents). Prior to the actual interviewing process, the researcher introduced himself and arranged for the interview to take place. The researcher interviewed a few of the visitors at The Saujana and also the potential customer to gather the required information. The interview was done during working hours and at the workplace of The Saujana.

4.4 Survey Instrument

The survey instrument used in this study is in the form of questionnaires. This set of questionnaires is designed to measure the level of effectiveness of promotion activities by The Saujana. It consists of two sections where the first section is to find out information on the background of the respondents and the second section is to find the

effectiveness of promotion strategies done by The Saujana. With questionnaires design the research can get the information more effective. They are two types of assisted questionnaires designed:

a. Multiple Choice Questions

The respondents were asked to select one or more of the alternatives given. These types of questions are easy to code and analyses. Moreover, the respondents are not confused.

b. Scaling

The likert scale was used in this research. The likert scale is a measurement scale with five response categories ranging from 'strongly agree' to 'strongly disagree'.

d. Close – Ended Question

Close – ended question were asked at the end of questionnaire. Close – ended question is to obtain some information related to customer opinion or suggestion towards the study.

4.5 Sampling Technique

In this study nonprobability sampling will be used to collect the data from population. Nonprobability sampling relies on the personal judgment of the researcher rather than chance to select elements. The ranking between 30 to 500 respondents can

be conduct in the sampling (Sekaran.U, 2000). Therefore 100 questionnaires will be provided to the potential customers to complete the questionnaire. Nonprobability sampling is when the researcher can arbitrarily or consciously decide what elements to include in the sample. In this research, convenience sampling attempts to obtain a sample of convenience elements. The selection of sampling units is left primarily to the interviewer. The example of convenience sampling include use of students, mall intercept interviews without qualifying the respondents, but in this research the potential customers only selected as a respondents.

a. Sampling Size

In this research, the sampling size would be 100 respondents, taken conveniently around Kuala Lumpur and Klang Valley and visitor of The Saujana, Kuala Lumpur.

b. Population

The target population for the effectiveness of promotional activities will be defined from the consumer awareness where the study were concern towards male and female of potential customers. Population is the aggregate of the entire element that share some common set of characteristic and that comprise the universe for the purpose of the marketing research problem.

4.6 Questionnaire

A questionnaire was designed to gather the necessary data in order to relate to the objectives of this research. The questionnaire was tailored to the overall objectives and to avoid deviation of the data. The questionnaire was divided into four main sections. There are four sections.

Section A

This section is related to the demographic profile of the respondents such as gender, age, race, household income, occupation, and marital status.

Section B

This section consists of questions related to the effectiveness of promotional strategies done by The Saujana, Kuala Lumpur and awareness of the customers about the promotions.

Section C

This section involves questions related to the suitable promotion tools that can be utilized by The Saujana, Kuala Lumpur.

The time taken for each respondent to answer the questionnaire was limited to 10-15 minutes. The questions asked in the questionnaire were clear, simple and straightforward to obtain the necessary opinions for the research subjects. Bias questions were avoided.

4.7 Data Analysis and Interpretation

Computer programs have been developed to simplify and ease the research tabulation and analysis task. This task can be finished within the due date with lesser problems. One of the most accurate and dependable statistical analysis packages is Statistical Package for Social Science (SPSS). It is an integrated set of computer program that is very important to this study. Included in this package are the procedures of frequency, cross tabulation, contingency and coefficient. Therefore for this research, SPSS program can be used to make the analysis based on my research findings. The data shall be analyzed, elaborated and summarized to signify the basis of the study. These analytical data shall then be compared against the problem statement and objectives.

CHAPTER 5

ANALYSIS AND INTERPRETATION OF DATA

5.1 Introduction

This section will be used to analyze and interpret the data that was collected from the questionnaire. 100 questionnaires were distributed; all 100 respondents were valid. The data was analyzed by using the Statistical Package for Social Science – Version 14.0 (SPSS) program. After analyzing the data on SPSS program, the data was interpreted to make conclusions for the overall research that had been undertaken.

5.2 Reliability Testing

Reliability testing must be done with the purpose to check whether the data obtained from the survey is reliable or not for the research. According to Sekaran.U (2003) the reliability of a measure is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the "goodness of a measure". According to Malhotra (2002), reliability refers to the extent to which a scale produces consistent results if repeated measurements are made. Therefore, reliability can be defined as the extent to which measures are free from random error (Malhotra, 2002). The result from the reliability testing which has been done for this research is stated as below:

Cronbach's Alpha	N of Items
0.712	17

Table 5.1: Reliability Statistics

From Zikmund.W (2003), when Cronbach's Alpha is 0.712, it included in the rank of (0.7 – 0.8) meaning that, the data obtained from the research is considered as "Okay". Any results which come out from this research should be confidently accepted by the readers. From that, concluded that the data that used in this research is reliable.

5.3 Data Interpretation on Frequency

5.3.1 Respondents' Profile

a. *Percentage of Respondents Based on Age.*

Figure 5.1 shows the percentage of respondents based on age. The Figure shows that 43% is the highest percentage that is the respondents who were about 30 years old to 39 years old. Meanwhile 35% of total respondents were 20 years old to 29 years old. The lowest percentage is 10%, or respondents aged 40 years old to 49 years old.

Figure 5.1: Respondents Based on Age.

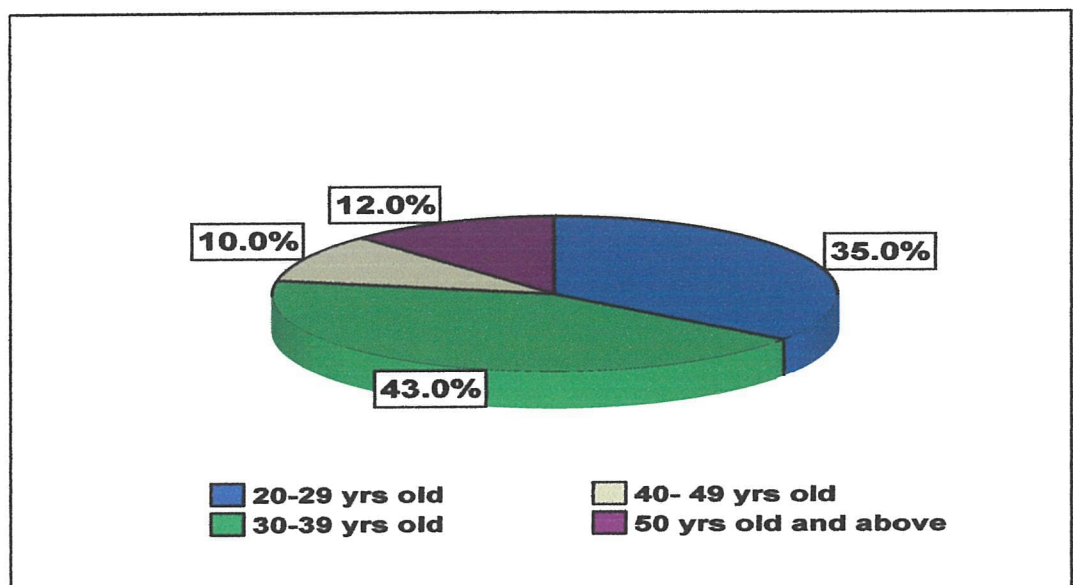


Figure 5.2: Respondents Based on Gender.

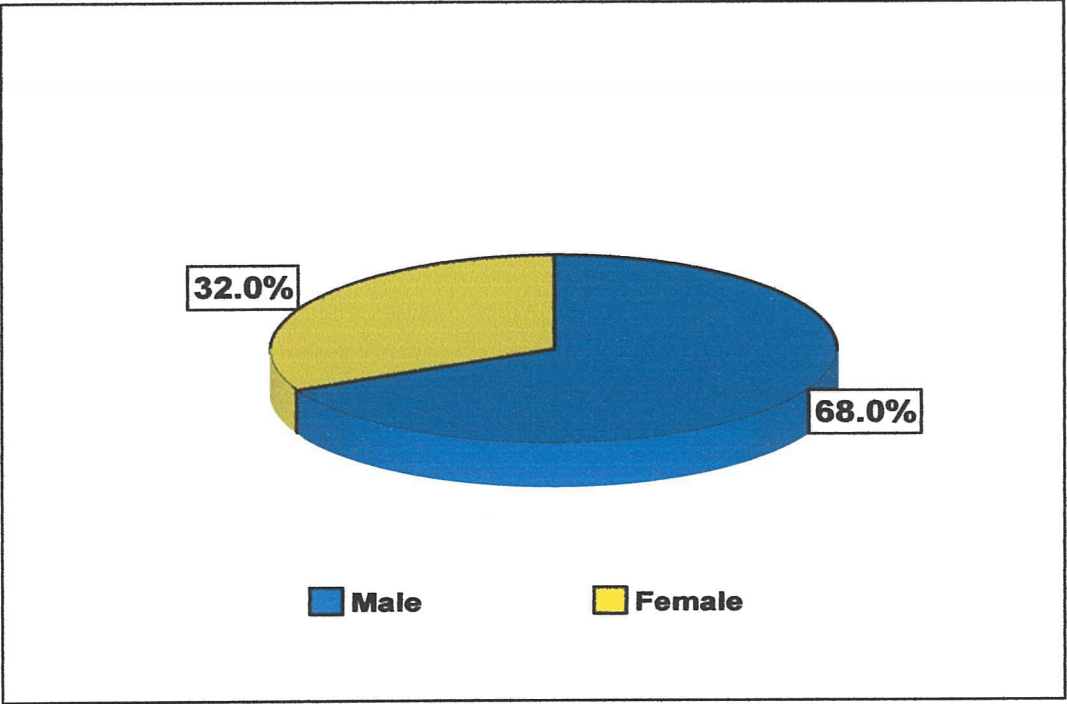
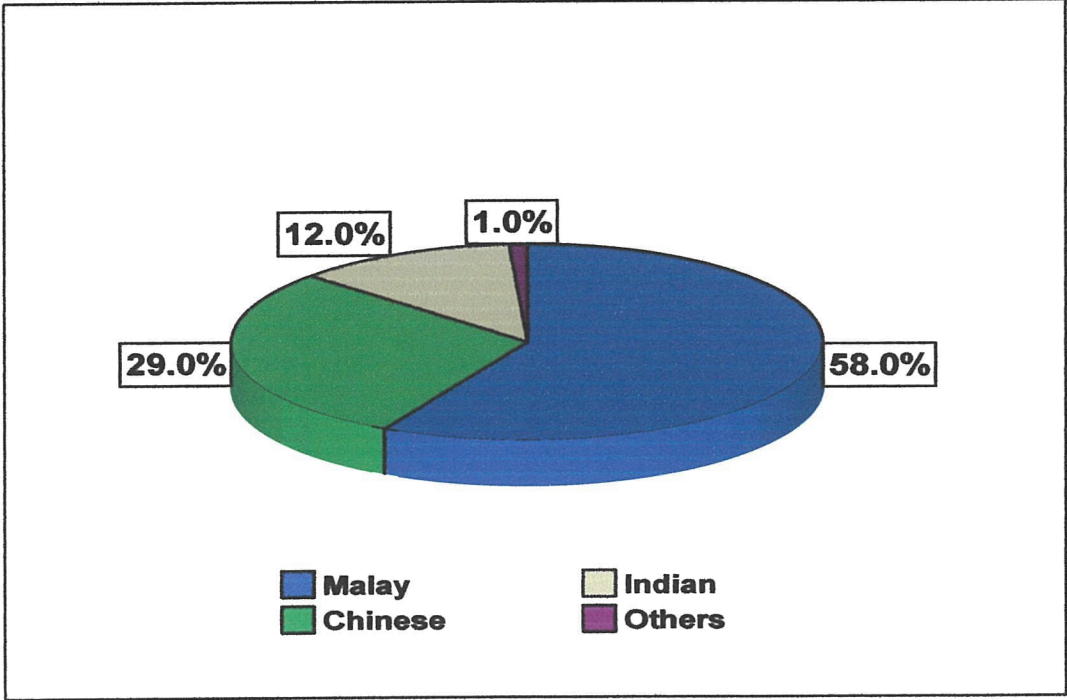


Figure 5.3: Respondents Based on Race.



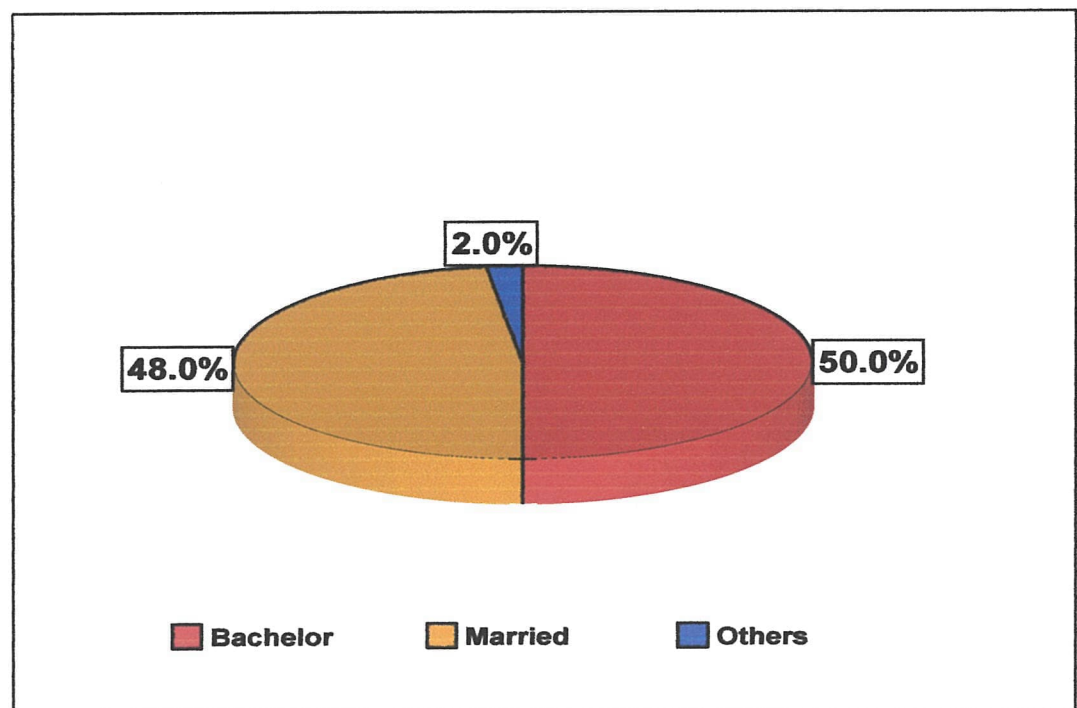
b. Percentage of Respondents Based on Gender.

Figure 5.2 shows the percentage of respondents based on gender. The majority of them were males, about 68% of the respondents. Meanwhile, females were about 32% of the total respondents. Male are the majority of respondents when conducting the data collection.

c. Percentage of Respondents Based on Race

According to Figure 5.3, the majority of the respondents are Malay at 58%. Meanwhile, Chinese came in as the second biggest group at 29% and Indians at 12%. The lowest is "others" at 1%.

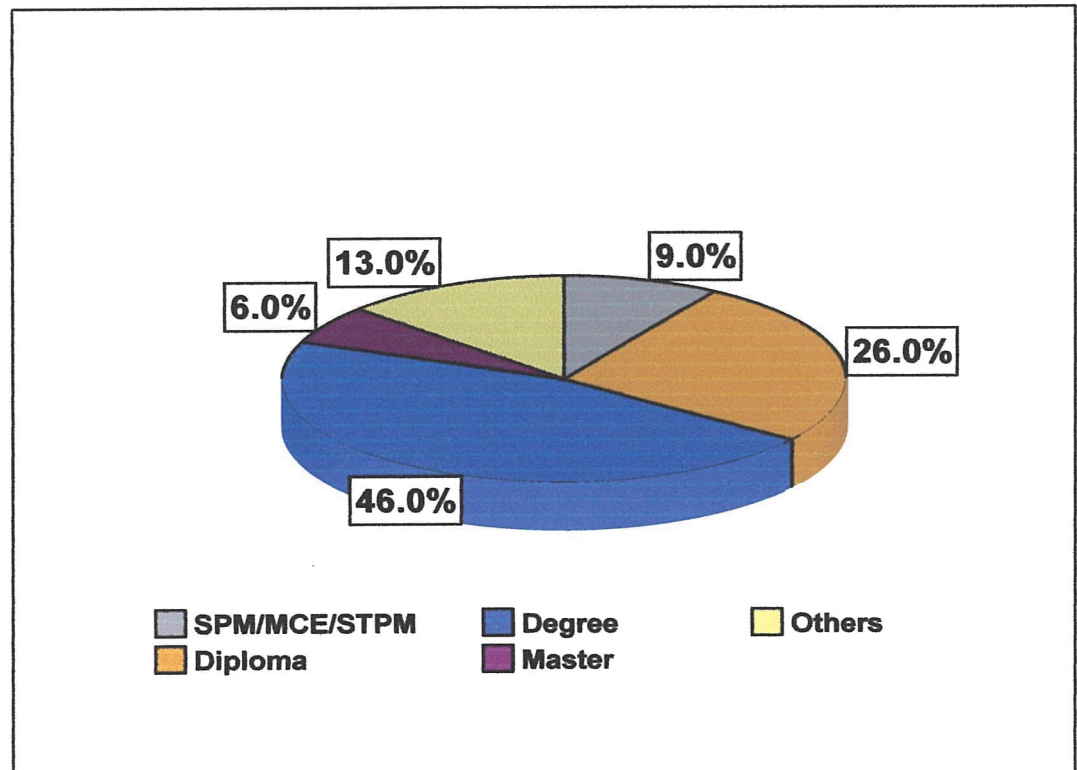
Figure 5.4: Respondents Based on Marital Status.



d. *Percentage of Respondents Based on Marital Status.*

Figure 5.4 shows the percentage of respondents based on marital status. The Figure shows the majority as bachelor with 50% and second as married with 48%. Meanwhile, 2% of the total respondents are “others”.

Figure 5.5: Respondents Based on Education.



e. *Percentage of Respondents Based on Education.*

Figure 5.5 shows the percentage of respondents based on education level. The highest percentage came from the respondents with degrees at 46%. Then, the second biggest percent came from diploma holders at 26% followed by “others” at 13%. Meanwhile, the lowest percentage was master holders at 6%.

Figure 5.6: Respondents Based on Current Occupation.

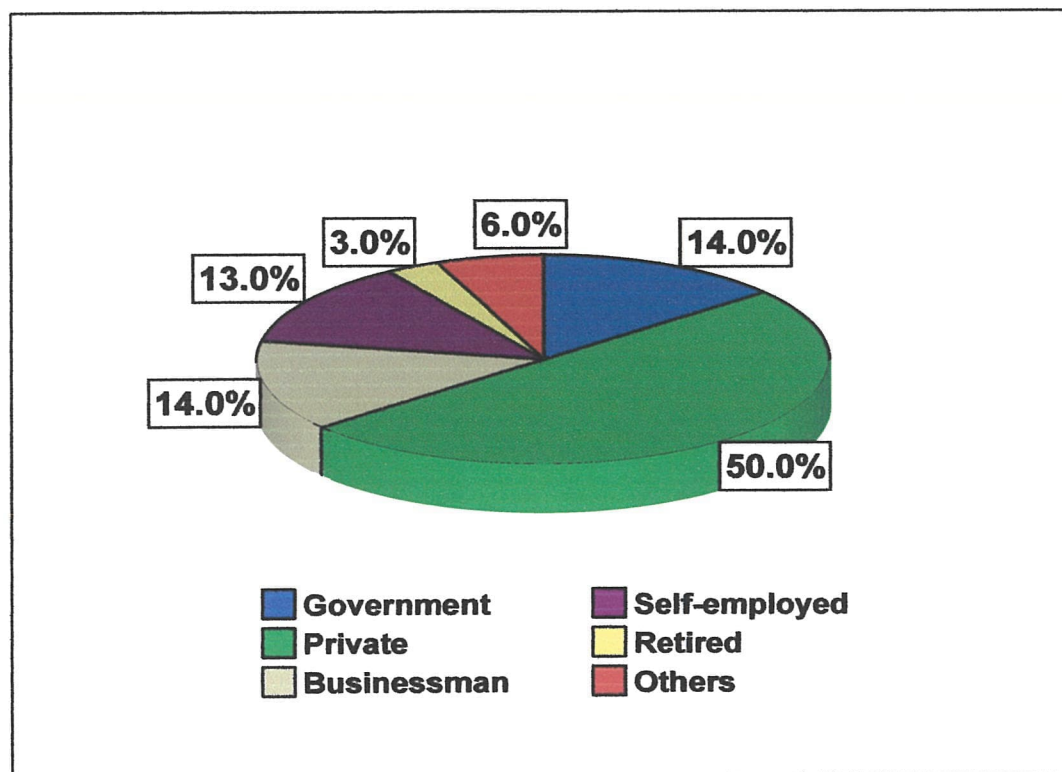
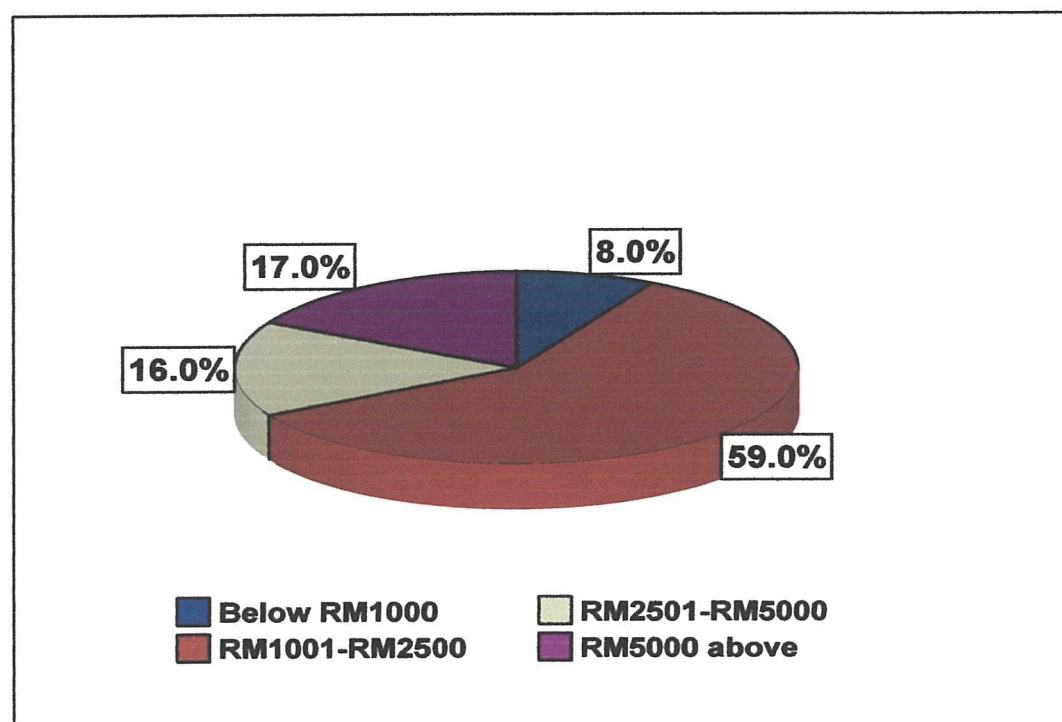


Figure 5.7: Respondents Base on Income Level.



f. Percentage of Respondents Based on Current Occupation.

Figure 5.6, shows the percentage of respondents based on current occupation. The highest percent came from the respondents who are working in the private sector with 50%. It is followed by 14% of respondents who are working in the government sector and also as businessmen. The third highest percentage in current occupation is self-employed with 13%. Meanwhile, 6% came from "others" and followed by 3% of respondents who are retired.

g. Percentage of Respondents Based on Income Level.

Figure 5.7, shows the percentage of respondents based on income level. The majority of respondents have income ranging from RM1001-RM2500 per month which is low medium income level at 59%. The next level is 17%, which belongs to the high income level (RM5000 above per month). Meanwhile, the lowest income level are there earning below RM1000 per month with 8%.

5.3.2 The Effectiveness of Promotional Strategies

According to Table 5.2, it can be seen that there were missing statements for the questionnaires. This is because an only statement that is considered important to be analyzed in the research objective number 1 is to identify the effectiveness of promotional strategies by The Saujana, Kuala Lumpur

From Table 5.2, most of the respondents, which were 48% of the total respondents, disagree that The Saujana advertises with a clear message to communicate. Meanwhile other respondents, which are 26%, were uncertain, 14% agree, 10% strongly disagree

and 2% strongly agree with the statements. The mean value for “The Saujana advertises with a clear message to communicate” is 2.5, indicating “disagree”.

For the second statement, 42% of the respondents disagree that the information given is easy to understand and interesting. The other respondents, which about 28% were, agree followed by 16% who were uncertain and 11% who were strongly disagree. Only 3% of the total respondents were strongly agreed with the statements. The mean value is 2.7, representing “disagree”.

The next statements is based on the result, 3% of the respondents strongly agree and strongly disagree with The Saujana’s promotional activities that were able to attract the customer’s attention. Meanwhile, 20% were agreed and 27% disagreed with the statements. Almost a majority of the respondents are uncertain with the statements, which is 47% of the total respondents. The mean value is 2.93, indicating “uncertain”.

For the last statement, the majority of the respondents, which were about 39% of the total respondents disagreed with the statements, thus, promotional activities made by The Saujana were ineffective. Meanwhile, 26%, 16% and 15% of the respondents were uncertain, agreed and strongly disagreed. The other respondents, which were about 4% strongly agreed that the promotional activities were made effectively by The Saujana, Kuala Lumpur. The mean value is 2.55, indicating “disagree”.

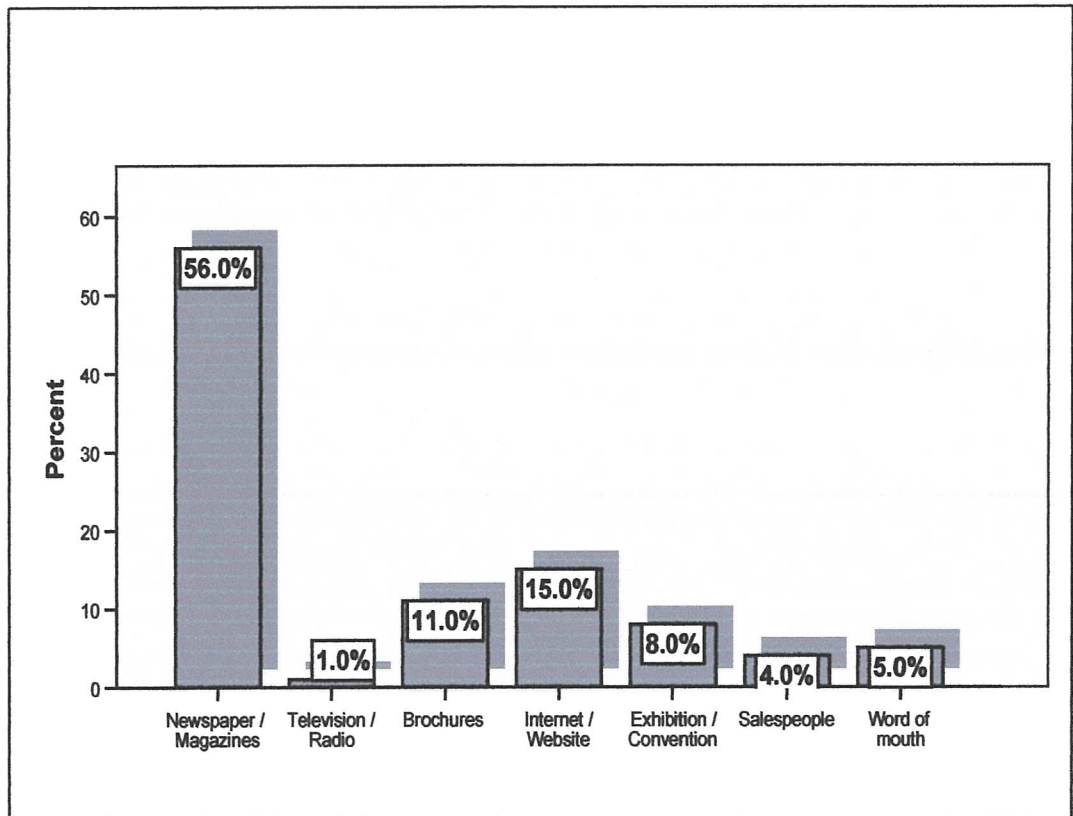
Finally, according to Table 5.2, it can be seen that the majority of respondents disagreed that The Saujana had effective promotional activities. But, there were some respondents who agreed that The Saujana had effective promotional activities. The total mean value is 2.67, overall indicating “uncertain”.

Table 5.2: Percentage, Mean and Mode of the Effectiveness of Promotional Activities.

No	Description	Rate					Total	Mean	Mode
		Strongly disagree	Disagree	Uncertain	Agree	Strongly agree			
11a	The Saujana advertises with a clear message to communicate	10%	48%	26%	14%	2%	100%	2.5	2
11c	The information given is easy to understand and interesting	11%	42%	16%	28%	3%	100%	2.7	2
11e	The Saujana promotional activities able to attract the customers' attention	3%	27%	47%	20%	3%	100%	2.93	3
11f	Promotional activities made by The Saujana are effective	15%	39%	26%	16%	4%	100%	2.55	2
TOTAL								2.67	

5.3.3 Level of Customer Awareness

Figure 5.8: How Do You Know About The Saujana.

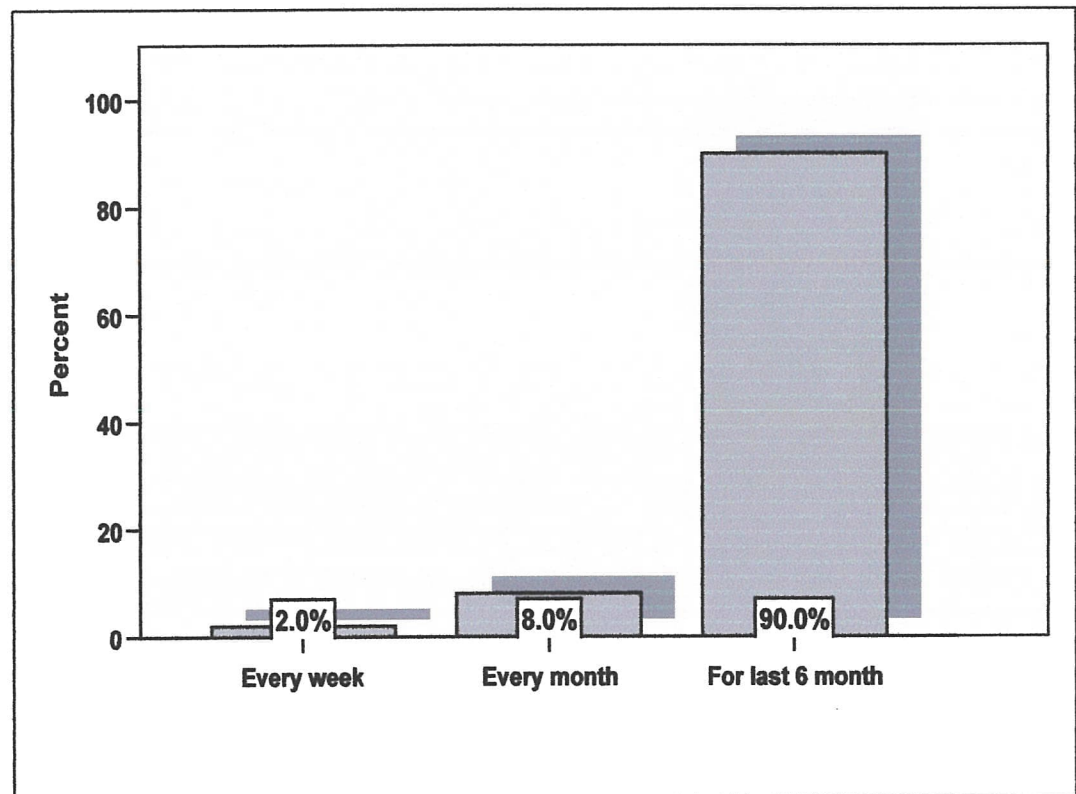


a. Percentage of Respondents Based on How They Know About The Saujana.

According to the Figure 5.8, it shows the percentage of respondents based on how they know about The Saujana. The majority of them whom responded to the questionnaire who knew about The Saujana's advertisement in Newspapers / Magazines are 56%. The second highest percentage is based on how they know about The Saujana, via the Internet / Website which is 15%. While 11% of respondents knew from The Saujana's brochures, 8% from Exhibitions /

Conventions, 5% from word of mouth, 4% from salespeople and the lowest was from the Television / Radio, which covered 1% of the total respondents.

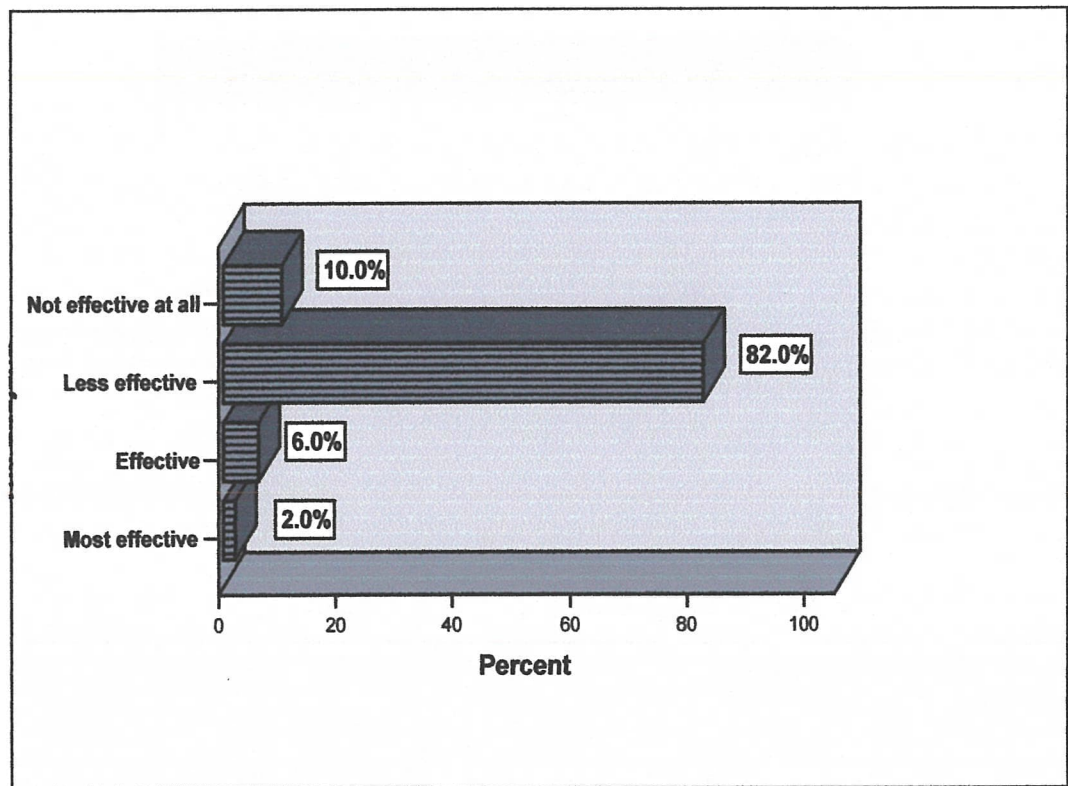
Figure 5.9: How Frequent You Been Exposed to the Promotional Activities.



b. Percentage of Respondents Based on How Frequent Have Been Exposed to the Promotional Activities.

According to the Figure 5.9, 90% of the respondents stated that only for the last 6 month were they exposed to the promotional activities. 8% of them said that every month they are exposed to the promotional activities and 2% of them were exposed every week to the promotional activities conducted by The Saujana, Kuala Lumpur. It shows that, majority of respondents were not frequently exposed to promotional activities done by The Saujana.

Figure 5.10: Opinion on the Present Promotional Activities.



c. Percentage of Respondent's Opinion on the Present Promotional Activities.

Based on the Figure 5.10, the researcher concludes that the respondents have a lack of knowledge of promotional activities by The Saujana. It is because; we can see that 82% most of the respondents felt that the promotional activities are less effective and 10% of them felt they were not effective at all. Meanwhile, 6% of them felt they were effective and only 2% of them felt that the promotional activities were most effective. It shows that, the present promotional activities done by The Saujana, the majority of total number of respondents felt they were less effective. Thus, The Saujana should do the promotional activities more aggressively and more frequently for enhancing the customer's awareness about The Saujana.

5.3.4 The Suitable Tools That Can Be Utilized

Table 5.3: Percentage of Respondents Based on the Suitable Marketing Communication Tools.

No	Description	Promotional Activities						
		Newspaper / Magazines	Television / Radio	Brochures	Internet / Website	Convention / Exhibition	Sales people	Word Of mouth
12a	Which promotional activities do you like best	11%	55%	7%	12%	12%	2%	1%
12b	Which promotional activities do you find most interesting	4%	54%	6%	15%	19%	1%	1%
12c	Which promotional activities would you most likely to read first	67%	-	25%	8%	-	-	-
12d	Which advertisement would most likely cause you to use the products and services	4%	17%	51%	10%	10%	6%	2%
12e	Which promotions give cheaper cost	27%	23%	3%	6%	1%	3%	37%
12f	Which promotion activities suitable for new promotion by The Saujana	7%	68%	3%	7%	8%	7%	-
12g	Which promotion activities give widely coverage	11%	38%	4%	42%	2%	-	3%

According to the Table 5.3, 55% of the total respondents do like Television / Radio among the best on promotional activities. Meanwhile as for the other respondents, 12% liked best promotional activities which are Convention / Exhibition and Internet / Website. 11% liked best Newspapers / Magazines. It also can be seen that only 2% of the respondents liked best salespeople and 1% of the respondents liked best word of mouth.

Based on the result, the majority of the total respondents, which is 54%, chose Television / Radio as the most interesting promotional activities. The other respondents, which were about 19%, chose Convention / Exhibition as the most interesting promotional activities. Meanwhile about 15% chose Internet / Website as the most interesting promotional activities. Brochures and Newspapers / Magazines both were 6% and 4%. Only 1% of the total respondents chose salespeople and word of mouth as the most interesting promotional activities.

For the next description, we can see that the percentage of the total respondents on the promotional activities which were most likely to be read first. Based on the result, 67% of the total respondents chose to read Newspapers / Magazines. The other respondents, about 25% chose brochures as the most likely to be read first among the promotional activities. Meanwhile, only 8% of the total respondents chose Internet / Website as the most likely to read first among the promotional activities.

Based on the result, 51% of the total respondents chose brochures as the most likely to cause them to use the products and services. Second highest is Television / Radio with 17% of the respondents who chose it as most likely to cause them to use the products and services. Besides that 10% of other respondents chose Internet / Website and

Convention / Exhibition as the most likely to cause them to use the products and services. Salespeople with 6%, Newspapers / Magazines with 4% and only 2% chose word of mouth as a most likely to cause them to use the products and services.

For the next description, it shows that word of mouth is the cheaper cost of the promotional activities which is chose by 37% of the total respondents. Logically, Word of Mouth is the cheapest cost in the promotional activities, because by mouth we can spare the cost of promotions to other people. Meanwhile, Newspapers / Magazines and Television / Radio is the cheaper cost, as chose by at 27% and 23% respectively. Other respondents were chose Internet / Website at 6%, brochures at 3% and Convention / Exhibition at only 1% as the cheaper cost of promotional activities.

The next result is the percentage of respondents who chose the most suitable promotion activities for new promotion by The Saujana. The highest percentage is Television / Radio with 68% of respondents. Convention / Exhibition are the second highest, which is 8% of total respondents. Meanwhile, 7% is chose Newspapers / Magazines, Internet / Website and salespeople. Only 3% of respondents chose brochures for the most suitable promotion activities for new promotions.

The last finding is that, 42% of the total respondents chose Internet / Website which is gives a wide coverage to the promotional activities. 38% of the respondents chose Television / Radio that give widely coverage to the promotional activities. Only 4% chose brochures, followed by 3% word of mouth and 2% from Convention / Exhibition.

According to the table 5.3, all descriptions covered the third research objective which is to identify the suitable promotion tools that can be utilized by The Saujana, Kuala Lumpur.

5.4 Data Interpretation on Cross – Tabulation Analysis

Table 5.4: Percentage Based on Cross - Tabulation between Gender and the Effectiveness of Promotional Activities Done by The Saujana.

Promotional activities made by The Saujana are effective	Gender		Total
	Male	Female	
Strongly disagree	10 14.7%	5 15.6%	15 15.0%
Disagree	29 42.6%	10 31.3%	39 39.0%
Uncertain	17 25.0%	9 28.1%	26 26.0%
Agree	11 16.2%	5 15.6%	16 16.0%
Strongly Agree	1 1.5%	3 9.4%	4 4.0%
Total	68 100.0%	32 100.0%	100 100.0%

According to the Table 5.4, it can be seen that 16% of the total respondents, which is about 16.5% males and 15.6% females agreed that promotional activities done by The Saujana were effective. Meanwhile only 4% of the respondents, which covered

1.5% males and 9.4% females strongly agreed that promotional activities made by The Saujana were effective. 39% of respondents which is 42.6% males and 31.3% females disagreed with the statements followed by 15% of the respondents which were about 14.7% males and 15.6% females who strongly disagreed with the statements. Although certain respondents agreed that promotional activities done by The Saujana were effective the majority of respondents disagreed with the statements. It shows that, the promotional activities made by The Saujana are ineffective and it answered the first research question on how effective were the promotion strategies that have been used by The Saujana, Kuala Lumpur.

Table 5.5: Cross - Tabulation between Age and How They Know About The Saujana.

How Do You Know about The Saujana	Age				Total
	20-29	30-39	40-49	50 above	
Newspapers / Magazines	19	27	4	6	56
Television / Radio	1	0	0	0	1
Brochures	1	7	2	1	11
Internet / Website	10	3	1	1	15
Exhibition / Convention	1	3	2	2	8
Salespeople	2	1	0	1	4
Word of Mouth	1	2	1	1	5
Total	35	43	10	12	100

According to the Table 5.5, it can be seen that about 56 of the total number of respondents, comprising 27 respondents aged from 30 years old to 39 years old, 19

aged from 20 years old to 29 years old, 6 aged 30 years old to 39 years old and 4 from 40 years old to 49 years old chose Newspapers / Magazines as the medium on how they know about The Saujana. Meanwhile, 15 respondents chose Internet / Website for how they know about The Saujana, out of the 15, 10 respondents were aged from 20 years old to 29 years old followed by 3 respondents aged from 30 years old to 39 years old and 1 respondent aged 40 years old to 49 years old and one aged 50 years old and above. From the researcher's findings, respondents aged from 20 years old to 29 years old used the Internet / Website as a way to gain their knowledge and also to be up to date in their lifestyle.

From the Table 5.5, about 11 of respondents chose brochures; they were 7 respondents aged from 30 years old to 39 years old, 2 respondents aged from 40 years old to 49 years old and followed by 1 respondent aged 20 years old to 29 years old and one aged 50 years old and above.

From the findings, it also can be seen 8 of the total number of respondents chose Convention / Exhibition as the medium on how they know about The Saujana, comprising 3 respondents aged from 30 years old to 39 years old and followed by 40 years old to 49 years old and aged 50 years old and above, both with 2 respondents and 1 respondent aged 20 years old to 29 years old.

From the Table 5.5, about 5 respondents chose word of mouth regarding how they know about The Saujana. Out of the 5, 2 respondents were aged from 30 years old to 39 years old. Meanwhile, 1 respondent was aged from 20 years old to 29 years old, 40 years old to 49 years old and 50 years old and above.

Based on the findings, 4 of the respondents chose salespeople, 2 respondents were aged from 20 years old to 29 years old and 1 respondents from both, aged 30 years old to 39 years old and from age 50 years old and above. Meanwhile, 1 from the total respondents chose Television / Radio as a median on how he or she knows about The Saujana.

Therefore, it can be concluded that the majority of respondents knows about The Saujana through Newspapers / Magazines. It shows that the level of customer's awareness toward promotion done by The Saujana is mostly covered by newspapers and magazines. Thus, The Saujana should have more promotion in all promotional activities and it answers the second research objective to identify strategies that can increase the level of customer awareness towards the promotional activities by The Saujana.

Table 5.6: Cross - Tabulation between Gender and the Promotional Activities
Frequent Exposed To.

How frequent have you been exposed to the promotional activities	Gender		Total
	Male	Female	
Every week	1	1	2
Every month	6	2	8
For last 6 month	61	29	90
Total	68	32	100

Table 5.6 shows that, cross-tabulation between gender and the promotional activities that are frequently exposed, to 90 of respondents were exposed promotional activities done by The Saujana for the last 6 months, with 61 males and 29 females. 8 of

the total number of respondents were exposed to them every month, which were 6 males and 2 females. Meanwhile, only 2 of the total respondents were exposed every week, which were 1 male and female.

This table also can answer the research objective number two which is to identify strategies that can increase the level of customer awareness towards the promotional activities by The Saujana. Therefore, it can be concluded that The Saujana should exposed their promotional activities to people more frequently, thus it will enhance good promotional strategies and increase the level of customer's awareness towards promotional activities done by The Saujana.

Table 5.7: Cross – Tabulation between Age and Opinion on the Present Promotional Activities Undertaken by The Saujana.

What is your opinion on the present promotional activities undertaken by The Saujana	Age				Total
	20-29	30-39	40-49	50 above	
Most effective	0	2	0	0	2
Effective	3	2	0	1	6
Less effective	29	36	8	9	82
Not effective at all	3	3	2	2	10
Total	35	43	10	12	100

According to the Table 5.7, it shows that the cross-tabulation between age and opinion on the present promotion activities undertaken by The Saujana. 82 of total respondents were of the opinion that the present promotional activities undertaken by The Saujana were less effective. This is, 36 of respondents aged from 30 years old to 39

years old, 29 of respondents aged from 20 years old to 29 years old, 9 of respondents aged 50 years old and above and 8 of respondents aged 40 years old to 49 years old.

Meanwhile, 10 of the total number of respondents were of the opinion that promotional activities undertaken by The Saujana were not effective at all, which are 3 respondents aged from 20 years old to 29 years old and sharing with age 30 years old to 39 years old, and followed by 2 of respondents aged from 49 years old to 49 years old and 50 years old and above.

For the effective promotional activities, 6 of the total respondents comprised. 3 respondents aged from 20 years old to 29 years old, 2 respondents aged from 30 years old to 39 years old, and 1 respondent who aged 50 years old and above. Finally, for not effective promotional activities comprising 2 respondents aged from 30 years old to 39 years old.

Table 5.8: Cross - Tabulation between Age and Promotional Activities Suitable for New Promotion.

Which promotional activities suitable for new promotion	Age				Total
	20-29	30-39	40-49	50 above	
Newspaper / Magazine	4	2	0	1	7
Television / Radio	21	34	6	7	68
Brochures	3	0	0	0	3
Internet / website	3	2	0	2	7
Convention / Exhibition	2	5	1	0	8
Salespeople	2	0	3	2	7
Total	35	43	10	12	100

From the Table 5.8, it can be seen that 68 of the total respondents, which is 34 respondents aged from 30 years old to 39 years old, 21 respondents aged from 20 years old to 29 years old, 7 respondents aged 50 years and above and 6 respondents aged from 40 years old to 49 years old were chose Television / Radio as suitable promotional activities for The Saujana's new promotions.

Based on the result, 8 of the total respondents chose Convention / Exhibition as a suitable promotional activity for new promotion, there were 5 respondents aged from 30 years old to 30 years old, followed by 2 respondents' aged from 20 years old to 29 years old. Meanwhile, only 1 respondent was aged from 40 years old to 49 years old.

From the Table 5.8, Newspapers / Magazines, Internet / Website and salespeople, received the same total respondents, which is 7 respondents who chose them as suitable for new promotional activities. For Newspapers / Magazine, there were 4 respondents aged from 20 years old to 29 years old, 2 respondents aged from 30 years old to 39 years old, and 1 respondent age 50 years and above. For Internet / Website, there were 3 respondents aged from 20 years old to 29 years old and 2 respondents aged 30 years old to 39 years and 2 aged 50 years old and above. Lastly for salespeople, there were 3 respondents aged from 40 years old to 49 years old, followed by 2 respondents aged 20 years old to 29 years old and 2 aged 50 years old and above.

Meanwhile, only 3 respondents' aged from 20 years old to 29 years old chose brochures as a suitable promotional activity for The Saujana's new promotion. It shows that The Saujana should identify the most effective promotion tool that can be utilized.

5.5 Summary

The research objective will be summarized in this section. This is to provide some answers for this study.

Research Objective 1

To identify the effectiveness of promotional strategies by The Saujana, Kuala Lumpur.

To answer this research question the Table 5.4 cross-tabulation between gender and the effectiveness of promotional activities done by The Saujana, was used. It can be concluded that most of the respondents said that the promotional activities done by The Saujana are ineffective and the majority disagree about the effectiveness. This can be seen in the Table 5.4 whereas the whole question that is related to the effectiveness of promotional activities made by The Saujana is ineffective either to communicate with a clear message and information is easy to understand and interesting. On the other hand, there is also uncertainty about which promotional activities are able to attract customers' attention. Therefore, The Saujana must improve their promotional activities in order to ensure that the promotional activates can reach more potential customers and increase the occupancy rate of the company.

Research Objective 2

To identify strategies that can increase the level of customer awareness towards the promotional activities by The Saujana.

The researcher used Table 5.5 to answer this research question. It shows the cross-tabulation between age and how they know about The Saujana. It can be

concluded that most of the respondents said they knew about The Saujana by advertising in newspapers and magazines which is 56% of the total respondents, most of them were aged from 30 years old to 39 years old. The usage of internet and website by the respondents is satisfactory, because 15 of the total number of respondents knew through these promotional activities, that are, 10 respondents aged from 20 years old to 29 years old followed by 3 respondents aged from 30 years old to 39 years old and 1 respondent aged 40 years old to 49 years old and aged 50 years and above. The least effective promotion by The Saujana is on television and radio, which comprises by 1 respondent only aged from 20 years old to 29 years old. It shows that the level of customer awareness towards promotion done by The Saujana is mostly covered by newspaper and magazines. Therefore, The Saujana must improve in all promotional activities to promote their products and services. Thus, the potential customers are aware of promotions done by The Saujana, and this will increase the occupancy rate of the company.

Besides that, Table 5.6 also can answer this research question to identify the strategies that can increase the level of customer awareness towards the promotional activities. It shows that cross-tabulation between gender and the promotional activities that people are frequently exposed to, about 90 of the total respondents are exposed to the promotional activities done by The Saujana for the last 6 month, with 61 males and 29 females. Meanwhile, only 2 of total respondents are exposed to them every week, which were 1 male and 1 female. Therefore, the research can conclude that The Saujana should exposed people to their promotional activities more frequently, thus it will enhance first-class promotional activities and it will increase the level of customers' awareness towards the products and services provided by The Saujana.

Research Objective 3

To identify the suitable promotion tools that can be utilized by The Saujana, Kuala Lumpur.

In order to answer this research question, the suitable marketing communication tools that can be chosen by The Saujana to attract the potential customer depend on several situations. It can be seen in the Table 5.3 the newspaper and magazines were the best promotional tools chosen by respondents that are likely to refer first which represents 67% of the total respondents. Besides that, the promotional activities that the respondents most like and persuade them to buy the products and services offered by The Saujana came from brochures which represents 51% of the total respondents. Meanwhile, from the research, it shows that the most suitable way in promoting products and services as well as the least suitable. According to the table, there were about 68% of the respondents who chose television and radio that represent the suitable promotional activities for The Saujana's new promotion. Meanwhile, 3% of the respondents picked the internet and website as the least suitable way. Besides that, to get a good coverage, the company should know which promotional activities will give wide coverage. In the Table 5.3, it shows that internet and website give the widest coverage, of which 42% of the respondents chose them as the marketing tool. From the researcher's opinion, internet and website is usually used by every person and it covers the whole world. In conclusion, the company needs to set out various promotional tools depending on the situation. Hence, the different approaches.

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

From the findings, the researcher concludes that this company did not do its marketing activities aggressively. There is one question that asked the respondents' opinion on the effectiveness of promotional activities done by The Saujana. The majority of the respondents disagree with the effectiveness of promotional activities, and some of them agree that the promotional activities are effective.

In conclusion, The Saujana must to be aware of and realize the importance of the promotional activities. It can help The Saujana to promote its products and services. If the company wants to promote the products and services, they need to convey more information and the advertising campaigns may also have to work over much longer periods, because purchases may be more infrequent, the purchasing process itself may be extended.

With regard to the analysis of data, promotional strategies of The Saujana need to be improved due to The Saujana having less promotional activities, and they need to implement more promotional strategies to attract customers. Besides that, The Saujana can gain a competitive advantage and indirectly can create the brand image of the company.

Therefore, The Saujana needs to create the correct message to communicate to its potential customers and choose suitable promotional tools. To achieve this result, it will almost certainly need to communicate one or more messages on whether the promotion consists of campaigns or advertising on television and so on. This is because promotion

provides a message to create awareness, interest, understanding, attitudes and purchasing decisions to the customers.

Each of the components of the promotional activities has contributed to the successful achievement of the communication and operating tasks. Each component not only conveys the product concept to customers in terms of its relevance to their needs, but also helps remove various transaction barriers. In advertising, components of the advertising include theme, visual cues, copy and auditory cues and components of the media mix are combined to perform these tasks. Similarly publicity objectives are achieved by combination components of the publicity cue mix and the publicity media mix. The difference is that an impartial source and not the firm communicate publicity information. Therefore, if The Saujana were to carefully plan promotional activities, it allows the firm to have some control over the information that is conveyed through publicity. This is because information presented by publicity is much less costly than information conveyed by advertising and seen as being more credible.

Nowadays customers are very aware about what they can gain through the service provided. In the marketing strategy, The Saujana should be more proactive and aggressive in competing with their competitors so as to attract their current customers as well as potential customers and meet their expectations.

For the communication and operating tasks to be achieved through promotion, The Saujana should identify the relevant set of promotion mix components that are consistent with the objective. Once a mix is selected, The Saujana must determine whether appropriate resources exist to implement it. Therefore, the company can highly achieve their objectives as well as their goals.

6.2 Recommendations

Based on the findings and analysis, there are a few recommendations that could be implemented by The Saujana, Kuala Lumpur , which is by improving their performance and by doing aggressive promotional activities that will increase customer's awareness and indirectly increase the occupancy rate. For examples:

1. Television

The Saujana can use the television as a marketing tool for doing aggressive promotional activities to promote the products and services. This is because, the television has a unique capability to show the products they have and the services that they provide. Besides that, the most important is to choose the correct times to promote the products and services, such as prime time which is the period between 8 pm to 11pm, day time beginning with the early morning news shows and extending to 4.30 pm and fringe time that is the period preceding and following prime time. Thus, viewers can see and hear the products and services being used, identify with the products of The Saujana and imagine them using the products and services

2. Internet / website

Internet / website also plays the important roles to attract the potential customers since it can describe and convey more information about the products and services and take the opportunity to have no limited boundary of advertising. Therefore, it can attract the potential customers to surf the website. Besides its own website, it can also be promoted on other websites. The Saujana, needs to advertise the address of its website to the public and ensure that website of companies can deliver more information and are attractive from the customers point of view.

3. Newspaper / Magazines

The Saujana can advertise their products and services through newspapers, because people read newspaper every day to obtain the news, they are in the right mental frame to process advertisements that present especially news of companies, products, sales and so forth. The newspaper is a cheaper tools and it is affordable to everyone. After the customers know about the company, magazines are a very good way to pinpoint specific audience. This is the feature that most distinguishes magazine advertising from other form of media. This is because, selectivity enables The Saujana to achieve effective rather than wasted, exposure. It can be a more efficient form of advertising and lower costs per thousand target customers that The Saujana can achieve.

4. Convention / Exhibition

The Saujana can plan the exhibitions that they can be involved in to jointly promote products and services to their potential customers.

5. Brochures / Pamphlets

By distribute brochures and pamphlets that also consist of information on the products and services offered by The Saujana. Make them as simple as possible and attractive enough. Put in all information of packages on rooms, promotion rooms or food and beverage, discounts, and events done by The Saujana in one pamphlet or brochure. It is because it is more convenient to the new customer to read and gain information.

6. Public Relation

It is an important promotional tool that the company needs to consider in all situations. For example, before The Saujana wants to do the public relations with the customers, the company must develop first a good relationship between their staff and also the

media. After that, public relations with the customers become easier to be done. Therefore, if the good relationship is established, it can create goodwill of the company and indirectly can create the loyalty of the customers about The Saujana's products and services. Besides that, The Saujana also can implement more welfare activities for society such as giving donations of specific amounts to society welfare in Malaysia especially during festive seasons.

7. Publicity

The Saujana needs to know that publicity also like advertising describes nonpersonal communication to a mass audience but unlike advertising, publicity usually assumes that form of news items or editorial comments about a company's products and services. Therefore, to avoid bad publicity, The Saujana needs to be aware of every action that can cause controversy. Publicity also is related to public relations. This is because if the company has a good relationship with other parties, The Saujana will get good publicity from it. For example, making donations to old folk's house, celebrating "Hari Raya" with orphans at the hotel, friendly matches with the police and fire brigade, helps to build good relationship with the company.

8. Salespeople

Hire more marketing executives. Assigning them to their own territories as specific targets to achieve will motivate the employees. They should also be given an attractive remuneration consisting of basic salary plus commission if they are able to make sales. Usually, a good motivation is money. With money people will work harder.

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APPENDICES



**UNIVERSITI TEKNOLOGI MARA
CAMPUS MELAKA**

QUESTIONNAIRES

**A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES
TOWARDS INCREASING OCCUPANCY RATE OF THE SAUJANA,
KUALA LUMPUR**

Dear Sir/Madam,

I am Ashfaq Farhan b. Asri, a final year student of BBA (Hons) Marketing at Mara University of Technology (UiTM) Malacca and I am collecting data to facilitate studies carried out as partial requirement for the completion of my project paper (thesis).

Below are the questionnaires that will be used to evaluate the effectiveness of promotional activities conducted by this company. All information is confidential and it will be used strictly in this research only.

Tuan/Puan,

Saya, Ashfaq Farhan b. Asri. Pelajar tahun akhir Perguruan Perniagaan Sarjana Muda (Kepujian) Pemasaran dari UiTM Malacca sedang membuat satu pungutan data untuk kemudahan pelajaran dan memenuhi sebahagian keperluan projek saya ni.

Di bawah adalah senarai soalan-soalan yang digunakan untuk menilai keberkesanan aktiviti pemasaran yang telah mereka gunakan. Semua maklumat adalah sulit dan saya berjanji bahawa ia hanya akan digunakan untuk projek ini sahaja, Terima kasih diatas kerjasama anda.

SECTION A: GENERAL INFORMATION

BAHAGIAN A: MAKLUMAT AM

1. Age / Umur

1. 20 – 29
2. 30 – 39
3. 40 – 49
4. 50 – 59
5. 59 above / ke atas

2. Gender / Jantina

1. Male / Lelaki
2. Female / Perempuan

3. Race / Bangsa

1. Malay / Melayu
2. Chinese / Cina
3. Indian / India
4. Others / Lain – lain

4. Marital Status / Status perkahwinan

1. Bachelor / Bujang
2. Married / Berkahwin
3. Others / Lain-lain

5. Education Level / Tahap pendidikan

1. SRP/PMR
2. SPM/MCE
3. Diploma
4. Degree / Ijazah
5. Master/PHD
6. Others / Lain-lain

6. Current Occupation / Perkerjaan

1. Government / Kerajaan
2. Private / Swastar
3. Businessman / Berniaga
4. Self-employed / Bekerja sendiri
5. Student / Pelajar
6. Retired / Persara
7. Others / Lain-lain:

7. Income Level / Pendapatan

1. Below / Bawah RM 1,000
2. RM 1,001 to RM 2,500
3. RM 2,501 to RM 5,000
4. RM 5,000 Above / keatas

**SECTION B: GENERAL INFORMATION ON CUSTOMER AWARENESS AND
THE EFFECTIVENESS OF PROMOTION ACTIVITIES**

**BAHAGIAN B: MAKLUMAT AM PADA PERHATIAN PELANGGAN DAN
KEBERKESANAN AKTIVITI PROMOSI**

8. How do you know about The Saujana? (Please choose 1)
Bagaimana anda tahu tentang Saujana? (Sila pilih 1)

- a. Newspaper / Magazine - *Suratkhabar / Majalah*
- b. Television / Radio - *Televisen / Radio*
- c. The Saujana campaign - *Kempen Saujana*
- d. The Saujana brochures - *Risalah Saujana*
- e. Internet / Website - *Internet / Laman Web*
- f. Exhibition / Convention - *Pameran / Seminar*
- g. Salespeople - *Jurujual*
- h. Word of mouth - *Mulut ke mulut*

9. How frequent have you been exposed to the promotional activities?
Berapa kalikah anda pernah didedahkan dengan aktiviti promosi?

- a. Every week - *Setiap minggu*
- b. Every month - *Setiap bulan*
- c. For last 6 month - *6 bulan yang lepas*

10. What is your opinion on the present promotional activities undertaken by The Saujana?
Apakah pendapat anda tentang aktiviti promosi yang telah dilakukan oleh Saujana?

- a. Most effective - *Sangat berkesan*
- b. Effective - *Berkesan*
- c. Less effective - *Kurang berkesan*
- d. Not effective at all - *Tidak berkesan langsung*

11. Please give your comments on the following issues based on this scale:
Sila berikan komen anda berdasarkan skala berikut:

1	2	3	4	5
Strongly disagree / <i>Sangat tidak setuju</i>	Disagree / <i>Tidak setuju</i>	Uncertain / <i>Ragu - ragu</i>	Agree / <i>Bersetuju</i>	Strongly Agree / <i>Sangat setuju</i>

Issues / Isu		1	2	3	4	5
a.	The Saujana advertises with a clear message to communicate <i>Saujana menyampaikan mesej yang jelas melalui pengiklannya</i>					
b.	During campaign activities, staffs are very well informed about The Saujana's products and services <i>Semasa aktiviti kempen, pekerja mempunyai informasi tentang produk dan perkhidmatan Saujana.</i>					
c.	The information given is easy to understand and interesting <i>Informasi yang diberi mudah untuk difahami dan menarik.</i>					
d.	The Saujana has been very active in promoting their products and services <i>Saujana sangat aktif dalam mempromosikan produk dan perkhidmatan Saujana.</i>					
e.	The Saujana promotional activities that are able to attract the customers' attention <i>Aktiviti promosi yang dilakukan oleh Saujana boleh menarik perhatian pelanggan.</i>					
f.	Promotional activities made by The Saujana are effective <i>Adakah aktiviti promosi yang dilakukan oleh Saujana berkesan.</i>					
g.	Aggressive promotional activities will increase customer awareness <i>Aktiviti promosi yang aggrasif boleh menarik perhatian pelanggan.</i>					

SECTION C: THE SUITABLE MARKETING COMMUNICATION TOOLS THAT CAN UTILIZED

BAHAGIAN C: KAEDAH KOMUNIKASI PERMASARAN YANG BERKESAN

12. Please tick (✓) based on the order of marketing tools (Tick only one answer)
Sila tanda (✓) berdasarkan turutan kegiatan pemasaran (Tanda pada satu soalan sahaja)

1. Newspaper / Magazine - <i>Suratkhabar / Majalah</i>	5. Convention /Exhibition – Seminar / Pameran
2. Television / Radio - <i>Televisen / Radio</i>	6. Salespeople - <i>Jurujual</i>
3. Brochures - <i>Risalah</i>	7. Word of mouth – Mulut ke mulut
4. Internet / Website - <i>Internet / Laman Web</i>	

Promotional Activities / Aktiviti Promosi		1	2	3	4	5	6	7
a.	Which promotional activities do you like best? <i>Aktiviti promosi manakah yang anda sangat minat</i>							
b.	Which promotional activities do you find most interesting? <i>Aktiviti promosi manakah yang anda lihat sangat menarik?</i>							
c.	Which promotional activities would you most likely to read first? <i>Aktiviti promosi manakah yang anda minat untuk dibaca?</i>							
d.	Which advertisement would most likely cause you to use the products and services? <i>Cara pengiklanan manakah yang anda minat dan ingin menggunakan produk dan perkhimatan?</i>							
e.	Which promotions give cheaper cost? <i>Aktiviti promosi manakah yang kosnya rendah?</i>							
f.	Which promotion activities suitable for new promotion by The Saujana? <i>Aktiviti promosi manakah yang sesuai untuk promosi baru dari Saujana?</i>							
g.	Which promotion activities give widely covered? <i>Aktiviti promosi manakah yang menyeluruh?</i>							

13. Please give your opinion on how this company can improve its promotional activities.
Sila berikan pendapat anda bagaimana syarikat ini boleh meningkatkan lagi aktiviti promosinya.

*******THANK YOU FOR YOUR TIME AND COOPERATION*******
HAVE A NICE DAY

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.712	.729	17

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum
Item Means	2.786	1.740	3.880	2.140	2.230

Summary Item Statistics

	Variance	N of Items
Item Means	.211	17

Frequencies

Statistics

		Age	Gender	Race	Marital Status
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		1.9900	1.3200	1.5600	1.5200
Median		2.0000	1.0000	1.0000	1.5000
Std. Deviation		.96917	.46883	.74291	.54086

Appendix II

Statistics

		Education	Current Occupation	Income Level
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.8800	2.5900	2.4200
Median		4.0000	2.0000	2.0000
Std. Deviation		1.09434	1.30341	.86667

Frequency Table

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29	35	35.0	35.0	35.0
	30-39	43	43.0	43.0	78.0
	40-49	10	10.0	10.0	88.0
	50 above	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	68.0	68.0	68.0
	Female	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	58	58.0	58.0	58.0
	Chinese	29	29.0	29.0	87.0
	Indian	12	12.0	12.0	99.0
	Others	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	50	50.0	50.0	50.0
	Married	48	48.0	48.0	98.0
	Others	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Appendix II

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM/MCE/STPM	9	9.0	9.0	9.0
	Diploma	26	26.0	26.0	35.0
	Degree	46	46.0	46.0	81.0
	Master	6	6.0	6.0	87.0
	Others	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Current Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government	14	14.0	14.0	14.0
	Private	50	50.0	50.0	64.0
	Businessman	14	14.0	14.0	78.0
	Self-employed	13	13.0	13.0	91.0
	Retired	3	3.0	3.0	94.0
	Others	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM1000	8	8.0	8.0	8.0
	RM1001-RM2500	59	59.0	59.0	67.0
	RM2501-RM5000	16	16.0	16.0	83.0
	RM5000 above	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Frequencies

Statistics

		How do you know about The Saujana	How frequent have you been exposed to the promotional activities	What is your opinion on the present promotional activities undertaken by The Saujana
N	Valid	100	100	100
	Missing	0	0	0
Mean		2.5000	2.8800	3.0000
Median		1.0000	3.0000	3.0000
Std. Deviation		1.91485	.38350	.49237

Appendix II

Statistics

		The Saujana advertises with a clear message to communicate	During campaign activities, staffs are very well informed about The Saujana's products and services	The information gives is easy to understand and interesting
N	Valid	100	100	100
	Missing	0	0	0
Mean		2.5000	2.3700	2.7000
Median		2.0000	2.0000	2.0000
Std. Deviation		.92660	.94980	1.08711

Statistics

		The Saujana has been very active in promoting their products and services	The Saujana promotional activities that are able to attract the customer;s attention
N	Valid	100	100
	Missing	0	0
Mean		2.5400	2.9300
Median		2.5000	3.0000
Std. Deviation		.96839	.84393

Statistics

		Promotional activities made by The Saujana are effective	Aggressive promotional activities will increase customer awareness
N	Valid	100	100
	Missing	0	0
Mean		2.5500	3.1900
Median		2.0000	3.0000
Std. Deviation		1.05768	.98160

Frequency Table

Appendix II

How do you know about The Saujana

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper / Magazines	56	56.0	56.0	56.0
	Television / Radio	1	1.0	1.0	57.0
	Brochures	11	11.0	11.0	68.0
	Internet / Website	15	15.0	15.0	83.0
	Exhibition / Convention	8	8.0	8.0	91.0
	Salespeople	4	4.0	4.0	95.0
	Word of mouth	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

How frequent have you been exposed to the promotional activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every week	2	2.0	2.0	2.0
	Every month	8	8.0	8.0	10.0
	For last 6 month	90	90.0	90.0	100.0
	Total	100	100.0	100.0	

What is your opinion on the present promotional activities undertaken by The Saujana

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most effective	2	2.0	2.0	2.0
	Effective	6	6.0	6.0	8.0
	Less effective	82	82.0	82.0	90.0
	Not effective at all	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

The Saujana advertises with a clear message to communicate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	10.0	10.0	10.0
	Disagree	48	48.0	48.0	58.0
	Uncertain	26	26.0	26.0	84.0
	Agree	14	14.0	14.0	98.0
	Strongly Agree	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Appendix II

During campaign activities, staffs are very well informed about The Saujana's products and services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	21	21.0	21.0	21.0
Disagree	33	33.0	33.0	54.0
Uncertain	34	34.0	34.0	88.0
Agree	12	12.0	12.0	100.0
Total	100	100.0	100.0	

The information gives is easy to understand and interesting

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	11	11.0	11.0	11.0
Disagree	42	42.0	42.0	53.0
Uncertain	16	16.0	16.0	69.0
Agree	28	28.0	28.0	97.0
Strongly Agree	3	3.0	3.0	100.0
Total	100	100.0	100.0	

The Saujana has been very active in promoting their products and services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	14	14.0	14.0	14.0
Disagree	36	36.0	36.0	50.0
Uncertain	34	34.0	34.0	84.0
Agree	14	14.0	14.0	98.0
Strongly Agree	2	2.0	2.0	100.0
Total	100	100.0	100.0	

The Saujana promotional activities that are able to attract the customer;s attention

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	3	3.0	3.0	3.0
Disagree	27	27.0	27.0	30.0
Uncertain	47	47.0	47.0	77.0
Agree	20	20.0	20.0	97.0
Strongly Agree	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Appendix II

Promotional activities made by The Saujana are effective

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	15	15.0	15.0	15.0
Disagree	39	39.0	39.0	54.0
Uncertain	26	26.0	26.0	80.0
Agree	16	16.0	16.0	96.0
Strongly Agree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Aggresive promotional activities will increase customer awareness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	2.0	2.0	2.0
Disagree	21	21.0	21.0	23.0
Uncertain	46	46.0	46.0	69.0
Agree	18	18.0	18.0	87.0
Strongly Agree	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Frequencies

Statistics

	Which promotional activities do you like best	Which promotional activities do you find most interesting	Which promotional activities would you most likely to read first
N Valid	100	100	100
Missing	0	0	0
Mean	2.6900	2.9800	1.7400
Median	2.0000	2.0000	1.0000
Std. Deviation	1.36104	1.37054	1.08823
Variance	1.852	1.878	1.184

Appendix II

Statistics

		Which advertisement would most likely cause you to use the products and services	Which promotional activities give cheaper cost
N	Valid	100	100
	Missing	0	0
Mean		3.3100	3.8800
Median		3.0000	2.5000
Std. Deviation		1.26886	2.62575
Variance		1.610	6.895

Statistics

		Which promotional activities suitable for new promotion	Which promotional activities give widely covered
N	Valid	100	100
	Missing	0	0
Mean		2.6200	2.9800
Median		2.0000	3.0000
Std. Deviation		1.36167	1.34825
Variance		1.854	1.818

Frequency Table

Which promotional activities do you like best

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper / Magazine	11	11.0	11.0	11.0
	Television / Radio	55	55.0	55.0	66.0
	Brochures	7	7.0	7.0	73.0
	Internet / website	12	12.0	12.0	85.0
	Convention / Exhibition	12	12.0	12.0	97.0
	Salespeople	2	2.0	2.0	99.0
	Word of mouth	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Appendix II

Which promotional activities do you find most interesting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper / Magazine	4	4.0	4.0	4.0
	Television / Radio	54	54.0	54.0	58.0
	Brochures	6	6.0	6.0	64.0
	Internet / website	15	15.0	15.0	79.0
	Convention / Exhibition	19	19.0	19.0	98.0
	Salespeople	1	1.0	1.0	99.0
	Word of mouth	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Which promotional activities would you most likely to read first

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper / Magazine	67	67.0	67.0	67.0
	Brochures	25	25.0	25.0	92.0
	Internet / website	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Which advertisement would most likely cause you to use the products and services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper / Magazine	4	4.0	4.0	4.0
	Television / Radio	17	17.0	17.0	21.0
	Brochures	51	51.0	51.0	72.0
	Internet / website	10	10.0	10.0	82.0
	Convention / Exhibition	10	10.0	10.0	92.0
	Salespeople	6	6.0	6.0	98.0
	Word of mouth	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Which promotional activities give cheaper cost

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper / Magazine	27	27.0	27.0	27.0
	Television / Radio	23	23.0	23.0	50.0
	Brochures	3	3.0	3.0	53.0
	Internet / website	6	6.0	6.0	59.0
	Convention / Exhibition	1	1.0	1.0	60.0
	Salespeople	3	3.0	3.0	63.0
	Word of mouth	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Appendix II

Which promotional activities suitable for new promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper / Magazine	7	7.0	7.0	7.0
	Television / Radio	68	68.0	68.0	75.0
	Brochures	3	3.0	3.0	78.0
	Internet / website	7	7.0	7.0	85.0
	Convention / Exhibition	8	8.0	8.0	93.0
	Salespeople	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Which promotional activities give widely covered

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper / Magazine	11	11.0	11.0	11.0
	Television / Radio	38	38.0	38.0	49.0
	Brochures	4	4.0	4.0	53.0
	Internet / website	42	42.0	42.0	95.0
	Convention / Exhibition	2	2.0	2.0	97.0
	Word of mouth	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Promotional activities made by The Saujana are effective * Gender	100	100.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Promotional activities made by The Saujana are effective * Gender	0	.0%	100	100.0%

Appendix II

Promotional activities made by The Saujana are effective * Gender Crosstabulation

			Gender		Total
			Male	Female	
Promotional activities made by The Saujana are effective	Strongly disagree	Count	10	5	15
		% within Gender	14.7%	15.6%	15.0%
	Disagree	Count	29	10	39
		% within Gender	42.6%	31.3%	39.0%
	Uncertain	Count	17	9	26
		% within Gender	25.0%	28.1%	26.0%
	Agree	Count	11	5	16
		% within Gender	16.2%	15.6%	16.0%
	Strongly Agree	Count	1	3	4
		% within Gender	1.5%	9.4%	4.0%
Total	Count	68	32	100	
	% within Gender	100.0%	100.0%	100.0%	

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
How do you know about The Saujana * Age	100	100.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
How do you know about The Saujana * Age	0	.0%	100	100.0%

How do you know about The Saujana * Age Crosstabulation

Count

		Age		
		20-29	30-39	40-49
How do you know about The Saujana	Newspaper / Magazines	19	27	4
	Television / Radio	1	0	0
	Brochures	1	7	2
	Internet / Website	10	3	1
	Exhibition / Convention	1	3	2
	Salespeople	2	1	0
	Word of mouth	1	2	1
	Total	35	43	10

Appendix II

How do you know about The Saujana * Age Crosstabulation

Count

		Age	Total
		50 above	
How do you know about The Saujana	Newspaper / Magazines	6	56
	Television / Radio	0	1
	Brochures	1	11
	Internet / Website	1	15
	Exhibition / Convention	2	8
	Salespeople	1	4
	Word of mouth	1	5
Total		12	100

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
How frequent have you been exposed to the promotional activities * Gender	100	100.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
How frequent have you been exposed to the promotional activities * Gender	0	.0%	100	100.0%

How frequent have you been exposed to the promotional activities * Gender Crosstabulation

Count

		Gender		Total
		Male	Female	
How frequent have you been exposed to the promotional activities	Every week	1	1	2
	Every month	6	2	8
	For last 6 month	61	29	90
Total		68	32	100

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
What is your opinion on the present promotional activities undertaken by The Saujana * Age	100	100.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
What is your opinion on the present promotional activities undertaken by The Saujana * Age	0	.0%	100	100.0%

**What is your opinion on the present promotional activities undertaken by The Saujana * Age
Crosstabulation**

Count

		Age		
		20-29	30-39	40-49
What is your opinion on the present promotional activities undertaken by The Saujana	Most effective	0	2	0
	Effective	3	2	0
	Less effective	29	36	8
	Not effective at all	3	3	2
Total		35	43	10

**What is your opinion on the present promotional activities undertaken by The Saujana * Age
Crosstabulation**

Count

		Age	Total
		50 above	
What is your opinion on the present promotional activities undertaken by The Saujana	Most effective	0	2
	Effective	1	6
	Less effective	9	82
	Not effective at all	2	10
Total		12	100

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Which promotional activities suitable for new promotion * Age	100	100.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Which promotional activities suitable for new promotion * Age	0	.0%	100	100.0%

Which promotional activities suitable for new promotion * Age Crosstabulation

Count

		Age		
		20-29	30-39	40-49
Which promotional activities suitable for new promotion	Newspaper / Magazine	4	2	0
	Television / Radio	21	34	6
	Brochures	3	0	0
	Internet / website	3	2	0
	Convention / Exhibition	2	5	1
	Salespeople	2	0	3
Total		35	43	10

Which promotional activities suitable for new promotion * Age Crosstabulation

Count

		Age	Total
		50 above	
Which promotional activities suitable for new promotion	Newspaper / Magazine	1	7
	Television / Radio	7	68
	Brochures	0	3
	Internet / website	2	7
	Convention / Exhibition	0	8
	Salespeople	2	7
Total		12	100