

THE EFFECTIVENESS OF USING PROMOTION TO
ENCOURAGE CUSTOMERS IN USING THE PUBLIC
TRANSPORTATION: STUDY ON PUTRA LRT

ANNA SYAZRINI BT FAUZI

BACHELOR OF BUSINESS ADMINISTRATION
(HONOUR) MARKETING
SCHOOL OF BUSINESS AND MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
APRIL 2001

ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious, The Most Compassionate and Most Merciful. Alhamdulillah, all thanks and praise are due to Allah S.W.T for making things possible. I gratefully acknowledge my advisor Dr. Abd Halim. He convinced me to undertake and presented the research paper as good as possible for my future purpose. I'm really appreciated for his valuable advice and in a way he taught me that I would never forget.

Not forgotten my acknowledgement to Encik Azman Nasir, the Senior Manager of the PUTRA LRT, and Miss Syarifah Aliza my supervisor for advice and support. Specials thank to Encik Afizi and Miss Norlela the staff in the Marketing Department of PUTRA LRT.

I would like to express my thanks to everybody who has either directly or indirectly support and provide valuable information in conducting this study. Not forgotten the to the PUTRA LRT users who has spend their time and given full cooperation in providing all the information needed.

Next to my friends, Laila Turisyima, Mary Mujan Tingang, Farah, Firdaus who assist me in completing the project paper.

Lastly, I want to acknowledge with great respect my parents, Dr Mohd Fauzi Hj Yaacob and Faridah Mohammed. Their love, encouragement support and the sacrificial giving themselves have been exemplary.

ABSTRACT

This study is to evaluate the effectiveness of using the promotion to influence the public to change their attitudes forwards using public transportation. This study covers the PUTRA LRT users and the motorist found in Klang Valley.

The study concludes that consumers' awareness increased. As a result in using promotion by the PUTRA LRT. These promotions have influenced the customers in using the LRT services.

The findings also reveal that, price can play a additional factor in influencing customers to used the LRT services. The right combination of promotion tools can determine the customers in choosing the LRT as a main transportation in the near future.

Based on the findings, it is suggested that more promotions be held to increase the use of the LRT in the future. The LRT users gain from these promotions. The LRT gains in terms the sales of ticket.

TABLE OF CONTENT

	Page
LETTER OF TRANSMITTAL	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT	viii
 CHAPTER	
1. INTRODUCTION	1
1.1 Background of the Study	2
1.2 Problem Statement	4
1.3 Purpose of the Study	5
1.4 Objectives of the Study	6
1.5 Scope of the Study	6
1.6 Significance of the Study	7
1.7 Definitions of terms	7
1.8 Limitation	8
1.9 Procedural Method of the Study	9
1.10 Conclusion	10
 2. LITERATURE REVIEW	 11
2.1 Introduction	11
2.2 Views of Public Transportation	12
2.3 The Effectiveness of Promotion	13
2.4 Sales Promotion	14
2.5 Publicity	14
2.6 Promotional Strategies	15
2.7 Using Publicity Effectively	16
2.8 The Role of Consumer Expectation About Price	17
2.9 A Communication to Evaluate Sales Promotion Strategies	17
2.10 Price Related Promotion	18
2.11 Conclusion	20
 3. THEORETICAL FRAMEWORK	
3.1 Introduction	21
3.2 Consumer Decision Model	22
3.3 Buyer Readiness Stages	26
3.4 Conclusion	29
 4. BACKGROUND OF THE STUDY	
4.1 The Project	30
4.2 Infrastructure	31
4.3 Facilities	32
4.4 Safety Feature	33
4.5 Physical Feature	33
4.6 Communication	34
4.7 Supporting Role of the Feeder Bus	34
4.8 Promotion Organize By PUTRA	35
4.9 Publicity on Light Rail Transit LRT	39
4.10 Price Promotion	45
4.11 Conclusion	46