

MALAY CONSUMER POST PURCHASE EXPERIENCES
AND THEIR FUTURE RESPONSE TOWARDS
ADVERTISING IN THE MALAY DAILIES :
A STUDY IN THE DISTRICT OF SEREMBAN

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LETTER OF TRANSMITTAL

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Madam,

SUBMISSION OF PROJECT PAPER

In reference to the above, I herewith, enclose my research paper entitled:
*Malay Consumer Post-Purchase Experience And Their Future Response Towards
The Advertising In The Malay Dailies: A Study In The District Of Seremban*

With submission of this research paper, I sincerely hope that it will meet the requirement and expectation of the syllabus.

Thank you in advance for you assistance and guidance.

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ABSTRACT

This research attempts to identify Malay consumer post-purchase experience based on the advertisement that they read from the Malay dailies. It is also attempt to study the application towards newspapers' advertising future response. The consumer awareness level of their right and knowledge of regulatory body protecting them is also studied. The main problem identified from the study is the complexity of consumer buying decision process whereby they are influenced by the stimuli in the advertisement they read from the newspaper to make purchasing. Thus, it can be questionable whether consumer satisfied or dissatisfied with their purchasing. From the result, it is found that most of the consumers are satisfied with the product as a whole but discontent with some aspect of it. In general, all of the respondent will depend on the situation in response to the newspaper advertisement in the future regardless of their post-purchase experience. Such result, hopefully will aid in understanding the Malay consumer better for their protection, for the benefit of the society, industry and government, in educating local consumers' about their right and to prepare local consumers' for market globalization.

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