

**A STUDY ON FACTORS THAT INFLUENCE THE
EFFECTIVENESS OF MARKETING STRATEGY AT
TM MELAKA**

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Of the Requirement for the
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MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Faizura Binti Raman, (I/C Number:

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

24 APRIL 2009

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper titled "**A STUDY ON FACTORS THAT INFLUENCE THE EFFECTIVENESS OF MARKETING STRATEGY AT TM MELAKA**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ACKNOWLEDGEMENT

Bismillahirrahmanirrahim,

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ABSTRACT

Telekom Malaysia (TM) has evolved to become the largest integrated telecommunications solutions provider in Malaysia and one of Asia's leading communications companies. In year 2008, the sales for Fixed Line / Direct Exchange Line (DEL) and other product of TM Melaka not achieved monthly sales target. Due to that problem matter, researcher do the research study on factors that influence the effectiveness of marketing strategy at TM Melaka that come with the objectives to determine whether the promotional tools that used by TM Melaka influence the effectiveness of marketing strategy, to find the promotion tools that gives the most effective marketing strategy at TM Melaka sales and next, is to give suggestion and recommendations regarding step and strategies that should be implemented by TM Melaka to increase their sales.

In this study, the researcher used the research design of Descriptive Research and Causal Research. For sampling technique, researcher used Simple Random Sampling in Probability for this study. Researcher distributed the questionnaire to respondents randomly around Melaka Tengah to have primary data for data analysis and other sources of secondary data from reports journals and so on. Frequency Statistical is a clear finding and results are observed showed that the effectiveness of marketing strategy was influenced by promotion tools (advertising, sales promotion, public relations and personal selling). By used Hypothesis Test and Correlation Coefficient, the findings shows that the major factor that influenced effectiveness of marketing strategy was sales promotion. The researcher also gave some recommendations for TM Melaka to improve their promotion efforts to become more effective.

CHAPTER 1

INTRODUCTION

CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION AND BACKGROUND OF STUDY

1.1.1 Introduction

Background of TM Malaysia

TM has evolved to become the largest integrated telecommunications solutions provider in Malaysia and one of Asia's leading communications companies. TM's success and growth has been remarkable, given the highly-competitive environment in which it operates. With a current Group staff strength in excess of 36,000 with operations and interests in 13 countries, TM is focused on being a recognized leader in all its markets, delivering exceptional value to its customers and achieving sustainable growth in both local and international Markets. As an integrated telecommunications company, TM offers a comprehensive range of communication services and solutions in fixed line, data, mobile and Internet, and multimedia. Supporting this extensive range of products and services is a world-class communications infrastructure, spanning the entire country and going beyond Malaysian shores.

The products that had been offered by TM are:

- Call plan
- Fixed Line / Direct Exchange Line (DEL)
- Local Calls
- Outstation Calls / National Calls
- Centrex

- I Talk (I Talk Sim and I Talk Buddies)
- Streamyx
- E Browse
- Info Blast

TM Melaka

TM Melaka is located in Malacca International Trade Center (MITC) which is the central for administration and operation of the state. Before this TM Melaka main building is in Menara Pertam at Batu Berendam. The new Menara Telekom Melaka is bigger than before and can locate many of department. There has 14 floors and have a big space for working. It is good for TM Melaka to have their own building because their administration and management run smoothly. TM Melaka has segmented their business into 8 units. And every department has also segmented into small units. This can be one of TM Melaka marketing strategy because by doing segmentation, it easy for the company to monitor their administration and operation to find if any error occurs.

1.1.2 BACKGROUND OF STUDY

Marketing strategy is most effective when it is an integral component of corporate strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena. Corporate strategies, corporate missions, and corporate goals. As to achieve the target on the sales revenues, it is importance for TM Melaka to review their yearly marketing strategy. TM Melaka can develop their own marketing strategy to achieve their mission and goals by using several promotional tools in order to have effectiveness of marketing strategy and at the same time to increase sales. For example, TM Melaka has used some marketing strategy that includes marketing mix such as promotions, price, product and place.

According to **Philip Kotler**, in guiding by marketing strategy, the company designs an integrated marketing mix made of factors under its control- product, price, place and promotions. Marketers should understand all the marketing mix before develop marketing strategy. To find the best marketing strategy and mix, the company engages in marketing analysis, planning, implementation and control. TM Melaka used marketing strategy that includes the marketing mix such as promotion tools (advertising, sales promotion, public relations and personal selling) in order to achieve their target sales.

As one of TM Melaka stratgey, they will organize activities and doing promotions for their product such as fixed line (DELL), Streamyx, I Talk, E Browse, VAS (Value Added Service) and Content every year. They are doing their promotions at TM point, customer's house, and doing event at hotel in Melaka as their strategy to increase sales. TM Melaka used promotion tools as their marketing strategy in order to increase sales.

TM advertise their products through television, radio, billboard and brochure to create awareness among the customers so that they can easy to find information about TM's product. As the sales promotion, TM Melaka had offered a discount, free gift and coupons for their customers to attract them to buy. TM's marketing strategy is more to market their product with doing some promotion by approaching their customer home to home, doing personal selling by opening counter at certain place and doing sales to the premis of businesses. For the public relations strategy, TM sponsored an event such as sponsored the *Le Tour De Langkawi*, the charity event and doing some social activities to create customers awareness.

This study is done to identify the most effectiveness of marketing strategy (in terms of promotional tools) at TM Melaka that has been implemented. Hence by doing this study, it will provide useful information to the organization or customers to adapt and it will help the company to improve and develop more effective marketing strategy.

1.2 PROBLEM STATEMENT

Many companies are experiencing difficulties with strategic marketing planning. There are a number of barriers to effective marketing strategy development (McDonald, 1996). McDonald has found in his research investigations that most companies expect to have more emphasis in marketing planning and that top managements were more involved in marketing planning now than they were in 1980. This clearly indicates the importance of marketing planning to the success of the company today.

Telekom Malaysia is one of the big communication companies in Malaysia that promote and sell TM's products such as Streamyx, Fix Line, I Talk and other communication product. This product is very important to TM because it can generate revenue for the company. Therefore, effective marketing strategy and right promotional tools are needed as to meet customers' expectation and acceptance as well to achieve their target sales. However, in achieving these targets, TM Melaka has confronted a barrier like the existing promotional tools used by TM Melaka have not been effective for its marketing strategy in implementing marketing strategy effectiveness.

Based on Table 1.1 in appendix III, in year 2008, start from January to end of the year, December, TM had entered and done their promotion activities at certain places in Melaka for promoting and selling their product through participated in events and open counters. The activities done by TM Melaka sometimes are not achieving their target sales. It cause a high cost rather than get a high sales profit.

TM Melaka has develop their own marketing strategy by using their promotion tools such as advertising, sales promotion, public relation, and personal selling in order to attract

customers and make public aware of their products offered in the effort to increase the sales. Before this, TM's most successful product that shows the highest sales is Streamyx. However, the sales revenue of Fixed Line/ Direct Exchange Line (DEL) is decreasing year by year. According to table 1.2 in appendix IV, the sale of Fixed Line / Direct Exchange Line (DEL) is always decreasing. In year 2006, the sales revenue is RM6, 981.7 million and the sales revenue is decreasing in year 2007 which is stated as RM 6, 620.3 million. In year 2008, the sales revenue is still decrease to RM6, 612.6.3 million. The sales of DEL are decreased because of the product from competitor that offers the lower price than offered by TM. Most of the people nowadays also prefer to used hand phones, this can be one of the factors why sales of fixed line is decreasing. Now, TM faced a problem of decreasing the sales of DEL and TM should find the most effective marketing strategy for the solution.

Due to this situation, the research can be done in order to find whether the promotional tools used by TM Melaka influence the marketing strategy effectiveness, the most effective marketing strategy and the researcher can give some suggestion and recommendations to TM Melaka due to their strategy.

1.3 RESEARCH QUESTION

Research questions are refined statements of the specific components of the problem
(Naresh K. Malhotra).

- 1.3.1 Does the promotional tool that use by TM Melaka influence the effectiveness of marketing strategy?
- 1.3.2 Which are the promotional tools can be the most effective marketing strategy for TM Melaka?
- 1.3.3 What are suggestion and recommendations for the effectiveness of marketing strategy that should be implemented by TM Melaka?

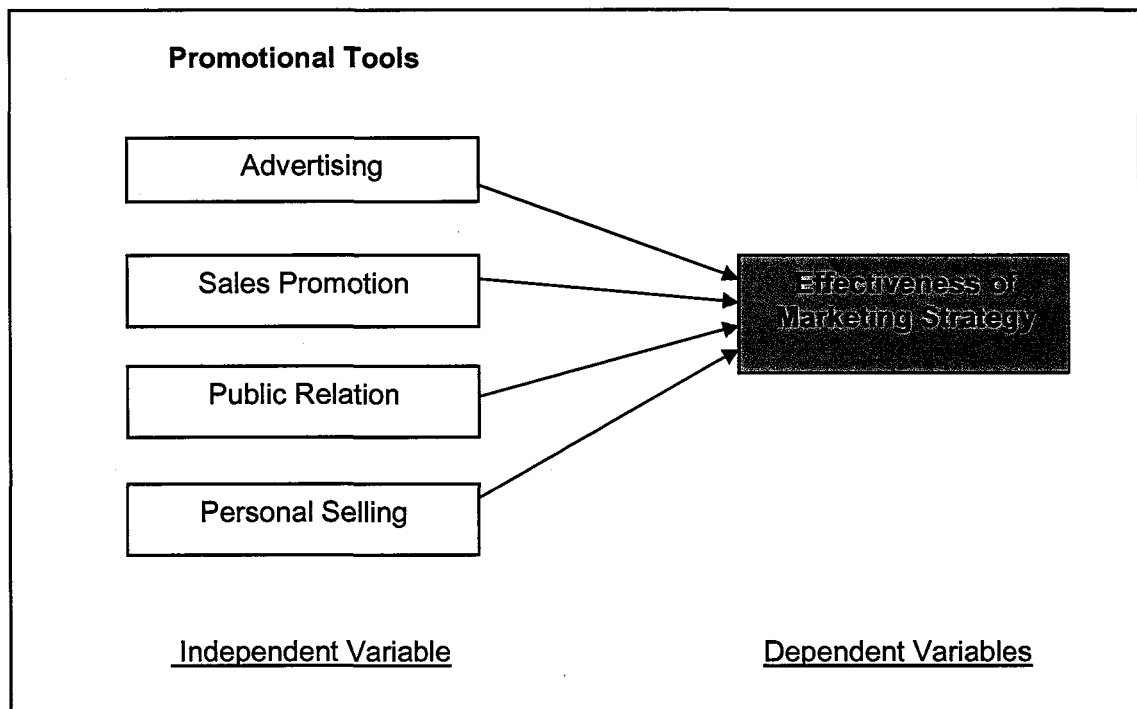
1.4 RESEARCH OBJECTIVE

This study has an objective and goals to the researcher should be consider in order developing successful research.

- 1.4.1 To determine whether the promotional tools that use by TM Melaka influence the effectiveness of marketing strategy.
- 1.4.2 To find the promotion tools can be the most effective marketing strategy for TM Melaka.
- 1.4.3 To give suggestion and recommendations for the effectiveness of marketing strategy that should be implemented by TM Melaka.

1.5 THEORETICAL FRAMEWORK

A theoretical framework is a collection of interrelated concepts, like a theory but not necessarily so well worked-out. A theoretical framework guides your research, determining what things you will measure, and what statistical relationships you will look for. The main topic that the researcher wants to study and investigate is the Dependent Variables. While the Independent Variables are variables that influence and explain the dependent variable.



Sources: Adapted from Jennifer Rowley, *Promotion and marketing communications in the information market place*, *Library Review* Volume 47 Number 8 (1998).

Figure 1.1: Schematic Diagrams for Theoretical Framework.

The figure above shows the marketing mix elements that can be used in planning effective marketing strategy. The many possibilities can be classified into four groups of variables known as the “four Ps”: Product, Price, Place and Promotion. For this study, the researcher is only focusing on promotional tools (Advertising, Personal Selling, Sales Promotion and Public Relations). These elements are used to identify the effectiveness of marketing strategy at TM Melaka.

The theoretical framework explained the relationship between dependent and independent variables of the study. The dependent variable is the marketing strategy meanwhile the independent variables is the advertising, sales promotion, public relations and personal selling (promotion tools).

1.6 RESEARCH HYPOTHESIS

A hypothesis (H) is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher. It shows a tentative statement about relationship between two or more variables.

H₀ : Advertising has no influence towards effectiveness of marketing strategy.

H₁ : Advertising has influence towards effectiveness of marketing strategy.

H₀ : Sales promotion has no influence towards effectiveness of marketing strategy.

H₂ : Sales promotion has influence towards effectiveness of marketing strategy.

H₀ : Public relation has no influence towards effectiveness of marketing strategy.

H₃ : Public relation has influence towards effectiveness of promotion tools.

H₀ : Personal selling has no influence towards effectiveness of marketing strategy.

H₄ : Personal selling has influence towards effectiveness of marketing strategy.

1.7 SIGNIFICANT OF STUDY

It is important to TM Melaka to know the effectiveness of the marketing strategy so that they find and can come up with better strategy to achieve their target sales. By identifying the scope of the research, therefore the content became much clearer. This research was benefits to the researcher, the organization and the consumers as well.

1.7.1 To Consumers

This research provided information to the consumers about TM's company background, products offer and so on. This research study informed the customers the existing and helping TM to promotes their products and customers also been informed about the descriptions of product offered.

1.7.2 To Organization

This study also provided the organization about the information of which marketing strategy that most influential and effective for TM Melaka. It also provided with the suggestions and recommendation that will help the company to come out with more effective marketing strategy in the future. In addition, it also determines the effective use of the promotional tools that will help in better understanding towards their promotional programs and activities.

1.7.3 To Researcher

This research study helped researcher to expand knowledge and experience on how to do the research study in terms of the rules, procedures, processes, and ethics. The researcher also can learn how to find the solution and solve the company problem. It also gives researcher through understanding on the effectiveness of marketing strategy by TM Melaka to achieve their target sales.

1.8 SCOPE OF STUDY

Marketing strategy is important to every organization and will affect sales of the company. The marketing strategy that are used can show whether it successful or not. This scope of study is focused on whether the marketing strategy done by TM Melaka is effective or not in achieving their target sales. This study also looks at the promotion activities and tools (advertising, personal selling, public relations and sales promotion) that are use by TM Melaka for their marketing strategy. The study coverage was focused on the previous customers and the other potential customers in Melaka especially in Melaka Tengah. The questionnaires been distributed to the respondents to be answered and the data collection of this survey done in 1 week. This research takes about three month starting from December 2008 until February 2009.

1.9 LIMITATIONS OF STUDY

Although, every effort has been extended in the planning of the study and the development of the research methodology, the study still suffers from some limitations. In interpreting the results of this study, it is important to appraise the results in light of the following limitations:

1.9.1 Time Constraint

While doing this research, I face a problem of time limitation because of the duration for practical training and doing the research is about three months. This is really a short period of time for the researcher to gather all information because there are many problems arising while conducting the study. It is also hard because the researcher also has to undergo the practical training with a lot of tasks and responsibility to perform. Therefore, a longer period of time is acquire more accurate and reliable data and to do the write-up for this study.

1.9.2 Lack of Cooperation

It is difficult to get cooperation from the TM's staff itself and respondents selected. This is because some of the respondents are not willing to answer the questionnaire. This has caused problem to the researcher in analyzing the data. To overcome this problem, researcher begs nicely the respondents to answer the questionnaires with honestly.

1.9.3 Limited Information

The information or reference available is not appropriate and related to the research. Sometimes, the information needed cannot be accessed because of its privacy and confidentiality that cannot be explored. This is hard for me to collect more information for this research.

1.10 DEFINITION OF TERMS

For the purpose of this study, certain definition was been clearly elaborated or defined to avoid the possible occurrence of misinterpretation or ambiguity. The following terms are used in this study:

1.10.1 TM – Telekom Malaysia

1.10.2 DEL - Fixed Line / Direct Exchange Line

1.10.3 Marketing Strategy

Written plan (usually a part of the overall corporate plan) which combines product development, promotion, distribution, and pricing approach, identifies the firm's marketing goals, and explains how they will be achieved within a stated timeframe. Marketing strategy determines the choice of target market segment, positioning, marketing mix, and allocation of resources.

1.10.4 Promotional Tools

Promotional tools consists of advertising, personal selling, sales promotion, public relations and direct marketing.

1.10.5 Advertising

Form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.

1.10.6 Sales Promotion

One of the four aspects of promotional mix. (The other three parts of the promotional mix are advertising, personal selling, and publicity/public relations.) Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Sales promotions can be directed at the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions.

1.10.7 Personal Selling

Process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation. It also is a face-to-face interaction with one or more prospective purchasers, for the purpose of making sales. 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.

1.10.8 Public Relations (PR)

The practice of managing the flow of information between an organization and its publics. Public relations - often referred to as PR - gains an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment

CHAPTER 2

LITERATURE REVIEW

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

A literature review is a body of text that aims to review the critical points of current knowledge on a particular topic. Most often associated with science-oriented literature, such as a thesis, the literature review usually precedes a research proposal, methodology and results section. According to **Cooper (1988)** "a literature review uses as its database reports of primary or original scholarship, and does not report new primary scholarship itself.

This purposed of this chapter are to identify the variables that related to the study. This chapter includes 2.1 Introduction, 2.2 Effectiveness of Marketing Strategy, 2.3 Promotional Tools, 2.4 Advertising, 2.5 Sales Promotion, 2.6 Personal Selling, and 2.7 Public Relations.

2.2 MARKETING STRATEGY

A marketing strategy is most effective when it is an integral component of corporate strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena. Corporate strategies, corporate missions, and corporate goals. Same goes to TM Melaka which they are develop a marketing strategy based on their customers and the organization itself. The strategy will not successful without these because it gives an impact to their sales. Promotion tools also help the firm in developing their marketing strategy and achieve their target sales.

Cravens (2000) stated that marketing is a major stakeholder in new product development, customer management, and value/supply-chain management, and marketing strategy provides concepts and processes for gaining a competitive advantage by delivering superior value to the business's customers. Therefore, to deal with the current challenges, the businesses must have more distinctive and purposeful marketing strategies and they should be effectively implemented (**Cravens et al., 2000**).

The relevant literature (**Noble, 1999; Noble and Mokwa, 1999**) has advocated factors that influence the effective implementation of marketing strategies, for example; organizational structure (**Miles and Snow, 1978; Drazin and Howard, 1984**); control mechanisms (**Daft and Mackintosh, 1984; Jaworski et al., 1993**); strategic consensus (**Wooldridge and Floyd, 1989; Floyd and Wooldridge, 1992**); leadership (**Gupta and Govindarajan, 1984; Nutt, 1983**); and communication (**Workman, 1993; Hambrick and Cannella, 1989**). A good communication also is the important for their strategies to market their products.

According to **Kotler (2005)** in **Kaylan Sengupta and Atish Chattopadhyay (2006)**, marketing strategy requires decisions about the specific customers that the firm aims to target and marketing mix the firm may develop to appeal to the target market by positioning it suitably in a superior way. In the context, the study of the effectiveness of the promotional tools is essential for an appropriate marketing strategy. Meanwhile, **Perreault and McCarthy (2002)** and **Cravens (1997)** in **Kaylan Sengupta and Atish Chattopadhyay (2006)**, stated the appropriateness of the marketing strategy may be judged by assessing the difference between the customer's perception of the market and the firm's market offering.

Researchers like **Heracleous (2003)** in **Kaylan Sengupta and Atish Chattopadhyay (2006)**, and others admitted that it is an extremely difficult task to realize strategic plans even with most sophisticated analysis and planning. **Drummond and Ensor (2001)** in **Kaylan Sengupta and Atish Chattopadhyay (2006)** clearly spelt out success and failure of marketing strategies in the light of execution skills and appropriateness of the strategies. The successful strategies are only those, which are subject to good execution skills and appropriateness of the strategies.

Appropriateness of marketing strategies, as argued earlier, may be viewed as the congruence of market offerings a set of products and services and its corresponding consumer perception among its target segment. More the target segment is able to understand and believe the cue communicated by the firms through marketing mix more is the effectiveness of the marketing strategies. **Richardson et al., (1994)** in **Kalyan Sengupta and Atish Chattopadhyay (2006)**.

According to several authors, marketing strategy has been viewed as any feasible combination of decisions relating to the components of the marketing mix (Cook, 1983). One may argue that, in spite of many advances in marketing thoughts and conceptualization, including broadening of marketing (1970s), emphasis on the exchange transaction (1980s), and most recently, the development of Relationship Marketing and Total Quality Management (1990s), McCarthy's core concept has remained quite robust (yudelson, 1999). Whereas, Van Waterschoot and Van den Bulte (1992) evaluated the 4Ps classification broadening the concept of promotion into communication mix and promotion mix.

The specific customer segment a firm aims to target and developing a marketing mix to appeal to that target market by way of suitable positioning in a superior way. Roland has taken marketing mix as the basic input, since it is the mixture of elements useful in pursuing a certain market response. However, he has assumed communication mix and promotion mix as constituents of promotions. An appropriate marketing strategy would mean alignment of the target customer's perception with the cues delivered by the marketing mix. It may be further suggested that the appropriateness of marketing strategy would be reflected positively in the market position of the firm in terms of market share, sales growth etc. (Roland *et al.*, 2004) in Kaylan Sengupta and Atish Chattopadhyay (2006).

2.3 PROMOTION TOOLS

Promotion mix will affect the effectiveness of marketing strategy. The promotional mix is the combination of different promotional channels that is used to communicate a promotional message (**Jennifer Rowley, 1998**). The tools in the promotional mix include advertising, sales promotion, public relation and publicity, and personal selling. TM Melaka should choose the best promotion tools for their strategy. That is why promotion is concerned with ensuring that customers are aware of the TM products that the organization makes available to those customers.

As stated by (**Jennifer Rowley, 1998**), an appropriate promotional mix must be created in order to meet the promotional objectives of any given promotion strategy. The promotional mix is the combination of different promotional channels that is used to communicate a promotional message. This will involve an appropriate selection from the range of tools that are available for use as part of the promotional mix. TM Melaka used promotion tools for their marketing strategy to increase sales. Promotions not only help TM Melaka to increase their sales but it also plays other roles such as:

- a. Maintain or improve market share
- b. Create or improve brand recognition
- c. Create a favorable climate for future sales
- d. Inform and educate the market
- e. Create a competitive advantage, relative to competitor's products or market position.

An appropriate promotional mix must be created in order to meet the promotion objectives of any given promotion strategy.

According to **David L. Kurtz and Kenneth E. Clow (1998)** service firms have several means of promoting their firm advertising, sales promotion and personal selling are the major components. Since services are experiential in nature, promoting a service is more complex than promoting goods. Firms have three major promotional options they can use to develop an integrative communications program. Services that want to develop brand or image equity, increase customers traffic or increase awareness will put greater emphasis on advertising.

Madharan Pathasarathy, Terri L. Ritfenburg and A. Dwayne Ball (1995) in **Bagozzi and Rodolfo Vazquez Casielles (2005)**, have found that, marketers should hold their marketing and promotions strategies toward the cognitive path in the following situation:

- During the early stage of adoption
- When the product in quest is attribute bases and high involvement in nature.
- When the target audience is affluent bases and high involvement in nature.
- When the society itself is more individualistic and low context rather than collectivistic and high context.

2.3.1 Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by any identified sponsor (**Jennifer Rowley, 1998**). Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor (**Philip Kotler and Gary Armstrong, 2008**). TM also used advertising to promote

their product in order to increase sales. There are several types of advertising that is done by TM includes using television advertisement, billboard, brochure and website.

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Many advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of "brand image" and "brand loyalty" (Wikipedia.com). By using advertisement, TM can create customers awareness, a good brand image and brand loyalty among their customers. This is the easy way to market a product help the company to achieve a high profit.

According to **Abraham and Lodish (1990)** in **George S. Low, Jakki J. Mohr (2000)**, advertising has greater impact on profit than either consumer or trade promotions. They also suggested that because of a number of associated with consumer and trade promotions, such as forward buying and the inability of many promotions to cover the profits that would have been generated with based line sales, advertising is more profitable. So, TM Melaka should used advertising as their strategy to attract customers to buy their product because advertisement can give an impact on their profit. It also can create customers awareness about TM's product.

Martin 1989 in **George S. Low, Jakki J. Mohr (2000)** stated that the power of advertising in building strong brands has been proposed by marketing practitioners as been quote. By building strong position in the market, advertising allows TM Melaka to command higher prices for its products, and thus increase profits. A strong brand name can give the opportunity for the company because customers will trust to their product.

Advertising is a huge subject of academic study in its own right. Total advertising expenditures have been shown to have an impact on performance in the market entry studies (Lambkin, 1988; Biggadike, 1979) in Mohammed Rafeq and Pervaiz K. Ahmed (1995).

According to David L. Kurtz and Kenneth E. Clow (1998), advertising is the best tool for building brand and firm equity. It is able to reach a vast number of consumers simultaneously. Beside, advertising performs four different roles in the communications program. It can be used to inform, to persuade, to remind or to induce action. Furthermore, advertising can be used to decrease intangibility, perishability, inseparability and variability that can be beneficial to service firms in the several ways. There are increasing the probability of a purchase by the consumer, consumer expectation are more clearly define and understood by the consumer, the perceptions of service quality are normally enhanced since the consumers knows what to expect and increasing in customer satisfaction level with the services provided since consumers go into the service experience with more knowledge about what will happen.

According to Chwe (1999) in George S. Low and Jakki J. Mohr (2000), advertisements being observable signals can play a role in coordinating consumer purchase decisions and can have value even for established products (i.e., product whose existence, characteristics and price are known to consumer) and for products having no obvious quality variation.

One of the key elements of the marketing mix is advertising that, with the advent of the information era has undergone significant technological changes. Until recently, firms launching new products could only reach their potential consumers by inserting ads in the mass media. As a result, firms can select the best advertising means to reach the target market accurately because a successful marketing mix involves a well-blended price,

product and advertising strategy (Jobber, 2000) in George S. Low and Jakki J. Mohr (2000).

2.3.2 Sales Promotion

Sales promotion is short-term incentives to encourage trial purchase of a product or services, such as discounts for access to a database over a limited time period (Jennifer Rowley, 1998). Philip Kotler and Gary Armstrong, 2008 also stated that, sales promotion is the short-term incentives to encourage the purchase or sale of a product or service.

According to Kotler (2004), sales promotion is a key ingredient in marketing campaigns, consist of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. Sales promotion is one of the four aspects of promotional mix. (The other three parts of the promotional mix are advertising, personal selling, and public relations). Sales promotion is non-personal promotional efforts that are designed to have an immediate impact on sales. Media and non-media marketing communications are employed for a pre-determined limited time to increase consumer demand, stimulate market demand or improve product availability. Example includes coupons, free sample and gift or incentives items (Kotler, 2004).

According to Terence A. Shimp (2003), sales promotion refer to the incentive used by the manufacturer to induce the trade and/ or consumers to buy a brand and to encourage the sales force to aggressively sell it. Sales promotion is more short-term oriented and capable of influencing behavior.

Sales promotions lead to real long-run increases in sales and profits (**Dhar and Hoch, 1996; Hoch et al., 1994**). This discrepancy suggests there are other factors at work; for instance, that sales promotions are more effective when they provide benefits that are congruent with those of the promoted product (**Chandon et al., 2000**).

Totten and Block (1994) in **Aberdeen Leila Borders (2006)** stated that the term sale promotion refers to many kinds of selling incentives and technique intended to produce immediate or short-term sales effects. Typical sales promotion includes coupons, samples, in-pack premiums, and price-offs, and display. To attract new and existing customers, TM offers free gift, discounts, and bundle pack as their sales promotion strategy to affect the latter stages of the communications or buying process such as purchased or increased usage of particular brand or product.

2.3.3 Public Relations

Public relations is the programs designed to promote or protect a company's image, or those of its products, including product literature, exhibitions and articles about organizations' products in professional or in-house newsletters (**Jennifer Rowley, 1998**). A simple definition of public relation is the development of and maintenance of good relationships with different publics (**PR Smith with Jonathan Taylor, 2002**). Every year TM Melaka has organized some activities with their existing customer that loyal to their product. The activities that had done is birthday batch, celebrate their customer in festive seasons and giving their customers prize or discount for their product. This is one of their strategies to retain their customer. The customer will loyal to their product and this will increase or maintain the company profit. Not only customers, TM also considering their employees,

investors, suppliers, customers, distributors, governments, pressure groups, the community, the media and even competition to retain them and build a good relationship.

Meanwhile **Philip Kotler and Gary Armstrong, 2008** stated that, public relations is building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image and handling or heading off unfavorable rumors, stories and events. Public relations can have a strong impact on public awareness at a much lower cost than advertising can. If the company develops an interesting story, it could be picked up by several different media, having the same affect as advertising that would cost millions of dollars and it would have more credibility than advertising. Although public relations still captures only a small portion of the overall marketing budgets of most firms, PR is playing an increasingly important brand-building role.

Public relation can have strong impact on public awareness and it just pays for a staff to develop and circulate information and to manage event. The fact is that advertising is just one of a number of channels of communication available to promote a product (and thus a subset of marketing) or to promote an organization (and thus a subset of public relations). Equally, editorial can contribute powerfully to product promotion (marketing) or corporate promotion (public relations). The simplest way of expressing the difference is to discriminate between brand or product image and corporate or company image (**PR Smith with Jonathan Taylor, 2002**).

Public relations has emerged on the management scene from its genesis as "press agency" - regarded as seeking to take advantage of publicity opportunities (**Cutlip et al., 1985; Long, 1924; McCauley, 1922; Rice, 1980; Walker, 1978**). As public relations evolved, so the strategic emphasis has turned towards greater planning. Just as in marketing, where firms have changing markets or environments, so firms had to use public relation in order to

determine, develop, encourage and sustain relations with key publics relative to their competitive domain.

2.3.4 Personal Selling

Personal selling is face-to-face in interactions with one or more prospective purchasers, for the purpose of making sales (**Jennifer Rowley, 1998**). Personal presentation by the firm's sales force for the purpose of making sales and building customer relationship (**Philip Kotler and Gary Armstrong, 2008**). Most of the people were preferred to the personal selling because they can get direct response from the sales representatives. As TM Melaka, their staff itself was doing the personal selling from house to house, school, university or government office to promote their products. This is a good marketing strategy for the purpose of making sales and building customer relationship. Success depends on building solid, long term relationship with customers, based on performance and trust.

Six persuasion strategies used to influence others to comply: social proof, scarcity, authority, commitment and consistency, liking, and reciprocation (**Cialdini, 1993**). The single psychological principle he used to explain the effectiveness of these persuasion strategies is called "click, whirr" behavior: the tendency to react automatically without conscious thought to one piece of information in a situation. **Johnston and Marshall (2003)** in **Fernando Jaramillo, Greg W. Marshall (2004)** believe that personal selling message have the potential to be more persuasive than advertising or publicity due to the face-to-face communication with customers. TM Melaka had hired several agents from other firm to help them to promote their products. The sales force must have a good communication skill so that they can persuade customers to buy. This can give a long term benefit to TM to increase their sales.

Brooksbank (1995) in Karl Hellman (2005) suggest that personal selling is a critical component of marketing success. He defines the personal selling process as the “positioning of goods and services in the mind of a particular prospective customer”. With increasingly fragmented markets, the role of personal selling becomes extremely important. The role of personal selling will continue to be overwhelming importance in the case of those companies operating in market characterized by high volume customized goods and services with relatively long and complex decision making processes.

David L. Kurtz and Kenneth E. Clow (1998) have found that sales personnel are an effective means of accomplishing the communications objective of increasing the probability of purchase. The more skillfully objections can be answered; the greater probability the prospect will buy the service. Besides, personal selling can be used to enhance corporate image and build brand equity are especially important for firms operating in the service quality and customization operational positions.

CHAPTER 3

RESEARCH METHODOLOGY

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter outlines the methodology which consists of research design, sampling design which includes target population, sampling frame, sampling size, sampling techniques, sampling size. It also includes data collection method, and data analysis. Methodology can properly refer to the theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of knowledge.

3.2 RESEARCH DESIGN

Research design is a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure or solve marketing research problems. Research design may be broadly classified as Exploratory Research Design or Conclusive Research Design.

For this study, researcher used Conclusive Research Design. It separated into other two types which are Descriptive Research and Causal Research. Descriptive Research is a type of conclusive research that has as its major objective the description of something which usually market characteristics or functions (**Malhotra, 2004**). This research design used by researcher to described the characteristic of market or functions. The researcher also used causal research which it is a type of conclusive research where the major objective is to obtain evidence regarding cause-and-effect (causal) relationships (**Malhotra, 2004**). The uses of causal research are to understand which variables are the cause (independent variables) and which variables are the effects (dependent variables) of a phenomenon.

3.3 SAMPLING DESIGN

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purposes of statistical inference. The exactly terms are the target population of this study, the sampling frame, the sampling techniques and sampling size used by the researcher.

3.3.1 Target Population

A population is the aggregate of all elements that share some common set of characteristic and that comprise the universe for the purpose of the marketing research problem. It refers to the entire group of people, events or things of interest that researcher wishes to investigate (**Uma Sekaran, 2003**). The population of Malacca is 175,500 people include households, working people, students and foreigners (**resource from TM Melaka, 2008**). The target populations for this study were the people from around City of Malacca especially from Melaka Tengah.

3.3.2 Sampling Frame

Sampling frame is a representation of the elements of the target population. It consists of the list or set directions for identifying the target population (**Malhotra, 2004**). The sampling frame in this study was the people who live and work around in Melaka Tengah which constitute of existing customers and potential customers. Melaka Tengah was been choose as the target area because it has a big population and TM Melaka frequently organize events, road shows, or open counter at Melaka Tengah. So, the relevant respondents were easily to find to answer the questionnaire given.

3.3.3 Sampling Technique

In this study, researcher was decided to use a Probability Sampling Technique. Probability Sampling Technique varies in terms of sampling efficiency. Sampling efficiency is a concept that reflects a trade-off between sampling cost and precision (**Malhotra, 2004**). The researcher has chosen to do a Simple Random Sampling (SRS) because each element in the population has a known and equal probability of selection. Every element is selected independently of every other element and the sample is drawn by a random procedure from a sampling frame. Furthermore, Simple Random Sampling (SRS) has many desirable features and it easily understood.

3.3.4 Sampling Size

Sample size is the number of elements to be included in a study (**Naresh K. Malhotra**). The total expected respondents that will involve in this study be in the range of minimum of fifty to the maximum of hundreds respondents only. In this study, fifty respondents selected randomly and the respondents is included the customers who already used TM's product. The sample size should not be less than thirty because it will give less information and the accurate information. Due to the time constraint, budgets, and lack of cooperation, researcher has been chosen only fifty respondents to collect the data.

3.4 DATA COLLECTION METHOD

3.4.1 Primary Data

Primary data is defined as data originated by the researcher for the specific purpose of addressing the research problem (Uma Sekaran, 2003). The collection of primary data involves all six steps in marketing research process. For the primary data, the method that used by researcher to obtaining the information was by distribution of questionnaires.

3.4.1.1 Questionnaires

Questionnaire refers to a structured technique for data collection that consist of a series of questions, written or verbal, that a respondent answers (Uma Sekaran, 2003). Researcher used Self Administrated technique which the respondents must answered the question by themselves. If they not understand with the questionnaire given, researcher will helped them and explained.

The researcher explained briefly to the respondents about the purpose of the study and gives short info about TM company background and TM's activities in promoting their products to ensure they clearly understand and able to answered the questionnaire. Fifty sets of structured questionnaires had been constructed and distributed randomly to respondents within city of Malacca which is in Melaka Tengah.

3.4.2 Secondary Data

Secondary Data are data that have already been collected for purposes other than the problem at hand. These data can be located quickly and inexpensively, it also helps to identify problem, develop an approach to the problem and answer certain research question. It also can interpret primary data more insightfully. They were collected from various sources following sources of internet and online databases, journals and reference books. The secondary data is done to support and strengthen the analysis and interpretation of data in chapter 4.

3.5 DATA ANALYSIS

Analysis is the application of reasoning to understand about a subject. This procedure of data analysis may involve determining consistent patterns and summarizing the appropriate details revealed by the study. The process of data analysis begins after all data is obtained from the respondents. After the questionnaires were completed answered, the data collected will code before it is transferred to the computer for analysis. The Statistical Package for the Social Science (SPSS) for Windows was being used to analyze the data and obtain answer to research questions.

Uma Sekaran (2003) stated that in data analysis, there are three objectives: getting a feel for the data, testing the goodness of the data, and testing the hypotheses developed for the research. For this research study, by using SPSS for Windows, researcher used methods of Reliability Test Analysis, Frequency Distribution Analysis, Hypothesis Test, and Correlation Coefficient in which to analyze the data collected from questionnaire to answer the research questions. Reliability Test is done with the purpose of checking whether the data obtain from the survey is reliable or not for the study. For Frequency Distribution Analysis, it being used by researcher to find frequency of respondent profiles which it describes the frequency characteristics of the respondents. Hypothesis Test also been used by researcher to determine the relationship the independent variables (advertising, sales promotion, public relations and personal selling) and the dependent variable (marketing strategy effectiveness). Correlation Coefficient indicates both strength and the direction of the relationship between a pair of variables.

CHAPTER 4

ANALYSIS & INTERPRETATION OF DATA

CHAPTER 4: ANALYSIS AND INTERPRETATION OF DATA

4.1 INTRODUCTION OF DATA ANALYSIS

According to **Maholtra (2004)** basic data analysis provides valuable insights and guides the rest of the data analysis as well as interpretation of the results. This chapter presents the findings of "Factors That Influences the Effectiveness of Marketing Strategy at TM Melaka". A number o fifty questionnaires were distributed to respondents who are live or work in Melaka Tengah. From these fifty samples size, all the questionnaires distributed were returned, giving 100% response. The process of analyzing and interpreting of the data was presented through tables.

4.2 RELIABILITY TEST

Reliability is the degree to which a measurement instruments is consistent in what it measures. Therefore, reliability is done with the purpose of checking whether the data obtain from the survey is reliable or not for the study. Regarding to **Uma Sekaran (2003)**, in general, reliabilities less than 0.60 are considered to be poor, those in range 0.70 are acceptable and those are over 0.80 is good.

Cronbach's Alpha	N of Items
.916	22

Table 4.1: Reliability Statistics.

Based on Table 4.1, the result shows the result of reliability statistics which Cronbach's Alpha is 0.916. It means that the data used in this study is excellent and all the items are positively correlated to one another. Thus, we can conclude that the data in this study is reliable.

4.3 RESPONDENT PROFILE

Frequency distribution is being used by researcher to find frequency of respondent profiles which it describes the frequency characteristics of the respondents. For this study, a total of fifty respondents consist of people that around in Melaka Tengah were given the questionnaires and collected the data. In this research study, the characteristics of the respondents are based on gender, age, race, level of education, and occupation.

4.3.1 Gender

Gender	Frequency	Percent (%)
Male	19	38.0
Female	31	62.0
Total	50	100.0

Table 4.2: Frequency and Percentage of Respondent by Gender.

Referring on Table 4.2, it shows the frequency and percentage of respondent by gender. Total of all respondents are 50. Total of male are 19 respondents that is equal to 38% while total of female are 31 respondents that is equal to 62%.

4.3.2 Age

Age	Frequency	Percent (%)
Under 18 years old	1	2.0
18 - 25 years old	21	42.0
26 - 30 years old	9	18.0
31 - 35 years old	8	16.0
36 years old and above	11	22.0
Total	50	100.0

Table 4.3: Frequency and Percentage of Respondent by Age.

Referring on Table 4.3, it shows the frequency and percentage of respondent by age. For age under 18 years old, there are only one respondent which are equal to 2%. For the age 18 to 25 years old, there are 21 respondents which are equal to 42% and being the majority respondents in this study. For 26 to 30 years old, there are 9 respondents which are equal to 18% and lastly, the age of 31 to 35 years old; there are 8 respondents which are equal to 16%.

4.3.3 Race

Race	Frequency	Percent (%)
Malay	40	80.0
Chinese	7	14.0
Indian	2	4.0
Others	1	2.0
Total	50	100.0

Table 4.4: Frequency and Percentage of Respondent by Race.

Referring on Table 4.4, it shows the frequency and percentage of respondent by race. Mostly of the respondents is Malay which is 50 respondents that is equal to 80%. 7 respondents are Chinese which are equal to 14%. 2 respondents are Indian which are equal to 14% and others race has only one respondents which is equal to 2%. From the table, we conclude most of the respondents for this study are among Malays.

4.3.4 Level of Education

Level of Education	Frequency	Percent (%)
SRP / PMR	5	10
SPMV / SPM	15	30
STPM / Diploma	9	18
Bachelor Degree	19	38
Master	2	4
Total	50	100.0

Table 4.5: Frequency and Percentage of Respondent by Level of Education.

Table 4.5, it shows the frequency and percentage of respondent by level of education. For SRP/ PMR level, there are 5 respondents equal to 10%. For SPMV/ SPM level, there are 15 respondents equal to 30%. For STPM/ Diploma level, there are 9 respondents that are 18%. Bachelor Degree level has highest number of respondents which are 19 respondents, equal to 38%. 2 respondents which are equal to 4% are from master level. At last, for Master level, its only has 2 respondents which are 4%. This table shows that respondents of Bachelor Degree level have majority numbers for this study.

4.3.5 Occupation

Occupation	Frequency	Percent (%)
Public Sector	7	14
Private Sector	21	42
Student	10	20
Pensioner	3	6
Unemployed	6	12
Others	3	6
Total	50	100.0

Table 4.6: Frequency and Percentage of Respondent by Occupation.

Table 4.6, shows the frequency and percentage of respondent by occupation. 7 respondents which are equal to 14% are work in public sector. 21 respondents that are equal to 42% are working in private sector. 10 respondents are students which are equal to 20%. 3 respondents are pensioner which are equal to 6%, 6 respondents are unemployed which are equal to 12% and lastly 3 respondents are in others sector which are equal to 6%. It means that majority of respondents in this study are among people who work at a private sector.

4.4 FACTORS INFLUENCED EFFECTIVENESS MARKETING STRATEGY

Hypothesis Test also been used by researcher to determine the relationship the independent variables (advertising, sales promotion, public relations and personal selling) and the dependent variable (marketing strategy effectiveness).

The Correlation Coefficient also been used by the researcher. The Pearson correlation measured the degree to which there is a linear association between two intervals scaled variable (**Aaker, Kumar and Day, 1995**). Then, the relationship between marketing strategy effectiveness and promotional tools can be established as both of the data are intervals.

The correlation coefficient (r) provides a measure of association between two variables which is being tested in metric but it does not imply any causal relationship between variables. The sample correlation r is always list between -1 and +1. The r of +1 indicates a perfect positive linear association between the two variables, whereas if r is -1, there is perfect negative linear association (**James F. Nelson, 1982**). According to **Hair, Bush and Ortinan (2004)**, the range of coefficient, 0.81 to 1.00 is very strong, 0.61 to 0.80 is strong, 0.41 to 0.60 is moderate, 0.21 to 0.40 is week and 0.00 to 0.20 is none.

4.4.1 Research Question 1:

Are the promotional tools that used by TM Melaka influence the effectiveness of marketing strategy?

Research Objective 1:

To determine whether the promotional tools that used by TM Melaka influence the effectiveness of marketing strategy.

4.4.1.1 Advertising

H_0 : Advertising has no influence towards effectiveness of marketing strategy.

H_1 : Advertising has influence towards effectiveness of marketing strategy.

Correlations

		Advertising	The Effectiveness Of Marketing Strategy
Advertising	Pearson Correlation	1	.447(**)
	Sig. (2-tailed)		.001
	N	50	50
The Effectiveness Of Marketing Strategy	Pearson Correlation	.447(**)	1
	Sig. (2-tailed)	.001	
	N	50	50

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.7: Correlations of Advertising and Marketing Strategy Effectiveness

According to table 4.7, showed that correlation of advertising is significant at the 0.01 level. It show the value of advertising and the effectiveness of marketing strategy is a perfect positive linear association because the r value is +1 (Hair, Bush and Ortinan, 2004). The

star proved that advertising has influence towards the effectiveness of marketing strategy. So, reject H_0 and accept H_1 . The r value of 0.447 implies that there is a moderate positive correlation exists between advertising and the effectiveness of marketing strategy at TM Melaka.

4.4.1.2 Sales Promotion

H_0 : Sales promotion has no influence towards effectiveness of marketing strategy.

H_2 : Sales promotion has influence towards effectiveness of marketing strategy.

Correlations

		Sales Promotion	The Effectiveness Of Marketing Strategy
Sales Promotion	Pearson Correlation	1	.385(**)
	Sig. (2-tailed)		.006
	N	50	50
The Effectiveness Of Marketing Strategy	Pearson Correlation	.385(**)	1
	Sig. (2-tailed)	.006	
	N	50	50

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.8: Correlations of Sales Promotion and Marketing Strategy Effectiveness

According to table 4.8, showed that correlation of advertising is significant at the 0.01 level. It show the value of sales promotion and the effectiveness of marketing strategy is a perfect positive linear association because the r value is +1 (Hair, Bush and Ortinan, 2004). The star proved that sales promotion has influence towards the effectiveness of marketing strategy. So, reject H_0 and accept H_2 . The r value of 0.385 implies that there is a weak positive correlation exists between sales promotion and the effectiveness of marketing strategy at TM Melaka.

4.4.1.4 Public Relations

H_0 : Public relation has no influence towards effectiveness of marketing strategy.

H_3 : Public relation has influence towards effectiveness of promotion tools.

Correlations

		Public Relations	The Effectiveness Of Marketing Strategy
Public Relations	Pearson Correlation	1	.527(**)
	Sig. (2-tailed)		.000
	N	50	50
The Effectiveness Of Marketing Strategy	Pearson Correlation	.527(**)	1
	Sig. (2-tailed)	.000	
	N	50	50

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.9: Correlations of Public Relations and Marketing Strategy Effectiveness

According to table 4.9, showed that correlation of public relations is significant at the 0.01 level. According to **Hair, Bush and Ortinan (2004)**, the r value that is +1 means a positive linear association. From the table, the public relations and the effectiveness of marketing strategy is a perfect positive linear association because the r value is +1. The star proved that public relations have influence towards the effectiveness of marketing strategy. So, reject H_0 and accept H_3 . The r value of 0.527 implies that there is a moderate positive correlation exists between public relations and the effectiveness of marketing strategy at TM Melaka.

4.4.1.3 Personal Selling

H_0 : Personal selling has no influence towards effectiveness of marketing strategy.

H_4 : Personal selling has influence towards effectiveness of marketing strategy.

Correlations

		Personal Selling	The Effectiveness Of Marketing Strategy
Personal Selling	Pearson Correlation	1	.473(**)
	Sig. (2-tailed)		.001
	N	50	50
The Effectiveness Of Marketing Strategy	Pearson Correlation	.473(**)	1
	Sig. (2-tailed)	.001	
	N	50	50

** Correlation is significant at the 0.01 level (2-tailed).

Table 5.0: Correlations of Personal Selling and Marketing Strategy Effectiveness

According to table 5.0, showed that correlation of personal selling is significant at the 0.01 level. According to **Hair, Bush and Ortinan (2004)**, the r value that is +1 means a positive linear association. From the table, the personal selling and the effectiveness of marketing strategy is a perfect positive linear association because the r value is +1. The star proved that personal selling has influence towards the effectiveness of marketing strategy. So, reject H_0 and accept H_4 . The r value of 0.473 implies that there is a moderate positive correlation exists between personal selling and the effectiveness of marketing strategy at TM Melaka.

4.4.2 Research Question 2:

Which are the promotional tools can be the most effective marketing strategy for TM Melaka?

Research Objective 2:

To find the promotion tools that is the most effective marketing strategy for TM Melaka.

The frequency distribution is used as mathematical distribution to obtain the counts with difference in value of one variable and than express it in terms of percentage. This statistic was used in order to analyze the factors that most effective marketing strategy at TM Melaka. It also can used to answer research objective two.

The factors influence the marketing strategy effectiveness included advertising, sales promotion, public relations and personal selling. The attributes of each category were analyzed by using descriptive statistics which shows frequency, percentages and mean. Then the most effective of marketing strategy was ranked according to the highest percentage and mean in each category.

Frequency Distribution

Scale Promotion Tools	1	2	3	4	5	Mean	Rank
1. Advertising (%)	0	2 (4)	10 (20)	24 (48)	14 (28)	4.00	1
2. Sales promotion (%)	0	1 (2)	19 (38)	19 (38)	11 (22)	3.80	2
3. Public relations (%)	0	3 (6)	18 (36)	22 (44)	7 (14)	3.66	3
3. Personal selling (%)	1 (2)	4 (8)	25 (50)	16 (32)	4 (8)	3.36	4
Average Mean of Marketing Strategy						3.7220	

Note: 1- least effective, 2- less effective, 3- effective, 4- very effective, 5- most effective

Table 5.1: Frequency, Mean and Rank of Promotional Tools for the Marketing Strategy Effectiveness.

Based on the table 5.1, 24 respondents which are equal to 48% were agreeing that advertising is very effective for marketing effectiveness that should TM Melaka focus. The mean for advertising is 4.00 and the researcher ranked number one for this variable.

For the sales promotion, 19 respondents which are equal to 38% were agreeing that this promotional tool is also very affective for TM Melaka marketing strategy. The mean for sales promotion is 3.80 and the respondent had ranked the variable at number two based on the mean.

Meanwhile, for the public relations, it stated that 22 respondents that is equal to 50% are agreeing that public relations are very effective for TM Melaka marketing strategy. The mean for public relations is 3.66 and the researcher had ranked number three for this variable because it has the lower mean.

For the personal selling, it stated that 25 respondents are agreeing that personal selling is very effective for TM Melaka marketing strategy effectiveness. The mean for personal selling is 3.36, which is the lowest mean. So, respondent ranked this to number four. From all the factors, the average mean for the effectiveness of marketing strategy is 3.7220.

From the table, the researcher answer this research question by ranked from the mean of the promotion tools. It showed that most of the respondents agreed that advertising is very effective marketing strategy at TM Melaka. Meanwhile, personal selling is the less effective marketing strategy at TM Melaka. So, TM Melaka should focus more on their personal selling and maintain their advertising for good marketing strategy.

CHAPTER 5

CONCLUSION & RECOMMENDATION

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION OF CONCLUSION AND RECOMMENDATION

This chapter concludes all the information mention in the research from chapter 1 to the end of the chapter. Besides that, it also included the recommendations based on the findings of the research in order to help TM Melaka to find the promotional tools that can give the marketing strategy effectiveness to achieve their target sales.

5.2 CONCLUSION

For the conclusion, the researcher studied on factors that influence the effectiveness of TM Melaka marketing strategy for postpaid which study case in Melaka Tengah. The researcher selected this topic of study due the problem that faced by TM Melaka which their sales target are not achieved.

The objectives for this study had been list out which is to determine whether the promotional tools that used by TM Melaka influence the effectiveness of marketing strategy. Other objectives are to find the promotion tools that are the most effective marketing strategy at TM Melaka and provided some suggestion and recommendations to help TM Melaka to enhance their effectiveness of marketing strategy.

In order to achieve the objectives of the study, researcher used the method of descriptive research which used the convenience sampling. Researcher distributed fifty questionnaires to fifty respondents randomly around Melaka Tengah to answer the questions that regarding

to a study on factors that influence the effectiveness of marketing strategy at TM Melaka. Firstly, most of the respondents didn't know the purpose of this study and lack of knowledge about TM products. So, the researcher had to explain first in short about the company and their activities in promotes and sell their products. After that, the respondents were quite understood and able to answer the questionnaire form.

After the questionnaire had been collected, the first step was conducting the data analysis by used SPSS for Windows to find the reliability of the data. Then, the researcher used the frequency analysis to find out the frequency of respondent's profile and to find whether the promotional tools influence the effectiveness of TM Melaka marketing strategy, the researcher used the Hypothesis Test and Correlation Coefficient. The result showed that the factors of promotional tools are influenced to the effectiveness of marketing strategy. To find the result of the promotion tools that are the most effective marketing strategy for TM Melaka, the researcher ranked using mean and standard deviation of the promotional tools. The result of the ranking showed that advertising is the most effective marketing strategy at TM Melaka.

Overall, the researcher hope that this research study will help TM Melaka to determine and focus on enhancing the element of promotion tools that give the most effective marketing strategy in order to achieve their target sales. The researcher also hope that this research study can help the company to improve their marketing strategy by consider on the suggestions or recommendations given. By used the alternatives of ideas that stated on the recommendation, maybe TM Melaka can improve their marketing promotion efforts to better of performance.

5.3 RECOMMENDATION

This study is conducted on factors that influence the effectiveness of TM Melaka marketing strategy. Based on findings of Hypothesis Test and Correlation Coefficient, the result shows that all the factors (promotion tools) influenced the effectiveness of marketing strategy. There are some recommendations that can be used by the company in order to improve their marketing strategy to be more effective to achieve their target sales.

5.3.1 Maintain the Advertising

Based on Table 5.0 in Chapter 4, it shows that respondents agreed that advertising is very effective factor that influence TM Melaka marketing strategy effectiveness. Advertising is any form of impersonal paid communication in which the sponsor or company is identifies (Charles W. Lamb., 2008). TM Melaka should maintain to do the advertising continuously so that people can be aware for their product. Charles W. Lamb also stated that, one of the primary benefits of advertising is its ability to communicate to a large number of people at one time. Advertising also has the advantage of being able to reach the masses and can be microtargeted to small groups of potential customers. With doing more on advertising as their strategy, TM Melaka can achieve their target sales.

Nowadays, TM had advertised their product in television, radio and billboards. The researcher suggested that TM Melaka should advertise their product using new method to send their advertisement to consumers, such as Internet Web sites and internet to create quick buying process. Internet also help the consumers to get the information about TM products description and price offered and advantages. TM can advertise their product

through websites such as eBay, Lelong.com, Friendster, Facebook especially to attract the youngest buyers. Banner ads, viral marketing and interactive promotions are all ways that TM should utilize the Internet to try and reach their target audience.

5.3.2 Focusing on Personal Selling Strategy

Based on Table 5.0 in Chapter 4, it shows that personal selling is the lowest rank compare to other factors. This is showed that personal selling strategy that is done by TM Melaka not enough to achieve their target sales. So, TM should be more focus on this factor to influence their marketing strategy effectiveness. According to **Charles W. Lamb., 2008**, personal selling is a purchase situation involving a personal, paid-for communication between two people in an attempt to influence each other. In order to make personal selling more effective, TM can used phone to persuade consumers to buy the product besides go to see their consumers face-to-face. **Charles W. Lamb** also stated that personal selling can emphasize the relationship between salesperson and a buyer. Relationship selling attempts to create a long-term, committed relationship based on trust, increased customers loyalty and continuation of the relationship between salesperson and the customers. By making a good relationship with the customer, TM can emphasize a win-win outcome ant accomplishment their objective to achieve sales target. TM salesperson also should improve their communications skills; they must have a full knowledge and be a good representative person to attract people to buy.

According to AIDA concept by the **Charles W. Lamb in *Marketing*, chapter 14**, it stated that personal selling can be most effective element of promotion tools to make the customer to take an action to buy products. AIDA concept is a model that outlines the process for

achieving promotional goals in terms of stages of consumer involvement with the message; the acronym stands for *attention, interest, desire* and *action*. Personal selling is very effective at creating customer interest for the products, at creating desire and at the action that the customer will take. So, TM Melaka should consider this promotional tool as their marketing strategy in order to increase their sales.

5.3.3 Trade Shows and Exhibits

The basic function of the activity represents a major industry-marketing event. They have emerged as a significant component in companies' total marketing and selling strategies budgets, as well as being places when information is exchanged and major buying demands are made within a given industry, TM Melaka must take part in related trade shows, exhibits and open counter as it will give a lot of benefits. Trade shows and exhibit can provide access to key decision makers, contact with prospects and an opportunity to further service present clients. It also offers an opportunity to introduce new products and generate sales lead. TM Melaka should also open more counter to sell their product at the same time promote their product to generate sales.

The gathering of an entire industry at one time in one place at a trade show is a most effective way to do business. The larger crowds of attendees often result in salespeople making more sales representations at a typical show than they would normally make during an entire month in the field. By doing the trade show and exhibit, it can attract customers to buy the products. It must include with promotions such as giving a price discount or free gift.

5.3.4 Service Quality

TM Melaka provides phone and internet services product, which is the quality is very important and TM should focus on the service quality. As a good service quality tends to build customer loyalty, TM Melaka should be more reliable as to improve their service quality. According to **Akan, P. (1995)**, cited that as competition is increase, delivering better service becomes even more important and the highly imitable nature of the tangible that service firms must make it necessary to put more emphasis on service as a differentiating characteristic.

In addition, **Berry, L.L and Parasuraman, A. (1991)**, have stated that performing the service right at the first time contributes significantly to a company's profits by simultaneously improving marketing effectiveness and operating efficiently. Well known companies consistently show that customer perceive them to be more defiant in reliability than in other dimension. Given the prevalence of service errors and broken service promises, consistent reliability gives the company the opportunity to compete effectively and build a reputation for good service. Achieving competitive differentiation through consistent service reliability can provide several significant marketing benefits such as higher current customer retention rates; more business from current customer, increased word-of-mouth communication promotes the company and greater opportunity for commanding a premium price.

So, TM Melaka should give a good service quality to their customer to build a good relationship among existing customers and attract new customers to buy the products. A good relationship between TM and their customers can give benefit to TM itself in term of

long term profit. The customers will continuously buy the product and promotes it to other peoples. TM Melaka can generate sales from a good service quality.

5.3.5 Provide Product Knowledge to Staff

Details of product knowledge or information are essential to make customers have confident on it. The staff of TM Melaka must have ideas about the service that they provide to consumers. TM staff especially their sales person must have a good communication skill to attract customers to buy. A good communication can build a good relationship at the same time can generate a long term profit for TM Melaka. Any questions or facts about services and products have to be answered promptly and confidently by every staff of TM Melaka. TM Melaka should include all the information that must be put in the easiest words and an attractive information presentation. All the information must be easy to understand and attractive to be read.

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APPENDICES

APPENDIX 1

QUESTIONNAIRES



Serial Number:

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QUESTIONNAIRE FORM (*BORANG SOAL SELIDIK*)

**“A STUDY ON FACTORS THAT INFLUENCE THE EFFECTIVENESS OF MARKETING
STRATEGY AT TM MELAKA”**

Dear Respondent,

This questionnaire is designed to obtain information regarding to the above research subject on factors that influence the effectiveness of marketing strategy at TM Melaka. The information you provide will help TM Melaka to determine which marketing strategy is most effective for them to promote their products. Researcher also want to know if have any suggestion or recommendation from respondent in order to enhance the level of effectiveness marketing strategy that can be done by TM Melaka. I would appreciate greatly if you would respond to the questions honestly. Your response and information will be kept strictly confidential and this is just for education purpose only.

Thank you very much for your cooperation.

Prepared by/ *Disediakan oleh,*

Faizura Binti Raman
2006819561

Bachelor of Business Administration (Hons) Marketing
UiTM Kampus Bandaraya Melaka

March 2009

SECTION A: RESPONDENT'S PROFILE

Please tick (✓) where information is applicable.

A1. Gender:

☐ Male ☐ Female

A2. Age:

- ☐ Under 18 years old
☐ 19 – 25 years old
☐ 26 – 30 years old
☐ 31 – 35 years old
☐ 36 years old and above

A3. Race:

- ☐ Malay
☐ Chinese
☐ Indian
☐ Others [Specify] _____

A4. Level of Education:

- ☐ SRP/ PMR
☐ SPMV/ SPM
☐ STPM/ Diploma
☐ Bachelor Degree
☐ Master
☐ PhD
☐ Others [Specify] _____

A5. Occupation:

- ☐ Public sector
☐ Private sector
☐ Student
☐ Pensioner
☐ Unemployed/Housewife
☐ Others [Specify] _____

Below are the questions about factors that influence the effectiveness of marketing strategy at TM (Telekom) Melaka.

Please circle (O) your answer.

Strongly Disagree	1
Disagree	2
Agree	3
Strongly Agree	4
Extremely Agree	5

SECTION B: ADVERTISING

B1	Advertising play an important role in market the products effectively.	1	2	3	4	5
B2	Advertising give me information needed about the product effectively.	1	2	3	4	5
B3	Advertising should be in creative way and able to persuade the prospect towards product.	1	2	3	4	5
B4	Advertising is the effective way to promote TM's product.	1	2	3	4	5
B5	Advertising can be the most effective marketing strategy for TM.	1	2	3	4	5

SECTION C: SALES PROMOTION

C1	Sales promotions being done for TM's product do motivate you to purchase effectively.	1	2	3	4	5
C2	The price being offered must reasonable for making sales promotion effectively.	1	2	3	4	5
C3	The discount price for TM's product is effective to stimulate your quick buying action.	1	2	3	4	5
C4	By give free gift for purchase TM's product is effective to stimulate your quick buying action.	1	2	3	4	5

SECTION D: PUBLIC RELATIONS

D1	The major objective of public relations is to create customer's awareness towards product.	1	2	3	4	5
D2	Public relations involving activities of disseminating positive information about product.	1	2	3	4	5
D3	The effective public relations will help TM Melaka to promote their product.	1	2	3	4	5
D4	The effective public relations can create positive word of mouth among public towards product and company image.	1	2	3	4	5

SECTION E: PERSONAL SELLING

E1	Personal selling involves marketing officer to help the customer to make purchase decision that will satisfy their needs.	1	2	3	4	5
E2	I prefer two way communications in order to get the information effectively.	1	2	3	4	5
E3	TM's sales person has wide knowledge about the product and effectively.	1	2	3	4	5
E4	TM's sales person has good communication skills effectively.	1	2	3	4	5
E5	TM's sales person able to answered all the customer's questions effectively.	1	2	3	4	5

SECTION F: THE EFFECTIVENESS OF MARKETING STRATEGY

Please state the level effectiveness of marketing strategy influenced by promotional tools that used by TM (Telekom) Melaka for their products.

Please circle (O) your answer.

Least Effective	1
Less Effective	2
Effective	3
Very Effective	4
Most Effective	5

F1	Advertising	1	2	3	4	5
F2	Sales Promotion	1	2	3	4	5
F3	Personal Selling	1	2	3	4	5
F4	Public Relations	1	2	3	4	5

SECTION G: RECOMMENDATIONS

Please write down your recommendation below in order to develop good marketing strategy and enhance the promotion effort by TM (Telekom) Melaka for their products.

APPENDIX II

OUTPUT SPSS

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.916	22

Correlations

Correlations

		Advertising	Sales Promotion	Public Relations	Personal Selling	The Effectiveness Of Marketing Strategy
Advertising	Pearson Correlation	1	.620**	.605**	.319*	.447**
	Sig. (2-tailed)		.000	.000	.024	.001
	N	50	50	50	50	50
Sales Promotion	Pearson Correlation	.620**	1	.676**	.272	.385**
	Sig. (2-tailed)	.000		.000	.056	.006
	N	50	50	50	50	50
Public Relations	Pearson Correlation	.605**	.676**	1	.644**	.527**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	50	50	50	50	50
Personal Selling	Pearson Correlation	.319*	.272	.644**	1	.473**
	Sig. (2-tailed)	.024	.056	.000		.001
	N	50	50	50	50	50
The Effectiveness Of Marketing Strategy	Pearson Correlation	.447**	.385**	.527**	.473**	1
	Sig. (2-tailed)	.001	.006	.000	.001	
	N	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Frequencies

Statistics

		advertising	sales promotion	personal selling	public relations
N	Valid	50	50	50	50
	Missing	0	0	0	0
Mean		4.00	3.80	3.36	3.66
Std. Deviation		.808	.808	.827	.798

Frequency Table

advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less effective	2	4.0	4.0	4.0
	effective	10	20.0	20.0	24.0
	very effective	24	48.0	48.0	72.0
	most effective	14	28.0	28.0	100.0
	Total	50	100.0	100.0	

sales promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less effective	1	2.0	2.0	2.0
	effective	19	38.0	38.0	40.0
	very effective	19	38.0	38.0	78.0
	most effective	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

personal selling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	least effective	1	2.0	2.0	2.0
	less effective	4	8.0	8.0	10.0
	effective	25	50.0	50.0	60.0
	very effective	16	32.0	32.0	92.0
	most effective	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

public relations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less effective	3	6.0	6.0	6.0
	effective	18	36.0	36.0	42.0
	very effective	22	44.0	44.0	86.0
	most effective	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Frequencies

Statistics

		gender	age	race	level of education	occupation
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		1.62	3.14	1.28	2.96	2.78
Std. Deviation		.490	1.246	.640	1.124	1.433

Frequency Table

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	19	38.0	38.0	38.0
	female	31	62.0	62.0	100.0
	Total	50	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 18 years old	1	2.0	2.0	2.0
	19-25 years old	21	42.0	42.0	44.0
	26-30 years old	9	18.0	18.0	62.0
	31-35 years old	8	16.0	16.0	78.0
	36 years old and above	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	malay	40	80.0	80.0	80.0
	chinese	7	14.0	14.0	94.0
	indian	2	4.0	4.0	98.0
	others	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SRP/PMR	5	10.0	10.0	10.0
	SPMV/SPM	15	30.0	30.0	40.0
	STPM/diploma	9	18.0	18.0	58.0
	bachelor degree	19	38.0	38.0	96.0
	master	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	public sector	7	14.0	14.0	14.0
	private sector	21	42.0	42.0	56.0
	student	10	20.0	20.0	76.0
	pensioner	3	6.0	6.0	82.0
	unemployed	6	12.0	12.0	94.0
	others	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Frequencies

Statistics

		advertising play an important role in market the products effectively	advertising give me information needed about the product effectively	advertising should be in creative way and able to persuade the prospect towards product	advertising is the effective way to promote TM's product	advertising can be the most effective marketing strategy for TM
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		4.16	3.96	4.22	4.02	3.92
Std. Deviation		.842	.903	.815	.869	.877

Frequency Table

advertising play an important role in market the products effectively

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid agree	14	28.0	28.0	28.0
strongly agree	14	28.0	28.0	56.0
extremely agree	22	44.0	44.0	100.0
Total	50	100.0	100.0	

advertising give me information needed about the product effectively

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	2.0	2.0	2.0
agree	15	30.0	30.0	32.0
strongly agree	18	36.0	36.0	68.0
extremely agree	16	32.0	32.0	100.0
Total	50	100.0	100.0	

advertising should be in creative way and able to persuade the prospect towards product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	2.0	2.0	2.0
	agree	9	18.0	18.0	20.0
	strongly agree	18	36.0	36.0	56.0
	extremely agree	22	44.0	44.0	100.0
	Total	50	100.0	100.0	

advertising is the effective way to promote TM's product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	4.0	4.0	4.0
	agree	12	24.0	24.0	28.0
	strongly agree	19	38.0	38.0	66.0
	extremely agree	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

advertising can be the most effective marketing strategy for TM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	2.0	2.0	2.0
	agree	18	36.0	36.0	38.0
	strongly agree	15	30.0	30.0	68.0
	extremely agree	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Frequencies

Statistics

		sales promotions being done for TM's product do motivate you to purchase effectively	the price being offered must reasonable for making sales promotion effectively	the discount price for TM's product is effective to stimulate your quick buying action	by give free gift for purchase TM's product is effective to stimulate your quick buying action
N	Valid	50	50	50	50
	Missing	0	0	0	0
Mean		3.60	4.08	3.98	3.86
Std. Deviation		.857	.778	.915	.783

Frequency Table

sales promotions being done for TM's product do motivate you to purchase effectively

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	2.0	2.0	2.0
disagree	2	4.0	4.0	6.0
agree	20	40.0	40.0	46.0
strongly agree	20	40.0	40.0	86.0
extremely agree	7	14.0	14.0	100.0
Total	50	100.0	100.0	

the price being offered must reasonable for making sales promotion effectively

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	1	2.0	2.0	2.0
agree	10	20.0	20.0	22.0
strongly agree	23	46.0	46.0	68.0
extremely agree	16	32.0	32.0	100.0
Total	50	100.0	100.0	

the discount price for TM's product is effective to stimulate your quick buying action

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	3	6.0	6.0	6.0
agree	12	24.0	24.0	30.0
strongly agree	18	36.0	36.0	66.0
extremely agree	17	34.0	34.0	100.0
Total	50	100.0	100.0	

by give free gift for purchase TM's product is effective to stimulate your quick buying action

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	2	4.0	4.0	4.0
agree	13	26.0	26.0	30.0
strongly agree	25	50.0	50.0	80.0
extremely agree	10	20.0	20.0	100.0
Total	50	100.0	100.0	

Frequencies

Statistics

		the major objective of public relations is to create customer's awareness towards product	public relations involving activities of disseminating positive information about product	the effective public relations will help TM Melaka to promote their product	the effective public relations can create positive word of mouth among public towards product and company image
N	Valid	50	50	50	50
	Missing	0	0	0	0
Mean		3.72	3.86	3.90	3.80
Std. Deviation		.834	.808	.763	.857

Frequency Table

the major objective of public relations is to create customer's awareness towards product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	3	6.0	6.0	6.0
agree	17	34.0	34.0	40.0
strongly agree	21	42.0	42.0	82.0
extremely agree	9	18.0	18.0	100.0
Total	50	100.0	100.0	

public relations involving activities of disseminating positive information about product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	3	6.0	6.0	6.0
agree	11	22.0	22.0	28.0
strongly agree	26	52.0	52.0	80.0
extremely agree	10	20.0	20.0	100.0
Total	50	100.0	100.0	

the effective public relations will help TM Melaka to promote their product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid agree	17	34.0	34.0	34.0
strongly agree	21	42.0	42.0	76.0
extremely agree	12	24.0	24.0	100.0
Total	50	100.0	100.0	

the effective public relations can create positive word of mouth among public towards product and company image

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	2.0	2.0	2.0
agree	18	36.0	36.0	38.0
strongly agree	20	40.0	40.0	78.0
extremely agree	11	22.0	22.0	100.0
Total	50	100.0	100.0	

Frequencies

Statistics

		the major objective of public relations is to create customer's awareness towards product	public relations involving activities of disseminating positive information about product	the effective public relations will help TM Melaka to promote their product	the effective public relations can create positive word of mouth among public towards product and company image
N	Valid	50	50	50	50
	Missing	0	0	0	0
Mean		3.72	3.86	3.90	3.80
Std. Deviation		.834	.808	.763	.857

Frequency Table

the major objective of public relations is to create customer's awareness towards product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	3	6.0	6.0	6.0
agree	17	34.0	34.0	40.0
strongly agree	21	42.0	42.0	82.0
extremely agree	9	18.0	18.0	100.0
Total	50	100.0	100.0	

public relations involving activities of disseminating positive information about product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	3	6.0	6.0	6.0
agree	11	22.0	22.0	28.0
strongly agree	26	52.0	52.0	80.0
extremely agree	10	20.0	20.0	100.0
Total	50	100.0	100.0	

the effective public relations will help TM Melaka to promote their product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid agree	17	34.0	34.0	34.0
strongly agree	21	42.0	42.0	76.0
extremely agree	12	24.0	24.0	100.0
Total	50	100.0	100.0	

the effective public relations can create positive word of mouth among public towards product and company image

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	2.0	2.0	2.0
agree	18	36.0	36.0	38.0
strongly agree	20	40.0	40.0	78.0
extremely agree	11	22.0	22.0	100.0
Total	50	100.0	100.0	

Frequencies

Statistics

		personal selling involves marketing officer to help the customer to make purchase decision that will satisfy their needs	i prefer two way communications in order to get the information effectively	TM's sales person has wide knowledge about the product and effectively	TM's sales person has good communication skills effectively	TM's sales person able to answered all the customer's questions effectively
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		3.60	3.68	3.40	3.36	3.28
Std. Deviation		.881	.844	.990	1.064	.882

Frequency Table

personal selling involves marketing officer to help the customer to make purchase decision that will satisfy their needs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	2.0	2.0	2.0
disagree	2	4.0	4.0	6.0
agree	21	42.0	42.0	48.0
strongly agree	18	36.0	36.0	84.0
extremely agree	8	16.0	16.0	100.0
Total	50	100.0	100.0	

i prefer two way communications in order to get the information effectively

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid disagree	3	6.0	6.0	6.0
agree	19	38.0	38.0	44.0
strongly agree	19	38.0	38.0	82.0
extremely agree	9	18.0	18.0	100.0
Total	50	100.0	100.0	

TM's sales person has wide knowledge about the product and effectively

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.0	2.0	2.0
	disagree	8	16.0	16.0	18.0
	agree	18	36.0	36.0	54.0
	strongly agree	16	32.0	32.0	86.0
	extremely agree	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

TM's sales person has good communication skills effectively

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	8.0	8.0	8.0
	disagree	4	8.0	8.0	16.0
	agree	18	36.0	36.0	52.0
	strongly agree	18	36.0	36.0	88.0
	extremely agree	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

TM's sales person able to answered all the customer's questions effectively

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.0	2.0	2.0
	disagree	7	14.0	14.0	16.0
	agree	23	46.0	46.0	62.0
	strongly agree	15	30.0	30.0	92.0
	extremely agree	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

APPENDIX III

TM MELAKA OPEN COUNTER (2008)

Appendix III - TM Melaka open counter (2008)

Months	Event/ Open Counter
January	• Carrefour • Pasar Malam Duyong • Pasar Malam Air Molek • Tesco
February	• Family Store Jasin • Pasar Malam Bukit Baru • Mydin Baazar 24 Jam • GSC Mahkota Parade • Warong Mee Usop
March	• Bus Station • MBO Melaka Mall • Pasar Tani Merlimau
April	• Restoran Nasi Beriyani • Medan Selera Ali • Ikan Bakar Malim
May	• Tesco • Carrefour • Restoran Selera Johor

June	• Melaka Sentral • Giant • Pasaraya Hari-Hari • Zoo Melaka • Taman Buaya
July	• Zapcity Driving School • Streamyx Combo Party
August	• Pasaraya Bintang • Bangunan MITC
September	• Restoran Siti Rahmah • Tesco • Cheng Perdana • Pasar Tani Alor Gajah
October	• Bandar Melaka • Tesco • Family Store
November	• Mahkota Parade • Dataran Pahlawan • Giant

December	• Pasar Malam Sri Siantan • Fresco Merlimau • Tesco
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APPENDIX IV

OPERATION REVENUE OF FIXED LINE/
DIRECT EXCHANGE LINE (DEL)

APPENDIX IV – Operation Revenue of Fixed Line / Direct Exchange Line (DEL)

YEAR	REVENUE (RM Million)
2006	6,981.7
2007	6,620.3
2008	6,612.6