

**CUSTOMER AWARENESS TOWARDS  
PROMOTIONAL ACTIVITIES ON ASNB  
PRODUCTS: PERSPECTIVE ON STUDENTS OF  
SEKOLAH MENENGAH KEBANGSAAN DURIAN  
DAUN, MELAKA**

**NORASYIDA ZAIHANA BT ABD SHUKOR**

**Submitted In Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**2008**

## ACKNOWLEDGEMENT

Alhamdulillah...with bless of the Almighty, I finally managed to complete this study as it was planned. I owe a debt of gratitude to many people who helps me complete this study. First of all, my deepest appreciation goes to my advisor, Mr. Norazman bin Hj Harun for his guidance, support, comments, suggestions and critics throughout this entire process of this study. He never bored and always gives an advised to me even though the crucial time. For my second advisor, Mrs. Zuhairah binti Hasan, thank you for guidance's and advices during the process of research.

I would also extend my appreciation to my supervisor Mr. Shahrom bin Bajuri at Amanah Saham Nasional Berhad (ASNB), Melaka for his help regarding the ASNB product as well as Mr. Mazlan bin Tengop who not only monitors my progress but also improved my multitasking skills. There are many people to thank at the Amanah Saham Nasional Berhad (ASNB), Melaka as they are very helpful and generous with their knowledge and information on to contributing to this study.

I would also thank my parent, [REDACTED] and Mr. Abd Shukor bin Hj Mohamed for their overwhelming love and support all these years, particularly the priceless contributions they have made for this study. For my lovely sisters and brothers, thank you for all your loves, supports and encourage that you all gives to me especially within my critical times.

<b>CONTENT</b>	<b>PAGE</b>
<b>TITLE PAGE</b>	<b>i</b>
<b>LETTER OF DECLARATION</b>	<b>ii</b>
<b>LETTER OF SUBMISSION</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>TABLE OF CONTENT</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>viii</b>
<b>LIST OF FIGURES</b>	<b>ix</b>
<b>ABSTRACT</b>	<b>x</b>
 <b>CHAPTER 1: INTRODUCTION</b>	 <b>1</b>
1.1. Background Of Company	2
1.2. Problem Statement	7
1.3. Research Questions	9
1.4. Research Objectives	10
1.5. Theoretical Framework	10
1.6. Hypothesis	12
1.7. Significance Of Study	13
1.8. Scope Of Study	14
1.9. Limitation of Study	15
1.10. Definition Of Terms	16
 <b>CHAPTER 2: LITERATURE REVIEW</b>	 <b>19</b>
2.1. Introduction	20
2.2. Customer Awareness	20
2.3. Reach	21
2.5. Choices of Media	22
2.6. Frequency of Campaign	24
2.7. Continuity	24
2.8. Conclusion	25

<b>CHAPTER 3: RESEARCH METHODOLOGY</b>	<b>26</b>
3.1. Introduction	27
3.2. Research Design	27
3.3. Population	28
3.4. Sampling	28
3.5. Data Collection Method	30
3.6. Data Analysis	30
3.7 Conclusion	32
 <b>CHAPTER 4: DATA ANALYSIS</b>	 <b>33</b>
4.1 Introduction	33
4.2 Reliability Test	33
4.3 Respondent Profile	35
4.4 Level of Customer Awareness	36
4.5 Factors Influence Customer Awareness	37
4.6 Major Influence Factors Towards Customer Awareness	49
 <b>CHAPTER 5: CONCLUSION AND RECOMMENDATION</b>	 <b>51</b>
5.1 Conclusion	51
5.2 Recommendation	54
 <b>BIBLIOGRAPHY</b>	 <b>59</b>
<b>APPENDICES</b>	
Appendix I – Questionnaire	62
Appendix II – List of Population	68
Appendix III – List of Respondents	87
Appendix IV – Tables	96
Appendix V – Output from SPSS	99

## **ABSTRACT**

The purpose of the study are to determined the levels of awareness of respondents about ASNB Products, to identify the most effective awareness tools use by Amanah Saham Nasional Berhad (ASNB), and if the promotional tools employ by PNB are effective. Based on Pickton, David & Broderick, Amanda (2005), customer awareness can be creating due to reach, choices of media, frequency of campaign and continuity. Customer awareness among the students at Melaka is still low compared to the other state in Malaysia. According to the situation, the researcher has chosen 185 students from Sekolah Menengah Kebangsaan Durian Daun, Melaka to be the respondents. In this study, the researcher has used exploratory, descriptive and causal research. Self administered questionnaire has been used in order to collect data from the respondents. Reliability test, frequency of distribution, cross tabulation, hypotheses, correlation and regression has been used in this study to get the data from the questionnaire that been distributes to the respondents by using the Statistical Package for Social Science (SPSS). Finally, from the finding, it shows that choices of media is the influence factors that can create awareness among the students of Sekolah Menengah Kebangsaan Durian Daun, Melaka basically, but it can be used also towards all students in Melaka especially. The choices of media are also related with the other factors such as reach, frequency of campaign and continuity.