

**READERS' PERCEPTION AND ACCEPTANCE LEVEL  
TOWARDS NEW STRAITS TIMES (NST) COMPACT  
VERSION AT KLANG VALLEY**

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

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

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# DECLARATION OF ORIGINAL WORK



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

I, **RASHIDAH BT MOHAMAD RAMLI**,

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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 degree.
- 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 TRANSMITTAL

28<sup>th</sup> April 2006

Assoc. Prof. Zaihan Abdul Latip  
Program Coordinator BBA (Marketing)  
Faculty of Business Management  
Universiti Teknologi MARA  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper titled **“READERS’ PERCEPTION AND ACCEPTANCE LEVEL TOWARDS NEW STRAITS TIMES (NST) COMPACT VERSION AT KLANG VALLEY”** to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....  
RASHIDAH BT MOHAMAD RAMLI  
(2004243550)  
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

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## **ABSTRACT**

On 1<sup>st</sup> September 2004, the New Straits Times (NST) has made a bold move from their 159-year-old tradition by publishing tabloid size from its broadsheet format. NST changed the format due to the worldwide trend and from their market studies shows that people especially the younger generation, prefers the compact version because of changing lifestyle. The purpose of study is to identify the readers' perception and acceptance level towards New Straits Times (NST) compact version at Klang Valley. The perception and acceptance level may be measured from demographic profile of readers, consumer-buying behavior in buying process and sales volume of New Straits Times (NST).

This paper consists of six chapters which explain the subject matter in stages. Chapter 1 explains the introduction and background of the study. Chapter 2 explains the literature review, which relates to the subject studied and theoretical framework which act as a guide to the research flow and process. For chapter 3, research methodology is explained, which consist of methods and sampling techniques be used. Data findings and discussions is explained in chapter 4, derived from the information obtain from respondents. Chapter 5 explains the hypotheses of the study. And finally, chapter 6 contain summary of results and findings, which explain conclusions and recommendations