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UNIVERSITI
TEKNOLOGI
MARA

**THE EFFECT OF INTEGRATED MARKETING COMMUNICATION
PERFORMANCE TOWARD UNSOUGHT PRODUCT: A STUDY OF
SMART HOME**

MKT 672

(INDUSTRIAL TRAINING PROJECT PAPER)

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OCTOBER 2018

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CHAPTER 1: INTRODUCTION

1.1 Background of study

Business is the job that people do to gain profit and become successful. The business depends on market size and asset due to competitors. Competitors are the biggest challenge for company to maintain the customer. Owner of business must ensure that company can retain customers to repurchase or become loyal with the product or services. It was important to make customer felt trust and loyal with company product or services. Rapid growth in business is really amazing which always up to date with new trend. If the company is not following trend of market the company will not long lasting.

Unsought product is the product that customer rarely purchase. This is because mostly customer only purchase this product only when customer aware about the product or felt insure and urgent to use the product. Therefore, unsought product was categorizes as two group which is product or services that unknown to customer and the other is product that customer don't have desire to purchase yet. For selling this kind of product, company need an aggressive advertising and sales technique to attract the customer awareness and know about important and existing of product in daily life. Example of unsought product is including insurances, funeral plan, blood donation campaign and new product or innovation of technology product.

A home is a space where the concepts of individual and family interconnect to each other. In other words, it is a social space where family members interact. At the same time, a home is a technical space that represents each family member's role (Venkatesh, 1996). Smart home is rapidly increasing expose worldwide especially among home security user. Other than that, smart home is known as home security with advanced technology.

1.2 Background of company



Significant Technologies Sdn Bhd which is also known as SIGtech was established in April 2000. SIGtech Company has provided experienced and qualified optical fiber calibration service and training in Malaysia. SIGtech now has expended into Subsidiaries Company which is Icon Smart Home. It was come out with concept Smart City Solutions, Mobile Applications, Training as well as Calibrations.

As mention above, ICON is a home grown product developed by ICON-Future Home Sdn Bhd. with purpose is to make our life more convenience which is translate into a smart living with security, safety, convenience and comfort for you, your family and community at affordable value. This is because all features are including security automation, energy monitoring management and community complaints management.

Company always make collaboration with SIGtech, IJM Land (company), Saujana Duta and PKNS. This company was managing by Encik Najman bin Kamaruddin as executive director. There are four mission of company which is to consistently maintain an outstanding international standard on the services provided, to fulfil the expectation of the clients, to be accountable to the clients on the services provided and last but not least is to become premier organizations which are able to provide solutions to its clients. While vision is to become significant fiber optical services provider locally and globally by providing efficient and quality services through professional, dynamic and creative approach.

1.3 Problem Statement

Home security is important nowadays because there are many robbers everywhere. The company has come out with new product and services which is Icon Smart Home but not many people aware with this company or product services that has been provided. This situation has effect company performances because there are small sales in business which is involving cost efficiency.

Company performances affect the brand image; most studies have focused on studying the impact of the marketing mix as stand-alone strategies but not as IMC tools. These includes the effect of advertisement slogans on consumer brand choices, relationship marketing in enhancing brand loyalty, the use of personality in creating brand loyalty and the creation and application of brand equity (Njuguna, 2002; Wanjau, 2001; Mbau, 2000; Murage, 2002; Mwendu, 2005 and Waweru, 2003).

Most of sales could not make it happen because it was lack of effective marketing strategy in promote the product toward customer. For example, even though there is certain customer who felt interesting to but the product at first which in through social media which is Facebook customer has react with comment personal message at video advertising or direct messenger but not all that database that convert to prospect has success become existing customer.

Recently, company has received database around 356 people who inbox and personal message. From the database, not all has success persuaded to give information or details about customer and get the number of telephone. Therefore, researcher has not only focus on social media only as platform to increase the company performances but overall researcher has target to increase sales performances by investigate from integrate marketing communication which is can be the real platform in increase company performances and give the good effect. The paper intends to research how integrated marketing communication can really effect the Icon Smart Home performances such as previous research.

1.4 Research Objective

RO1: To study the extent of social media effect toward icon smart home company?

RO2: To study the relationship between integrated marketing communications affects the icon smart home performances.