



A STUDY ON THE EFFECTIVENESS OF
SALES PROMOTIONAL TOOLS FOR HEALTH AND SPA
SERVICES IN KOTA KINABALU

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TABLE OF CONTENT

TITLE	i.
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURE	vi
ABSTRACT	vii
CHAPTER 1 : INTRODUCTION	
1.1 Background of the study	1
1.2 Objectives of the study	3
1.3 Scope of the study	3
1.4 Limitations of study	3
1.5 Significance of study	4
1.6 The research framework	5
CHAPTER 2 : LITERATURE REVIEW	
2.1 Overview of Promotional Tools	6
2.2 Health and Spa Industry	7
2.3 Types of Promotional Tools	7
2.3.1 Price Discount	8
2.3.2 Coupons	9
2.3.3 Free Samples	9
2.3.4 Product Trial	10
2.4 Benefit Segmentation in Promotional Tools	10
CHAPTER 3 : RESEARCH METHODOLOGY	
3.1 Research Design	12
3.2 Data Collection Method	
3.2.1 Primary data	12
3.2.2 Secondary data	13
3.3 Target Population, Sample Size and Sampling Techniques	13
3.4 Data Analysis Procedures`	14
3.5 Project Scheduling	15
CHAPTER 4 : ANALYSIS AND DISCUSSION	
4.1 Introduction	16
4.2 Data Description	16
4.3 Demographic Background	16
4.4 Promotional Tool's Awareness	18
4.5 The Effectiveness of Each Promotional Tools	19
4.6 The Significance Between Demographic Factors and The Responses To The Statements	28
4.7 Comparison On The Level Of Effectiveness Of Each Promotional Tools	39

4.8	Consumer Response On How The Effectiveness of Each Sales Promotional Tools Studied Can Increase The Level of Health and Spa Services In Kota Kinabalu	41
CHAPTER 5	: CONCLUSIONS AND RECOMMENDATIONS	42
REFERENCES		
APPENDICES		
Appendix 1	: Graph Of Demographic Background	43
Appendix 2	: Graph Of Questionnaires Response on Promotional Tools Awareness	45
Appendix 3	: Pie Chart Of Price Discount Questionnaires Responses	47
Appendix 4	: Pie Chart Of Coupons Questionnaires Response	53
Appendix 5	: Pie Chart Of Free Sample Questionnaires Response	59
Appendix 6	: Pie Chart Of Product Trial Questionnaires Response	65
Appendix 7	: Sample of Questionnaire	133
Appendix 8	: Pictures Of Health and Spa Services	137

ABSTRACT

This study is conducted to explore the effectiveness of sales promotional tools for health and spa services in Kota Kinabalu. A total of 100 self-administered questionnaires were distributed in three major districts in Kota Kinabalu which are Likas, Penampang and Tanjung Aru in order to examine the consumer perceptions towards the promotional tools studied. Items used in the questionnaire were derived from the basic guidelines provided in the marketing and promotional practices used. Findings suggest that though there is an awareness of these promotional tools, not many businesses in Malaysia are aware of its effectiveness in their marketing activities. There was also a significant difference in opinions expressed by the consumers due to the influence of their previous experience on the service/product, educational background, profession and amount income. There is a need towards more research on how to improve the usage of these sales promotional tools in order to increase the effectiveness of health and spa services. This could create more awareness among health and spa business entity about the issues and obligations that are relevant in their promotional activities. This research is a rare effort for health and spa industry, in which this work attempts to relate the promotional tools and their influence towards improving the health and spa services. Although there have been many studies on promotional tools applied on various industries, the health and spa services are clearly under research.