



**MALAYSIAN COCOA BOARD PROMOTIONAL  
STRATEGIES TOWARD CONSUMER AWARENESS**

**AZWEEN FARHANA BINTI ARISIN  
2008329245**

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU, SABAH**

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## ABSTRACT

This research study investigates the Malaysian Cocoa Board's promotional strategies toward consumer awareness. The purpose of the study are to identify the promotional activities done by Malaysian Cocoa Board, to determine the effectiveness of promotional activities toward consumer awareness and to identify the promotional activities succeed in creating consumer awareness.

For the research method, a qualitative and quantitative approach was used and the survey was conducted to gain insights on consumer's awareness of the promotional strategies done by Malaysian Cocoa Board. The total of 100 surveys was distributed in Kota Kinabalu city areas.

In this study, the researcher was measure the level of consumer awareness of promotional strategies done by Malaysian Cocoa Board which are advertising, direct marketing and public relation. SPSS will be utilized for data processing and analysis purposes. For the statistic analysis, frequency distribution, cross tabulation, reliability analysis and pearson correlation was used.