



**TOUGH AND ADVENTUROUS: AN EMPIRICAL
STUDY ON CASERO'S EVENTS (BURNOUT 360
SABAH DRIFT CHALLENGE) ADVERTISEMENT
PERCEPTION BY KOTA KINABALU AREA**

**OLIVIA ANNE SITIM
2008424316**

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

OCTOBER 2010

ACKNOWLEDGEMENT

First and foremost, my gratitude to God for granting me the wisdom and strength to undertake my research on the title of **“Tough and Adventurous: An Empirical Study on Casero’s Events (Burnout 360 Sabah Drift Challenge) Advertisement Perception By Kota Kinabalu Area”**

Secondly, my thanks and gratitude to the directors and staff of Casero Tour and Travel Sdn Bhd for their cooperation and guidance to me in gaining experience and all needed information especially to Mr. Alfred Lazim Masida for kindly consenting to be my supervisor and also to my colleague, Christine Winnie John for assisting and helping me throughout the preparation of this research paper.

I am greatly indebted to my advisor, Mr. Franklin Hazley Lai for his guidance and patience in guiding me throughout this research until its completion. I wish also to thank the respondents which are Casero Group customers for their cooperation and willingness to participate in the survey.

In this opportunity, I also would like to express my appreciation to my parents for supporting me and to my friends that sharing their ideas and providing priceless feedback and support throughout the course of completing this research paper. For those who are indirectly involved in my research, thank you.

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ABSTRACT

Purpose – This paper is aims to identify the advertisement characteristics of sport elements to attending the Casero Events. This study also helps to measure the effectiveness of Casero Events sport event in terms of promoting the event applying the message appeal techniques Beside that, the study also provides a recommendations and suggestion in improving the advertisement strategy by Casero Events.

Design / Methodology / Approach - Questionnaires were constructed based on the independent variables that contribute to the respondents' perception and their opinion of Casero Events advertisements. A questionnaire was designed and answered by Casero Events customers.

Findings – The result of this study will indicate the criteria of Casero Events advertising strategy towards customers. Furthermore, this study also identifies the respondents perception and their opinion of Casero Events advertisements.

Originality / Value – This study maintain its originality by gather the related information by hand whether through primary data finding or secondary data finding.