



EXPLORING EFFECTIVENESS OF WORD OF MOUTH IN PROMOTING ETIQA TAKAFUL

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CHAPTER ONE

INTRODUCTION

1.1 Background of Study

The title of my research is “exploring effectiveness of word of mouth in promoting eTiQa takaful.” I choose this title because there is no research have been done on this title before.

This study will be take 20 weeks period starts on 6th January 2010 until 5th May 2010. The study will carried out within Kota Kinabalu which easy to me to find respondents.

This study will focus on how the word of mouth can influence respondents in promoting takaful product especially eTiQa. eTiQa takaful promotion activity is run by agent where agent doing marketing outside the firm. Besides that, they also will have event such as opening booth in shopping complex where the promotion will in word of mouth to convince people to buy product from them. In overall, promotion of the company product by agent is using word of mouth.

1.2 Scope of Study

The research that the researcher conducted is around the Kota Kinabalu area only where most of the existing policy holder can be reach. The respondents of this research have been selected which only for the respondent who already buy our policy. The researcher choose Kota Kinabalu area to do my research is because the suitability of my company target market. The purpose of this research is to explore the effectiveness of promotional tool used by my company which is word of mouth.