



**THE EFFECTIVENESS OF PROMOTIONAL ACTIVITIES ON THE AWARENESSE
AMONG UiTM'S EMPLOYEES TOWARDS EMPLOYEES' WELFARE FUND
SCHEME**

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ABSTRACT

This research is aimed to study the effectiveness of promotional activities on the awareness among UiTM's employees towards employees' welfare fund (EWF). One of the critical issues is lack of awareness on employees' welfare fund. In relation, this research paper focus on the promotional activities that can influence towards employee's at UiTM Shah Alam in registering in this scheme. The promotional activities in this study are advertising and personal selling. A researcher use quantitative in collecting data from respondents. Analyses of 50 respondents including 5 respondents from pilot test. Using by multiple regressions the result for this research was significant for both independent variable and was accepted only personal selling. Personal selling is considered in creating awareness towards employees' welfare fund scheme. From the result, this research paper will give the most impact between advertising and personal selling towards awareness on employees' welfare fund scheme.

Keywords: *employees' awareness, personal selling, advertising, and promotional activities.*

CHAPTER 1: INTRODUCTION

The Effectiveness of Promotional Activities on the Awareness among UiTM's Employees towards Employees' Welfare Fund Scheme

1.1 Background of Study

Now days, we can see the percentages of employees in Malaysia was increase by year to years. There have a lot of factors that influence people to choosing the job and work in Malaysia. Most of factors that influence them are "employees' benefits" that attract attention to them such as insurance/assurance, allowance, environmental, workers welfares and also death benefits are important to them. According to Lim (2000), awareness towards insurance as protection has increase by year to year. In this research, a researcher interprets this EWF similar with insurance scheme. This scheme will be cover same as insurance such as policy becomes a financial shelter in the event of income loss, bodily injuries, health problems or loss/damage of assets. More importantly, it provides peace of mind. Therefore, this research will do about employees benefit in find out about the benefit of employees welfare fund (EWF). This scheme is similar like an insurance that was provided by UiTM Shah Alam. In this research also study about how the process of registering for employee's welfare fund, how many employees have registered and try to find out the factors that discourage employees to register in employee's welfare fund. It is focusing in the UiTM Shah Alam how this scheme will influence employees by using promotional tools. It could be doing this research for all staff at UiTM Shah Alam in Malaysia.

Based on this research, a researcher want to know about promotional activities can be related with the awareness of employee's welfare fund scheme. According Jobber (2007) recently, it is important for all organizations to communicate effectively with present and potential consumers to win more customers for their products and services. Marketing promotional tools can provide a clear, consistent, credible and competitive message about the organization and its products and services to consumers. Promotion includes advertising, promotional events, personal selling, Web site-based communication activities, and so on (Kim & Hyun, 2010). These are several authors that said promotional activities are important to win more customers. Therefore for this research paper, it is related since the title is factors that effecting on promotional activities for registration of employee's benefit in UiTM. The difference about this research is a researcher wants to know how to attract employees by using promotional activities to register or involve