



**CUSTOMER AWARENESS TOWARDS THE EXISTENCE OF
SINAR CARD: A CASE STUDY ON SINAR SUCI SDN BHD**

**SURYATIE BT.HJ.ALWI UMAR
2004632556**

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

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TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1: INTRODUCTION	
1.1 Background of the company	1
1.2 Background of the study	2
1.3 Problem Statement	3
1.4 Scope of the study	4
1.5 Objectives of the study	5
1.6 Research Question	5
1.7 Significance of the study	5
1.8 Limitation of the study	6
1.9 Definitions of Terms	6
CHAPTER 2: LITERATURE REVIEW	
2.1 Communication Tools	9
2.2 Hierarchy of Effects Model	10
2.3 Stages in the Adoption Process	12
2.4 Designing Persuasive Communications	13
2.5 Promotion and Marketing Communications	15
2.6 Loyalty – Card Programs	26
2.7 Loyalty	28
2.8 Satisfaction	29
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Research Design	32
3.2 Data Collection Technique	32
3.2.1 Primary Data	32
3.2.2 Secondary Data	33

CHAPTER 1

INTRODUCTION

1.1 Background of the company

Sinar Suci is an independent general bookstore operating at Jalan Haji Taha, Kuching, Sarawak. With nearly two decades of experience in the book business, involving not just retail bookstore operations but also as a contractor for the supply of books, office equipment and stationeries to schools and libraries, universities and colleges, government agencies and also the private sectors.

Established on 22nd November, 1977, Sinar Suci has established itself as a reputable, experienced and reliable supplier and distributor of local books. Sinar Suci is a sole distributor for Dewan Bahasa dan Pustaka (DBP) in Sarawak and it has been well known in distributing and selling textbooks for both primary and secondary schools.

Sinar Suci offers competitive price, which come with guaranteed quality service and products. The types of products that Sinar Suci offers to customers are books that cover different field such as, economics, laws, management, engineering, motivation, dictionaries, religion, magazines, novels and stationeries. Apart from that, it also offer services such as transportation, exhibition, credit sales, and medical equipment.

Sinar Suci has constantly maintained a team of fully qualified and well-motivated employees working towards customer's satisfactions. Sinar Suci's aim is to keep its customers updated on the latest publication and offer them friendly services.

CHAPTER 2

Literature Review

2.1 Communication Tools

Sinar Card is a reward program designed by Sinar Suci. The management needs to determine the communications tools in order to reach the customer's mind. In marketing communications, there are five tools namely advertising, personal selling, public relations, sponsorship marketing and point of purchase. Firstly, advertising. Advertising is any paid form of non-personal communication used by an identified sponsor. Advertisement can either be mass communication, using television, newspaper, radio or magazine or direct communication, as in business to business. Secondly, personal selling. This is a face to face communication where the seller attempts to persuade the customer and the prospects for the purpose of marketing sales.

Third, sales promotion. Sales promotion consists of all marketing activities that attempt to stimulate quick buyer actions. Sales promotion is a short-term incentive offered to the target a market to encourage them to respond to the marketer's offer. Usually these incentives are additional to the basic product offerings. Sales promotion can come in the form of discount, coupons, rebates, special offers, contests, sampling, etc. Fourth, public relations and sponsorship marketing. Public relations is a component of the marketing communication that fosters goodwill between the marketer and the public. One important tool of public relation is publicity, a mass, non-personal communication appearing in the form of editorial content or write-ups. Publicity is similar to advertising except that it is not paid and the sponsor is unidentified.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

In order to make this study follow the right method, it requires using an appropriate research design. A research design is a framework or blueprint for conducting study and it details the procedures necessary for obtaining the information needed to structure and/or solve the study problems (Malhotra, 2000). Although a broad approach to the problem has already been developed, the research design specifies the details where as Sinar Suci need to identify specific problems with low rate of awareness at Sinar Suci. Thus, a research design lays the foundation for conducting the study. Moreover, a good research design will ensure that the study is conducted effectively and efficiently.

To conduct this study, researcher will use exploratory research where by using this research, it will provide insights into, and an understanding of, the problem confronting the researcher. Exploratory research is used in cases where researcher must define the problem more precisely, identify relevant courses of action, or gain additional insights before an approach can be developed.

3.2 Data Collection Technique

3.2.1 Primary Data

Primary data are originated by the researcher for the specific purpose of addressing the problem at hand. For this purpose of study, researcher is using questionnaire to obtain accurate data.

I. Questionnaire

This type of technique usually used to get information from walk-in customers and during the exhibition. The idea of using questionnaire is because researcher wants to identify whether customers know about the existence of