



**A STUDY OF CUSTOMER AWARENESS TOWARDS  
THE EXISTENCE OF TM HOME PREPAID  
AT BATU LINTANG OFFICE**

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of the company**

TM Bhd., the Malaysia's number one provider of information communication strategies was incorporated on the 12 October 1984 and listing in the main Board of Bursa Malaysia Securities Malaysia on 7 November 1990.

Telekom Malaysia Berhad located in Kuching was established in April 1946. In Kuching itself, Telekom Malaysia has two main branches. The first branch namely the main office located at Simpang Tiga. This main office consist several department which include Public Relation, Research and Development, Technology and Support Service, Financial, Billing and Revenue Operation, Human Resource Share Operation and Payphone and Multimedia College. Another branch located at Batu Lintang. It is where the customer can meet the staff regarding any product and services offered by Telekom. Batu Lintang branch have several department namely the Consumer sales, Customer care, Tmpoint (formerly known as Kedai Telekom) and so on.

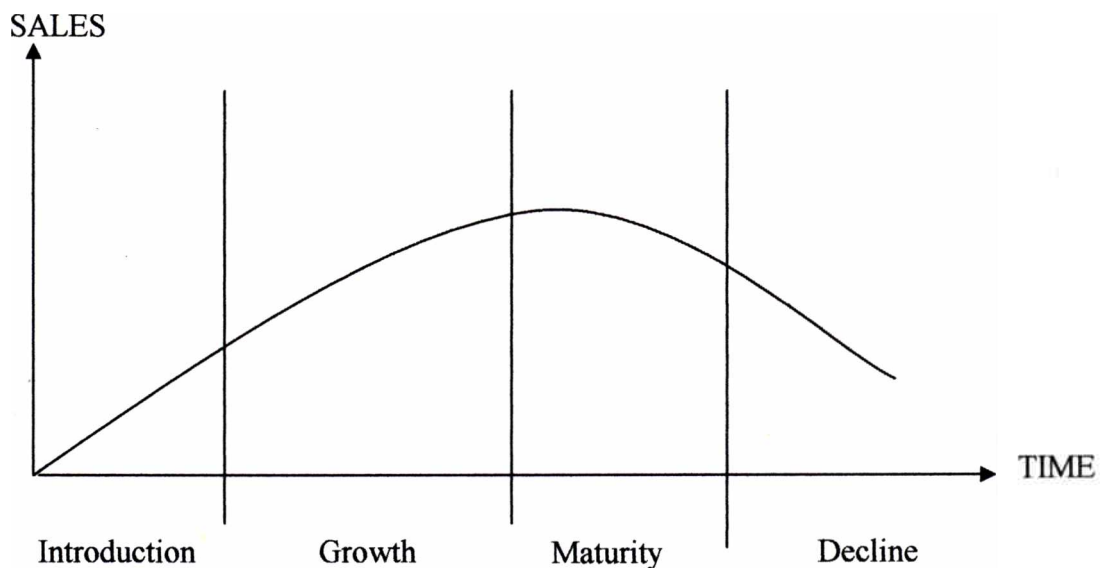
In order to distribute its products, TM has allocated its outlets, the Tmpoint at more strategic locations. This is to facilitate its customer and to make sure that the product has greater accessibility to customer. Now, customer can deal with Telekom easily at Tmpoint which can be found at Yayasan Sarawak building, Batu Lintang office and Tmpoint Pending.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 New Product

TM Home Prepaid is the new product introduced in the market by Telekom Malaysia Berhad. A PLC is normally believed to have five stages, although the terminologies use to describe the stages are vary from researcher to researcher. Like other product, TM Home Prepaid will undergo a product life cycle, a concept introduced by Crawford and Benedetto (2000). Figure 2.1 shows the stages of product life cycle.



**FIGURE 2.1: Product Life Cycle**

As we can see above, there are basically 4 stages in the product life cycle. The first stage is the *introduction stage* whereby at this stage, the product is newly launch in the market and the sales volume increases very slow due to the small number of firms marketing the product and the reluctance on the part of customers to purchase it. During this stage, selling and advertising focus on selling the product benefits. Marketers will increase

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Research Design

In order to make this study follows the right method; it is required to use an appropriate research design.

The research design that will be applied in this study is an exploratory research. Exploratory research is chosen in order to conduct this study because the nature of the problem of our study is related with the customer awareness towards the existence of TM HP. Therefore, by using this type of research design, it would be much easier to collect data about customer awareness towards TM HP as well as to evaluate the data collected. In this study, the researcher needs to explore the attitude of customer positive enough to induce repeat purchasing. In the end, information can be easily disseminated and is able to be understood.

#### 3.2 Data collection techniques

There are many approaches that can be used to collect data and will depend on the nature of the study itself. In this study, the researcher has to gather two types of data namely the primary and secondary data.

##### 3.2.1 *Primary Data*

For the primary data collection technique in this study, the researcher will use questionnaire to gather the needed data. 100 questionnaires will be distributed to the customer who visits TM premise particularly at Batu Lintang.