



**MARKETING COMMUNICATION EFFECTIVENESS
STRATEGIES AT ETIQA TAKAFUL IN KOTA KINABALU**

HASLINA BINTI HASAN

2006129305

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY OF BUSINESS MANAGEMENT

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Table of Contents

	Page
ACKNOWLEDGEMENT	iv
LIST OF FIGURE	vi
LIST OF DEFINITION OF TERMS	vii
ABSTRACT	viii

CHAPTER 1 : INTRODUCTION

1.1	Background of Company	1-2
1.2	Background of Study	3
1.3	Scope of Study	4
1.4	Problem Statement	5
1.5	Objective of Study	6
1.6	Research Question	7
1.7	Limitations Of Study	8-9
1.8	Significance Of Study	10
1.9	Definition of Terms	11-12
1.10	Theoretical Framework	13-14

CHAPTER 2 : LITERATURE REVIEW

2.1	Marketing Communication	15-17
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CHAPTER 3 : RESEARCH METHODOLOGY

3.0	Introduction	18
3.1	Data Collection Method	18
3.1.1	Primary Data	18-19
3.1.2	Secondary Data	19
3.1.2.1	External Data	19
3.1.2.2	Internal Data	19
3.2	Research Design	20
3.2.1	Target Population	20
3.2.2	Sample Size	20
3.2.3	Sampling Technique	21
3.3	Data Analysis Technique	22
3.3.1	Cross Tabulation	22
3.3.2	Frequency Analysis	22

CHAPTER 4 : FINDING AND ANALYSIS

4.1.1	Respondent Background	23
a)	Respondent's Gender	23
b)	Respondent's Age	24
c)	Respondents Marital Status	25
d)	Respondent's Race	26-27
e)	Respondent's Occupation	28
4.1.2	Marketing Communication	29
a)	Respondent familiar with Etiqa	29
b)	Sources of information	30

ABSTRACT

This study was conducted to identify the effectiveness of marketing communication strategies at Etiqa Takaful. This study also to identify the effectiveness of current marketing communication activities of Etiqa. Marketing is everything a company does to acquire customers and to maintain relationship with them. Therefore this study will help a company to enhance their marketing communication strategies to make Etiqa is the first of Takaful and Insurance company.

During my practical at Etiqa Takaful ,about 120 questionnaires distributed to respondent at zone 1 in Kota Kinabalu . Descriptive research was used to obtain the data. The sampling technique that was used in conducting this study is convenience sampling. It is attempts to obtain a sample convenience element.

At the end of study , recommendation are made in order to help company to enhance and improve their effectiveness marketing communication . Therefore the company will achieve their target and objective.