



A STUDY ON MARKETING COMMUNICATION PROGRAM ON COMMERCIAL
PROJECT OF HOUSING TOWN DEVELOPMENT AND AUTHORITY IN SABAH

VERONICA BINTI SOTIBIN
2007276608

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU

APRIL 2009

Table of Content	Page
ACKNOWLEDGMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi

Firstly I would like to thank and praise to God for his bless and good healthiness in completing my research study.x

INTRODUCTION

I also would like to take this opportunity to extend my deepest gratitude to my beloved advisor, Madam Hasnawati Haji Guliling for her support, guidance and advising completing my project paper. Also my gratitude goes to my second examiner Madam Zabedah Haji Zainal.8

1.5 Research question7

My special thanks also goes to my supervisor Madam Rosemary Ahping, Legal manager of Housing Town Development And Authority for her kindness giving advise, opinion, comment and suggestion that valuable to my project paper during my practical time. Not forgotten to Madam Veronica Egol, Madam Christill ,Mr.Charles Ebbie, Mr.Monsu, Madam Justina Anchi, Mr George Liew, Madam Suzilynda Sukimin and all Housing Town Development and Authority staff for their kindness and willingness giving and share information, opinion and comment that is totally valuable to my research study.

Lastly I would like to thank my family and friend for their support during my research study until the completing of my research study.

Choice Analysis	15
2.4 The relationship between public relations and marketing in excellent organizations: evidence from the IABC study	16
2.5 Marketing communication tools	17

Table of Content	Page
ACKNOWLEDGMENT.....	iv
LIST OF TABLES.....	v
LIST OF FIGURES.....	vii
LIST OF DEFINATION OF TERMS.....	ix
Abstract.....	x
INTRODUCTION	
1.1 Company Background.....	1
1.2 Background of Study.....	3
1.3 Problem Statement.....	5
1.4 Objective of Study.....	6
1.5 Research question.....	7
1.6 Significant of study.....	8
1.7 Limitation of study.....	9
.8 Definitions of terms.....	10
LITERATURE REVIEW	
2.1 Marketing communication and corporate identity: are they integrated?.....	13
2.2 Housing, Socio-Economic Security and Risks. A Qualitative Comparison of Household Attitudes in Finland and Sweden.....	14
2.3 Demand for Housing in Tokyo: A Discrete Choice Analysis.....	15
2.4 The relationship between public relations and marketing in excellent organizations: evidence from the IABC study.....	16
2.5 Marketing communication tools.....	17

2.6	Modelling Customer Perceived service quality	
	In Housing Construction.....	18

RESEARCH METHDODOLOGY

3.1	Research Design.....	19
3.2	Target Population and Sample Size.....	20
3.3	Sampling Technique.....	21
3.4	Data Collection Method.....	22
3.5	Data Analysis Procedure.....	23

FINDINGS AND ANALYSIS

4.1	Findings.....	24
4.1.1	Respondents Gender.....	24
4.1.2	Respondents Age.....	25
4.1.3	Respondents Marital Status.....	26
4.1.4	Respondents District of Origin.....	27
4.1.5	Respondents Race.....	28
4.1.6	Respondents Education Level.....	29
4.1.7	Respondents Occupation.....	30
4.1.8	Respondents Income Per month.....	31
4.1.9	Respondents Experience.....	32
4.1.10	Facilities.....	33
4.1.11	Venue of Promotion.....	34
4.1.12	Source of Information.....	37
4.1.13	Promotion Activities.....	41
4.1.14	Alternative Promotion.....	47
4.1.15	Suggestions.....	50

4.2	Analysis.....	51
4.2.1	Cross Tabulation.....	52

CONCLUSION AND RECOMMENDATIONS

5.1	Conclusion.....	58
5.2	Recommendations.....	60

	BIBLIOGRAPHY.....	62
--	-------------------	----

APPENDICES

Abstract

This study conducted to identify the awareness towards Marketing Communication Programs of Housing Town Development and Authority towards their commercial Project. Besides that, this study will also help the company to improve their marketing communication program to make Housing Town Development and Authority become the first choice of their customer in purchasing housing and shophouse in the future.

During my practical training period at Housing Town Development and Authority about 50 questionnaires has been distributed to customers oh Housing Town Development and Authority. In terms of data collection, descriptive research used to gather and collect data while sampling technique that has been used is convenience sampling.

This study closed with recommendations that might help the company (Housing Town Development and Authority) to improve and enhance their marketing Communication Program in the future.