



**“A STUDY ON THE PROMOTION EFFECTIVENESS
OF FAMA PRODUCTS AT SEREMBAN”**

**FAIZURA IRDA BT ISHAK
2004240631**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
DUNGUN**

APRIL 2006

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim.....

Syukur Alhamdulillah, my highest praise to Allah S.W.T for the blessing and giving me the inner strength and health throughout this semester to complete this project paper.

Firstly, I would like to give my special appreciation to my advisor, Mr Azizul Azhan Hussain, for his patience, understanding, advice, comments and his personal attention and also encouragement in conducting this project paper. Sincere thanks goes to my second examiner, Tuan Hj Zainudin Bin Zakaria for his advice and comments.

I would like to express my special thanks to my supervisor, En Sokri bin Mohd Nor for giving me the valuable guidance during my practical training. In particular to all staff in FAMA Seremban for their honorable support and help.

My deepest thanks also dedicated to all my friends and colleagues for their supporting and encouraging me in finishing this project paper. Besides that, I like to give my thankfulness to my beloved family for their love, supporting and encouraging me in finishing this project.

Last but not least, my gratitude and appreciation to all people who involved direct and indirectly in helping me to complete this project paper.

TABLE OF CONTENTS

DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	ix
ABSTRACT	x

CHAPTERS

1. INTRODUCTION

1.1 Background and Scope of Study	1
1.2 Problem Statement	7
1.3 Objective	8
1.4 Significance Of Study	9
1.5 Theoretical Framework	10
1.5.1 Independent variable	11
1.5.2 Dependent variable	13
1.6 Hypothesis	14
1.7 Limitations	16
1.8 Definitions of Terms	18

2. LITERATURE REVIEW

2.1 Introduction	20
2.2 Effectiveness	21
2.3 Promotion	21
2.4 Mass Media	23
2.5 Campaign and Exhibition	26
2.6 Personal Selling	28

2.7 Sales Carnival	31
3. RESEARCH METHODOLOGY AND DESIGN	
3.1 Introduction	33
3.2 Research Design	33
3.3 Data Collection Method	34
3.3.1 Primary Data Source	34
3.3.1.1 Observation	34
3.3.1.2 Questionnaire	35
3.4 Sampling	37
3.4.1 Population	38
3.4.2 Sampling Technique	38
3.4.3 Sample Size	39
3.5 Procedure On Data Analysis	40
3.5.1 Frequency Distribution	40
3.5.2 Reliability Analysis Scale (Alpha)	40
3.5.3 Hypothesis Testing	41
3.5.3.1 One Sample T-Test	41
4. ANALYSIS AND INTERPRETATION OF DATA	
4.1 Introduction	42
4.2 Reliability Analysis Scale (Alpha)	42
4.2.1 Overall Reliability Analysis	43
4.2.2 Reliability analysis for Mass Media	44
4.2.3 Reliability analysis for Campaign and Exhibition	45
4.2.4 Reliability analysis for Personal Selling	45
4.2.5 Reliability analysis on Sales Carnival	46
4.3 Frequency Distribution	46
4.3.1 Section A (Demographic)	46

ABSTRACT

This research paper is being prepared to partially fulfill the requirement of the Bachelor of Business Administration (BBA) majoring in marketing. The title of the research is “A Study On The Promotion Effectiveness of FAMA Products At Seremban”. There are many reasons that can influence customers buying the products at market. It is due to the products itself, price, place where the product are being market and the most important things is promotion. Promotion play a vital role in creates consumers awareness and indirectly can enhance the potential buyer. Because of this reasons, the main purposes of this research is to study on the promotion effectiveness that FAMA had implement in promoting their brand name such as Agromas and OLE. In this research, the researcher had used the primary data in order to gather information. A total of 60 questionnaires had been distributed to the customers at Giant Hypermarket Senawang and Terminal One Shopping Centre Seremban. The reason in choosing these two outlets in distributing the questionnaire is because most FAMA products had being marketed at these outlet. The researcher also uses convenience sampling method in conducting the research. The purposes for choosing this type of method are the sampling units are accessible, easy to measures and cooperative. Data analysis applied in this study are frequency distribution, reliability analysis and one hypothesis testing which are One Sample T-Test where the result shows all the null hypothesis are rejected and the alternate hypothesis are accepted. All the promotional tools that FAMA had used are effective and have a relationship with promotional effectiveness. Sales carnival and personal selling are the most significant elements in showing this relationship and this followed by campaign and exhibition and mass media.