



THE NEEDS FOR SALES PROMOTERS IN RETAILING INDUSTRIES:  
A CASE STUDY OF SALES PROMOTERS IN  
SUPERMARKET WITHIN KLUANG, JOHOR

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## Declarations

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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Date: 25/10/20

## Statement 1

This thesis is the result of my own investigations, except where otherwise stated. Other sources are acknowledged by footnotes giving explicit references. A bibliography is accepted.

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### **Abstract.**

*The used of sales promoters in retailing industry is not a new phenomenon in Malaysia. The used of sales promoters in supermarkets have become essential for retailers to represent certain product and to deliver quality services to the consumer. A descriptive study is envisaged with a purpose to identify the ability of the sales promoters to serve and meet consumer's expectations. This study also has the purpose to study consumer's buying-behavior in term of their attitudes, beliefs and perception towards the service offered by the sales promoters. Judgmental and convenience sampling has been utilized with 50 respondents as the sample size. A self-administered questionnaire was used as the survey instrument besides interviews as the source of primary data. By using the analysis generated by SPSS, results are analyzed and deductions are being drawn. Finally, conclusions and recommendation have been made according to the results from the findings.*

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