



**CHALLENGES OF PROMOTIONAL MIX TOWARDS  
CUSTOMER DECISION MAKING**

**NUR HIDAYAH BINTI MUSTAFA**

**2016863372**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU SABAH**

**DECEMBER 2019**

## ACKNOWLEDGEMENT

The process of completing this research study has involved a lot of important people. Here, I would like to express my heartfelt gratitude to all those who helped me in one way or another to complete this study. This work I have done is only through such guidance that I owe them with a great thankful and appreciation. First of all, I would like to give my appreciation to my advisor, Dr. Dewi Tajuddin for her valuable comments, guidance, support and constructive suggestion that assist me a lot in preparing and complete this research paper. I also would like to give an appreciation to Mr. Mohd Firdaus bin Mohamad for his encouragement, support and guidance. I would like to give appreciation to our industrial training coordinator, Miss Bernadette Jacynta Henry for her valuable advice, support and encouragement with my industrial training. Furthermore, I am also very grateful to the respondents for their willingness and had spared their time to take part in the questionnaire surveys. Without their cooperation, this research may not be completed successfully. Besides, I would also like to give thanks to all my marketing lecturers for such knowledge that have been shared and my classmates for helping me indirectly in completing this research paper. Last but not least, I would like to give appreciation to both of my parents for their endless support.

## TABLE OF CONTENT

TITLE PAGE	
DECLARATION OF ORIGINAL WORK	
LETTER OF TRANSMITTAL	
ACKNOWLEDGEMENT	
TABLE OF CONTENTS	
LIST OF FIGURES	
LIST OF TABLES	
ABSTRACT	
<b>CHAPTER 1</b>	
<b>INTRODUCTION</b>	
1.1 Background of study	1
1.2 Statement of Problems	2
1.3 Research Questions	3
1.4 Research Objectives	3
1.5 Scope of Study	3
1.6 Significant of Study	4
<b>CHAPTER 2</b>	
<b>LITERATURE REVIEW</b>	
2.1 Concept of Marketing Mix	5
2.2 AIDA Model	9
2.3 Promotional Mix	11
2.4 Advertising	12
2.5 Personal Selling	14
2.6 Sales Promotion	16
2.7 Customer Decision Making	18
2.8 Research Framework	21
2.9 Hypotheses	21
<b>CHAPTER THREE</b>	
<b>METHODOLOGY</b>	
3.1 Source of Data	22
3.1.1 Primary Data	22
3.1.2 Secondary Data	22
3.2 Research Design	23
3.2.1 Descriptive	23
3.2.2 Hypothesis Testing	23
3.3 Research Instrument	23
3.3.1 Questionnaire	24
3.4 Sampling	24
3.4.1 Population	24
3.4.2 Sampling Frame	25
3.4.3 Sample Size	25

3.4.4 Subjects	25
3.5 Sampling Technique	25
3.5.1 Simple Random Sampling	25
<b>CHAPTER FOUR</b>	
<b>DATA ANALYSIS &amp; FINDINGS</b>	
4.1 Frequency Distribution : Respondents Profile	26
4.1.1 Age	26
4.1.2 Gender	28
4.1.3 Marital Status	29
4.1.4 Occupation	30
4.1.5 Monthly Income	32
4.1.6 Ethnic	33
4.2 Cross Tabulation	35
4.2.1 Age * Gender	35
4.2.2 Occupation * Monthly Income	36
4.2.3 Occupation * Age	37
4.2.4 Ethnic * Age	38
4.2.5 Monthly Income * Age	39
4.3 Scale Measurement	40
4.3.1 Reliability Analysis	40
4.3.2 Correlation	41
4.4 Descriptive Statistic: Univariate Data Analysis	42
4.5 Hypothesis testing	43
4.5.1 Multiple Regression Analysis	43
<b>CHAPTER FIVE</b>	
<b>DISCUSSION LIMITATIONS AND IMPLICATIONS</b>	
5.1 Discussion	46
5.2 Limitation	49
5.3 Implications	49
<b>CONCLUSION</b>	51
<b>RECOMMENDATION</b>	52
<b>REFERENCE</b>	55

## ABSTRACT

This paper aims to investigate the challenges of promotional mix towards customer decision making among Adora Travel and Tour's previous customers. The buyer decision making is the major concern of the marketers in influence the customers in purchasing the products or services. The buyer decision consist of the process which is of need recognition and problem awareness, information search, evaluation of alternative, purchase and post-purchase evaluation. In every stage, have the main concern from customers to the product or services that being offering. The promotional mix that consist of advertising, sales promotion and personal selling will assist the marketers in delivering the information to the customers. The advertisement can deliver the information to the customers using traditional and digital advertisement. The sales promotion can attracted the customer's attention towards the products by offering the monetary and non-monetary sales promotion. These strategies to gain customer's attention especially for short-term period and long-term period. The personal selling concern about the marketers ability in gain customer's trusted. The performance of the marketers will measure the first perspective of the customers towards the brans equity. The performance of the marketers also will measure the willingness of the customers to the services that being promoted. This paper will determine the relationship between relationship promotional mix which emphasize on advertisement, sales promotion and personal selling with customer decision making. This study was carried out through a survey method using questionnaires as the main instrument. Pearson correlation coefficient was used to measure the relationship between customer decision making as dependent variable and advertisement, sales promotion, personal selling as independent variables and revealed that there was a significant positive relationship between variables. Next, this paper will present the research framework, methods, measures and findings, limitation, implications and recommendation.