



**EFFECTS OF PROMOTION TOWARDS CUSTOMER  
AWARENESS OF PERTUBUHAN PELADANG MELAKA  
TENGAH**

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# DECLARATION OF ORIGINAL WORK



## **BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TEKNOLOGI MARA MELAKA**

### **“DECLARATION OF ORIGINAL WORK”**

I, Faradisa Binti Sidek,

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

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## **ACKNOWLEDGEMENT**

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Lastly, I hope this research paper met the standard requirement and will be used as reference in the future.

## ABSTRACT

This study is about how the effect of promotion towards customer awareness of Pertubuhan Peladang Melaka Tengah. How the effectiveness of promotion's that been done by Pertubuhan Peladang Melaka Tengah towards level of customer awareness. These research also been done to know which promotion tools than more effective to create customer awareness.

Statistical Package of Social Science (SPSS) been used to know the finding. The results of the research were obtained by using four method of analysis. The first method was reliability test. It determined the reliability of the study. The second method was frequency distribution. Frequency distribution will describe the characteristics of the respondents. The frequency distributions were according to age, gender, race, marital status, education level, occupation and income of the respondent. From this research shown that the customer didn't really recognize the Pertubuhan Peladang Melaka Tengah and the promotion's that been done by Pertubuhan Peladang Melaka Tengah is not really effective.

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