

**A STUDY ON THE EFFECTIVENESS OF THE
ADVERTISING MEDIA USED BY MAYBANK
FOR ITS FINANCING SERVICES TOWARDS
CUSTOMER AWARENESS IN 2008**

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**Submitted in Partial Fulfillment
of the Requirement for
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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2008

ACKNOWLEDGEMENT

Alhamdulillah, all thanks and praises are due to Allah S.W.T. for making things possible, for bestowing me the strength, spiritually and physically and the inspiration to complete this project paper as a requirement to obtain a Bachelor of Business Administration (Hons) in Marketing.

Many individuals have contributed their time, energy and expertise to the success of this project paper. First and foremost, my deepest appreciation goes to my research advisor, Ms. Afzan Nor Bt. Talib for her beneficial assistance, invaluable guidance, continuous support and encouragement throughout the completion of this project paper. Not forgetting my second examiner, Associate Professor Hj Ahmad B. Wahid for giving me support and respected advice.

My appreciation also goes to all the staff of Maybank Customer Experience department especially Pn. Raja Zafura Raja Zain, Head of Customer Experience, Ms Grace Choong, Head of Branding, my practical training supervisor, Ms Vichelle Woon, who had given me access, co-operation and invaluable insights in relation to the relevant information gathered for the study and also for the practical training stint with the company. Not forgetting Mr. Wan Shahril, Ms Wong Wai Kuan, Ms Akmar Ibrahim and Ms Wan Samera, for sharing their knowledge and experiences with me throughout the practical training.

I also would like to dedicate my deepest gratitude to my beloved parents, Ramli Bin Salleh and Haslina Bt. Shaari, and to my siblings, Idayu, Ida Ameera, Ida Ameelia and Muhamad Ariff Anaqi as well as my brother in law Sazali Zakaria for their love, encouragement and support in completing my project paper.

I also wish to thank my friends and colleagues who were always there when I needed them the most. I really treasure your honest opinions and encouragement that have put me through good and bad times. Besides that, my best regards and thanks to everyone who participated directly or indirectly in completing this project paper.

Thank you.

ABSTRACT

Advertising media is a medium advertisers' adopt as a channel of communication to communicate their products or services to the existing or potential customers. Advertising effectiveness depends on good media selection. Media decisions are typically based upon target customers, or usage measures. In the existing competitive market, many businesses from various backgrounds have been adopting these advertising media to help in creating awareness to the public of their existence and product or service offerings. Maybank as one of the leading financial institution in Malaysia also adopts these advertising medium as their communication channel. This study is conducted to identify which advertising media is effective in creating customer awareness towards Maybank financing services.

The survey is conducted in Klang Valley as it targets the public in shopping malls mainly in Petaling Jaya, Subang Jaya and Damansara. The sample size for this study is 85 respondents above 18 years old who are randomly picked under convenience sampling. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that include the statements regarding customer awareness, financing services, outdoor advertising, newspaper advertising, radio advertising and web/internet advertising. The data obtained is analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 15.0 has been used to summarize the data. The results are in the form of reliability testing, frequency, correlation and descriptive statistics. Based on this research, the result indicates that there are significant relationship between all advertising media which include outdoor,

newspaper, radio and web/internet advertising. In addition, based on the mean and standard deviation for each advertising media, the first rank that gives the highest effectiveness level according to their relationship with customer awareness is newspaper advertising. It is followed by the second rank which is web/internet advertising, third rank is outdoor advertising and lastly the fourth rank is radio advertising.

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