

**CONSUMER ACCEPTANCE TOWARDS NIGHT ZOO AT
ZOO MELAKA: AN ANALYSIS ON MARKETING MIX
STRATEGIES**

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TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
CHAPTER 1 – INTRODUCTION	1
1.1 Introduction and Background	2
1.2 Problem Statement	4
1.3 Research Questions	5
1.4 Research Objectives	6
1.5 Hypothesis	6
1.6 Scope and Coverage	7
1.7 Time Frame	8
1.8 Research Justification	8
1.9 Definition of Term	9
1.1 Limitation	10
CHAPTER 2 – LITERATURE REVIEW	12
2.1 Introduction	13
2.2 Consumer Acceptance	14
2.3 Marketing Mix	15
2.4 Product	18
2.5 Price	18
2.6 Promotion	19
2.7 Place	20
2.8 Consumer Behavior	21
CHAPTER 3 – THEORETICAL FRAMEWORK	24
3.1 Introduction	25
3.2 Dependent Variable	25
3.3 Independent Variable	25
3.3.1 Product	26
3.3.2 Price	26
3.3.3 Place	26
3.3.4 Promotion	26
3.4 The Model of Theoretical Framework	27

CHAPTER 4 – RESEARCH METHODOLOGY	28
4.1 Research Design	29
4.2 Population	30
4.3 Sampling	30
4.3.1 Sampling Frame	30
4.3.2 Sampling Technique	30
4.3.3 Sampling Size	31
4.4 Data Collection Method	31
4.4.1 Primary Data	31
4.4.2 Secondary Data	31
4.4.3 Questionnaire	31
4.5 Data Analysis and Interpretation	32
CHAPTER 5 – ANALYSIS AND INTERPRETATION OF DATA	33
5.1 Reliability Statistics for Variables in the Research	34
5.2 Summary Statistics of Demographic Variable	36
5.3 Brief Description of Respondents	37
5.4 Research Objective 1	40
5.5 Research Objective 2	42
5.6 Research Objective 3	49
5.7 Research Objective 4	50
CHAPTER 6 - CONCLUSION AND RECOMMENDATION	53
6.1 Overview	54
6.2 Conclusion	54
6.3 Recommendation	55
BIBLIOGRAPHY	58
APPENDICES	62

ABSTRACT

The purpose of this research is to measure the effectiveness of the marketing mix strategy towards Night Zoo at Zoo Melaka by identifying the level of consumer acceptance towards the marketing mix strategy. The dependent variable for this research is consumer acceptance and the component of marketing mix, which consists of product, price, promotion and place, represents the independent variables. The research is conducted at Zoo Melaka where 70 questionnaires have been distributed. The questionnaires was distributed during the operational hours of Night Zoo.

Based on the study, the researcher finds that consumer moderately accepts Night Zoo at Zoo Melaka. Furthermore, among the four components of marketing mix, place is the most influential factors that contribute to the consumer acceptance towards Night Zoo at Zoo Melaka. While, in term of relationship, all of the four components in marketing mix have significant relationship with consumer acceptance. Through the findings of the research, it can be concluded that all of the four components in marketing mix done by Zoo Melaka for Night Zoo is moderately effective.