

**THE EFFECTIVENESS OF PROMOTIONAL
ACTIVITIES TOWARDS CREATING CUSTOMER
AWARENESS AT MELAKA INTERNATIONAL
TRADE CENTRE (MITC)**

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

**FACULTY OF BUSINESS MANAGEMENT
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MELAKA**

2007

ACKNOWLEDGEMENT

Assalamualaikum w.b.r

Thank God for giving me a great happiness, healthy, patience and motivations along the journey to complete my final year project paper (MKT 660). First and foremost to my beloved family for their support and encouragement from now and ever.

First of all I would like to express my deepest gratitude to my advisor Madam Rozita binti Hj. Naina Mohamed for her full support, guidance, cooperation and of course patience in helping me to complete my project paper. I also want to thank my second advisor Mr. Mas Izuan bin Mazalan for his support and comments in order to make my thesis more valuable. Not forgetting to Mr. Nor Azman bin Harun and Prof Madya Dr Hj. Arshad bin Hj. Hashim for their guidance in the study on SPSS package.

Special thanks to my supervisor Miss Agnes Wong and all staffs at Melaka International Trade Centre (MITC). Their cooperation and information given along my practicum are most appreciated. I have learned and obtain valuable information and real work life that others would not.

I am also grateful to extend my special acknowledgement to my beloved respondents who are willing to answer my questionnaires. Finally, thank you for all my friends for their support and encouragement to complete this thesis.

Thank you.

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ABSTRACT

This research is about a study on effectiveness of promotional activities towards creating customer awareness at Melaka International Trade Centre (MITC). Factors such as advertising, sales promotion, personal selling, publicity and direct marketing have been identified in order to investigate whether or not these factors have a relationship with customer awareness.

The survey is conducted at Melaka area.. The sample size for this study is 50 customers from Melaka International Trade Centre (MITC). There were 50 questionnaires were distributed and all 50 questionnaires were returned. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that contain element that potentially have relationship with customer awareness. Data are analyzed using Reliability Test, Pearson Correlation Analysis, Frequency Analysis and Descriptive statistics through SPSS Program.

The result shows that all five promotional activities which advertising, sales promotion, personal selling, publicity and direct marketing have significant relationship on customer awareness.