

**STRATEGIC APPROACH TO IMPROVE CUSTOMER
AWARENESS OF HERITAGE BAZAAR AT DATARAN
PAHLAWAN, BANDAR HILIR MELAKA
-CASE MBMB-**

SITI AISYAH BINTI ABD SUKOR

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

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2007

TABLE OF CONTENTS

CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
CHAPTERS 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of Study	15
1.3 Problem Statement	18
1.4 Research Questions	21
1.5 Research Objectives	21
1.6 Theoretical Framework	22
1.6.1 Definition Of Term	27
1.7 Significant Of Study	33
1.8 Scope Of Study	34
1.9 Limitation Of Study	34
CHAPTER 2: LITERATURE REVIEW	
2.1 Literature Review	
2.1.1 Introduction	38
2.2 Marketing Communication	38
2.3 Promotion	45
2.4 Service	50
2.5 Communication	54
2.6 Location	69
2.7 Understanding Customer Awareness	73
2.8 The Role Promotion In The Marketing Mix	74
2.9 AIDA Concept	75

CHAPTER 3: RESEARCH METHODOLOGY

3.0	Introduction	78
3.1	Research Design	79
3.2	Questionnaire	79
	3.2.1 Population	80
	3.2.2 Sampling Size	80
	3.2.3 Sampling Frame	81
	3.2.4 Sampling technique	81
3.3	Data Collection	82
3.4	Primary Data	82
	3.4.1 Structured Questionnaire	83
	3.4.2 Secondary Data	84
3.5	Data Analysis and interpretation	85

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

4.1	Introduction	89
4.2	Reliability Test	89
4.3	Respondent Profile	91
4.4	Frequency Of Study variable	95

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1	Introduction	106
5.2	Conclusion	107
5.3	Recommendations	109

ACKNOWLEDGEMENT

My heartiest gratitude to Allah the Almighty for granting me the strength, patience and guidance throughout the process of preparing this project. Indeed it was through His Consent, Guidance and Blessings that I have managed to complete this project with sweet success. The successful completion of this project was also due to the kind and dedicated support, guidance and contribution given by many individuals.

First and foremost, I would like to take this opportunity to express my deepest gratitude to my advisors, Puan Nor Aizan Binti Mohamed for her kind patience, encouragement as well as dedicated guidance. Their valuable suggestions and comments for my thesis improvement have truly inspired me.

My most heartfelt gratitude goes to my parents and my beloved family members especially to my fiancée and my beloved friends. Their tireless support, both morally or financially, their kind understanding, courage, love and personal attention towards the completion of this project will not be forgotten. May Allah bless them with good life and happiness in this world and the hereafter.

Last but not least, my heartiest thank you to my supervisor Miss Nur Fadzlina Binti Md. Sheriff at Majlis Bandaraya Melaka Bersejarah. Their sincere and kind help has really enhanced my spirit, determination and enthusiasm to go on with this project until the end. I am truly and will always be indebted and grateful to them. Thank you very much, everybody, for such beautiful memories and words of encouragement.

1. INTRODUCTION

1.1 BACKGROUND HERITAGE BAZAAR, DATARAN PAHLAWAN

A bazaar is a permanent merchandising area, marketplace, or street of shops where goods and services are exchanged or sold. The word derives from the Persian word *bāzār*, the etymology of which goes back to the Pahlavi word *baha-char* meaning "the place of prices". Although the current meaning of the word is believed to have originated in Persia, its use has spread and now has been accepted into the vernacular in countries around the world.

(<http://en.wikipedia.org/wiki/Bazaar>)

Heritage Bazaar is one of the popular places in Malacca. Heritage Bazaar provides tourist variety of souvenir, traditional food and also creative handicraft. This bazaar is located nearby the historical places such as 'Independence of Memorial, 'Light and Sound', 'Bangunan Merah' and other interesting historical places. This bazaar located at Jalan Taman in Bandar Hilir. They are operated more than 10 years and still operating until now. They run their business in group in certain places but still in Bandar Hilir.

On 1st November 2006, this Heritage Bazaar has been moved to Megamall Dataran Pahlawan (Zon C). Government has decided to move their premises inside the Megamall in Dataran Pahlawan because of the new infrastructure and development in this country. There are 134 shop lots and only 121 shop lots are operated. All of the owners of the