

**THE AUDIENCE'S PERCEPTION TOWARDS
RTM'S TV PROGRAMS AND ITS CORPORATE
IMAGE IN SELANGOR**

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Of the Requirement for the
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(Hons) Marketing**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”

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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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LETTER OF SUBMISSION

27rd November 2006

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE AUDIENCE’S PERCEPTION TOWARDS RTM’S TV PROGRAMS AND ITS CORPORATE IMAGE IN SELANGOR”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The purpose of this research is to study the audience's perception towards RTM's TV programs and its Corporate Image In Selangor. Moreover, this study is to identify the attributes that influence the sensitivity of audience towards the value of TV programs offered by RTM and to find out the attributes of RTM's corporate image which affects the perception of the audience. It is believed that the programs offered will determine whether the audience have a good or poor perception towards RTM's image.

The findings showed that most of the audience were agreed with the attributes for TV programs offered by RTM as well as its Corporate Image. The researcher is also able to give some recommendations and suggestion on how to improve some of the areas in gaining a good perception of the audience towards RTM's TV programs and corporate image after the analysis, findings and interpretation.

In this study, researcher used questionnaire techniques and others secondary data such as reports, database, and so on for data collection. Based on reliability test, frequency analysis, and cross tabulation analysis, a clear findings and result is observed.