



**THE IMPACT OF INTEGRATED MARKETING COMMUNICATION TOWARDS
CUSTOMER'S BRAND AWARENESS ON FOOD PRODUCT**

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JANUARY 2019

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**Submitted in Partial Fulfilment of the
Requirement for the
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FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JANUARY 2019



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
'DECLARATION OF ORIGINAL WORK'**

I am, Nur Ain Binti Azmy, (I/C Number: 941113-14-5850).

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 degree.
- 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:

Date:

4 January 2019

LETTER OF SUBMISSION

JANUARY 2019

The Head of Program,

Bachelor of Business Administration (Hons) Marketing,

Faculty of Business Management,

Universiti Teknologi MARA,

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah,

73500 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE IMPACT OF INTEGRATED MARKETING COMMUNICATION TOWARDS CUSTOMER’S BRAND AWARENESS ON FOOD PRODUCTS**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Your Sincerely,

NUR AIN BINTI AZMY

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING

ABSTRACT

The purpose of this research is to study the relationship of integrated marketing communication towards customer's brand awareness on food product. Since there are too many product have arisen in the market especially in Fast Moving Consumer Goods (FMCG) that include of non-durable goods such as packaged foods, beverages, and other consumable so brand awareness become more important day by day. Besides that, there are varieties of integrated marketing communication that can impact towards customer's brand awareness on food product. For this purpose 200 sets of questionnaires were distributed to anyone to the customers in Malaysia around Klang Valley shopping mall. Based on five (5) variables Advertising, Sales Promotion, Sponsorship and Electronic-Word of Mouth (E-WOM) and Brand Awareness. By considering brand awareness as a dependent variable in this research in order to find the relationship between IMC and brand awareness. Convenience sampling was the sampling method for this study. For this study, Saji brand has been chosen as subject matter. After the survey has been complete, the data was filled in the SPSS for analysis in order to get the result. The results show that Electronic-word of mouth (E-WOM) have the greatest impact towards customer's brand awareness.