



INCREASING AWARENESS TOWARD AR-RAHNU  
KPMNJ TROUGH MARKETING  
COMMUNICATION MIX STRATEGY

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2011

## DECLARARATION OF ORIGINAL WORK



### BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA MALACCA

#### “DECLARATION OF ORIGINAL WORK”

I, NOOR FADZLIN JOHAR, (2008405622)

Hereby, declare that,

1. This project paper has not previously been accepted in substance or any degree, locally or overseas, and is not being concurrently submitted for this degree or other degrees.
2. The results from this project paper consist my independent work and research accepts some information that stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of our information have been specially knowledge.

Signature: Noor Fadzlin Johar

Date: 28<sup>th</sup> April 2011

## LETTER OF TRANSMITTAL

28<sup>th</sup> April 2008

The Head of Programme  
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Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**INCREASING AWARENESS TOWARD AR-RAHNU KPMNJ THROUGH MARKETING COMMUNICATION MIX**” to fulfill the requirements as needed by the Faculty of Business Management, Universiti Teknologi MARA Kampus Bandaraya Melaka.

Thank You.

Yours sincerely,

*Noor Fadzlin Johar*

NOOR FADZLIN JOHAR

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Bachelor Business Administration (Hons) Marketing

<b>CONTENT</b>	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	i
<b>TABLE OF CONTENT</b>	iii
<b>LIST OF TABLES</b>	vi
<b>LIST OF FIGURES</b>	vii
<b>ABSTRACT</b>	viii
<b>CHAPTERS</b>	
<b>1. INTRODUCTION</b>	
1.1 Background of the Study	2
1.2 Background of Ar-Rahnu KPMNJ	3
1.3 Problem Statement	4
1.4 Research Question	6
1.5 Research Objective	7
1.6 Significance of Study	8
1.7 Scope of Study	9
1.8 Limitation of study	9
1.9 Definition of Term	10
<b>2. LITERATURE REVIEW</b>	
2.1 Introduction	13
2.2 Awareness	13
2.2.1 Brand Awareness	15
2.3 Advertising	16
2.3.1 Newspaper	18
2.3.3 Outdoor advertising (transit poster)	19

## **ABSTRACT**

**Purpose** - Understanding the relative effectiveness of different channels for marketing communications has always been challenging. The objective of this research is to increase awareness among customers towards Ar-Rahnu KPMNJ service existence. The study aims to analyze current promotional tools used by the firm and also to explore new marketing communication mix strategy which could be most influential methods for the services.

**Design/ methodology/ approach** – Participants in Johor, Malaysia were approached by survey questionnaires methods. Participants were classified into four ethnic groups from organization's existing customers, who already used the services, which are Malay, Indian, Chinese, and Others.

**Findings** – Participants had moderate awareness toward the firm. This findings showed that the current marketing strategies used by the firm are failed to promoting the services among the customers. Participants most preferred word of mouth and on-premise business signage as the influential tools in increasing their awareness toward Ar-Rahnu KPMNJ.

**Practical implications** – The results the firm should specific its target market besides to improving its current promotional tools and develop new promotional tools in order to increase public awareness toward Ar-Rahnu KPMNJ.

**Originality / value** - This is the only identified research into marketing communication mix (promotional tools) of Ar-Rahnu KPMNJ and is important to increase awareness among the customers, given the increasing usage and sales of the services in Johor, Malaysia.