



**CUSTOMER AWARENESS TOWARDS PROMOTIONAL TOOLS ON  
ASNB PRODUCTS:**

**PERSPECTIVE ON STUDENTS FACULTY BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA KAMPUS BANDARAYA MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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**NOVEMBER 2010**

## DECLARATION OF ORIGINALITY

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**  
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**UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Noor Izzaida BT Abdul Halim (860105145856)

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 degrees
- This project paper is the result of my independent work and investigations, except where otherwise stated.
- All verbatim extracts have been distinguished by quotations marks and sources of our information have been specifically acknowledged.

Signature:

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

10 November 2010

The Head of Program  
Bachelor of Business Administration (Hons.) Marketing  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**CUSTOMER AWARENESS TOWARDS PROMOTIONAL TOOLS ON ASNB PRODUCTS: PERSPECTIVE ON STUDENTS FACULTY BUSINESS MANAGEMENT UNIVERSITY TECHNOLOGY MARA KAMPUS BANDARAYA MELAKA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Your sincerely,

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**NOOR IZZAIDA BT ABDUL HALIM**

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Bachelor of Business Administration (Hons.) Marketing

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## ABSTRACT

The purpose of the study is to identify the relationship between promotional tools used by ASNB and customers awareness. Which means the independent variables and dependent variable are reach of the target audience, choice of media advertising, frequency of campaign and continuity of promotional tools and the dependent variables is customer's awareness. This study also determined the level of awareness of respondents about ASNB products. Based on Pickton, David & Broderick, Amanda (2005), customer awareness can be creating due to reach, choice of media, frequency of campaign and continuity. Customer's awareness among students Faculty Business Management UiTM Kampus Bandaraya Melaka is still low. According to the situation, the researcher has chosen 50 students from Faculty Business Management UiTM kampus Bandaraya Melaka to be the respondents. In this study, the researcher has used exploratory, descriptive and causal research. Self administered and interview questionnaires have been used in order to collect data from the respondents. Reliability test, frequency of distribution, cross tabulation, and hypotheses, has been used in this study to get the data from the questionnaires that been distributes to the respondents by using the Statistical Package for Social Science (SPSS). Finally, from the finding, it shows that all the independent variables has relationship with the dependent variable.