



**A STUDY ON FACTORS INFLUENCING THE  
RESIDENTS' RESPONSIVENESS TOWARDS THE  
PROMOTION EVENTS CONDUCTED BY  
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## **ABSTRACT**

From marketing communication point of view, promotion events such as through internet, billboard, brochure, bunting or banners are considered to be powerful opportunities to reach consumers attention and awareness towards the message that the organization try to delivered to them. The increasing number of advertising and other marketing tools in both traditional media and the internet easily ignored by the audience or is perceived with little value. Thus, the purpose of this study was to explore residents' responsiveness towards promotion events conducted by Perbadanan Putrajaya (PPj). With the promotion events, we refer to the campaign or promotion through advertising, banners and bunting regarding to the events that was conducted by this Putrajaya local council to the residents'. Objective of this study is to identify the main factors that influence the formation of residents' response towards the promotion events. Literature suggest that channels of distribution, credibility and availability of information and events image are the factors that can influencing consumers and residents' responsiveness towards the promotion events. Thus, for this study the researcher found that events image is the most factor that influencing residents' responsiveness towards the promotion events conducted by Perbadanan Putrajaya (PPj). By understanding residents' responsiveness towards the promotion events, the organizations can build better strategies to their promotion or advertising. This is because a better understanding of the factors influencing residents' awareness and responsiveness can improve the effectiveness of the promotion through the marketing communicating tools.

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