



**INFLUENCE OF PROMOTION MIX STRATEGIES
TOWARD BRAND AWARENESS AT
NIOSH CERTIFICATION SDN BHD
IN BANDAR BARU BANGI, SELANGOR**

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2015663884**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JUNE 2018

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JUNE 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

1. Nur Syaza Binti Muzhafar Azman Wong, (I/C Number : 960318-14-5292)

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:.....

A handwritten signature in black ink, appearing to be 'Nur Syaza Binti Muzhafar Azman Wong', written over a dotted line.

Date: 28/06/2018.....

LETTER OF TRANSMITTAL

28th June 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi MARA,
85009 Segamat
JOHOR DARUL TAKZIM

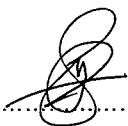
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Influence of Promotion Mix Strategies toward Brand Awareness at NIOSH Certification Sdn Bhd in Bandar Baru Bangi, Selangor" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,



.....
Nur Syaza Binti Muzhafar Azman Wong

2015663884

Bachelor of Business Administrations (Hons) Marketing

ABSTRACT

The purpose of this research is to identify the influence of promotion mix strategies toward brand awareness at NIOSH Certification Sdn Bhd in Bandar Baru Bangi, Selangor. The promotion mix strategies are important to every organization in order to attract and retain customer hence to build a long term relationship with them. There are 3 objectives of this study which are to investigate the relationship between the promotion mix strategies and brand awareness, to identify the most influence promotion mix strategies toward brand awareness, and to give recommend some alternative actions to increase the brand awareness. All of the objectives are measure by using primary data which is questionnaire that the questions used likert scale which has been distributed to a sum of 120 respondents based on simple random sampling, and the used of Statistical Package or the Social Science (SPSS) such as descriptive analysis, correlation, regression, and coefficient to calculate the data that had been collected. At the end of this study, the analysis indicated that there are only 2 independent variables have the relationship with brand awareness which are Advertising and Direct Marketing. The researcher also found out that Advertising is the most influence toward brand Awareness. Furthermore, the researcher comes out with several recommendations that can increase the brand awareness of the organization based on the analysis that had been done. In a nutshell, the researcher hopes that this research study may benefit to the organization to increase the brand awareness to the surrounding people.

Keywords: promotion mix strategies, brand awareness, likert scale, simple random sampling, correlation, coefficient.

Paper type: Research paper