

THE PROSPECT OF MAIL-ORDER
SERVICE AS A MARKETING CHANNEL IN
THE KUALA LUMPUR AND PETALING JAYA AREA
(WITH RESPECT TO LINTASELL SDN BHD)

ADVISOR : PUAN ROKIAH MOHAMAD

TO BE SUBMITTED TO THE
SCHOOL OF BUSINESS AND MANAGEMENT
AS A PARTIAL REQUIREMENT FOR DIPLOMA OF
BUSINESS STUDIES

MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM, SELANGOR
NOVEMBER 1984

PREPARED BY :

MAHMUD DZAKI OTHMAN	81577141
ABU BAKAR HAJI HUSAINI	81060695
AHMAD LUTFI HAJI HASHIM	81573928
HAMDEN RASHIDI	81115658
NORLAILA AWANG HASSIM	81168490

TABLE OF CONTENTS

BAGE

ACKNOWLEDGEMENT

SUMMARY i

CHAPTER 1 : INTRODUCTION

- 1.1 Background : Relating to Mail-Order Operations 1
- 1.2 Background : Relating to the Residents in the Kuala Lumpur and Petaling Jaya Area 5
- 1.3 Objectives 6
- 1.4 Scope and Limitations 7

CHAPTER 2 : LITERATURE REVIEW

- 2.1 Types of Mail-Order Catalogues 8
- 2.2 Basic Premises for Mail-Order Service Operations 9
- 2.3 Criteria of Mail-Order Product 10
- 2.4 Social Class Retailing 12
- 2.5 Cultural Influence on Consumer Behaviour 15

CHAPTER 3 : METHODOLOGY

- 3.1 Planning Stage 17
- 3.2 Pilot Test 23

ACKNOWLEDGEMENT

We are indebted to several people for their kind assistance, guidance and encouragement and cooperation. It would have been impossible for us to prepare and present this research project without their contributions. We are unable to return their kindness in any other way except by expressing our sincere appreciation and thanks.

We would like to thank, Puan Rokiah Mohamad, our Advisor for her helpful guidance and advice. Our thanks also goes to Puan Wan Jooria and Puan Yuen Swee Leng for their concern and help by giving comments and suggestions.

We would also like to thank Puan Faizah Karim for helping us during the early stage of our research.

Miss Alicia Tan and Miss Ong Siew Ping, the Promotional and Administrative Executives of Lintasell Sdn Bhd should be given credits for giving us the consent in doing a report on the topic concerning mail order service.

Puan Aluyah Ali, the Counsellor of MARA Institute of Technology, Mr. Siew Kam Sum of the English Department and Encik Hanif has helped us a great deal. Our thanks also goes to them. We are also indebted to Cik Jasmin Ally who was willing to type this report. And not forgetting our friends who have helped us in one way or another in making this report a success.

SUMMARY

Our study is basically to find out the response of consumers to mail-order service as a marketing channel in Kuala Lumpur and Petaling Jaya area. The research was carried out on the members of Keluarga Ria National, Puri Selera and Wise-Buys. These are mail-order catalogues produced by Lintasell Sdn Bhd.

In carrying out our research, we need to know the demographic as well as the habit and attitude of various shopping outlets. Therefore, we had gathered all data necessary and which are relevant to our study.

We have categorized Lintasell's products under various sections, such as kitchen-ware, electrical items, stationaries and so forth. In each section, we subdivided them under income and marital status. From each of them, we want to know how far the goods promoted are saleable in Kuala Lumpur and Petaling Jaya area.

We made a research on non-subscribers as to know their awareness to the existance of mail-order business in Malaysia. We further established this by looking into their respective race and income.

Our main focus is on the perception of customers towards Lintasell. In order to have a more precise scenario of the above context, we have made research on subjects of benefits offered, sections in the catalogue, methods of payment and so forth.

By ascertaining the above data regarding customers' perception, we could then seek ways to improve the service of Lintasell Sdn Bhd and the mail-order business in Kuala Lumpur and Petaling Jaya area generally.