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(ii) TABLE OF CONTENTS

	Page
(I) Title page	1
(II) Acknowledgement.....	ii
(III) Table of contents.....	iii
(IV) List of charts and tables.....	vii
(V) Synopsis.....	viii

CHAPTER I : NATURE OF RESEARCH

1.0 Introduction.....	1
1.1 Research problem and literature review.....	3
1.2 Objectives and importance of study.....	6
1.3 Limitation of study.....	7
1.4 Scope of study.....	10

CHAPTER II : METHODOLOGY

2	
2.1 Research approach.....	12
2.2 Sampling design.....	15
2.3 Sample size.....	17
2.4 Questionnaire design.....	21
2.5 Methods of data collection.....	22
2.5.1 Pilot testing.....	22
2.5.2 Data collection.....	22
2.5.2.1 Secondary data.....	23
2.5.2.2 Personal interview.....	24

(iv) SYNOPSIS

This research was conducted to find out the perception of the middle income group in Shah Alam towards commercials break within television programmes, with particular attention to residents living in Sections 2, 3, 4 and 6.

It also serves to fulfill the requirement of our final examination paper for Business Research (BUS. 364) as required by our course, Diploma In Business Studies.

Apart from that, it aims to find new knowledge regarding advertisements in television. We hope that this research would be able to provide some guidelines and information on advertisements conducted through television.

The major source of our information were questionnaires received from our respondents. Secondary information were obtained by our library research. Samples of our respondents were randomly selected from the above mentioned 4 sections. These sections were selected because they were representative of the other sections in Shah Alam.

Questionnaires were distributed personally to the selected respondents. There were 240 sets of questionnaires distributed whereby 60 sets were distributed out to each section. We managed to get 193 (80.4 %) of the total 240 questionnaires distributed to these 4 sections. Of these

193 questionnaires received 13 (7.9 %) were rejected because they were uncompleted. So the remaining 174 questionnaires were used to gather our information.

From the analysis we found out that different categories of respondents have different perceptions toward commercial breaks on television. They have different preferences on types of programmes, length of time allocated for commercials and type of advertisements screened on television.

However, it was noted that more than half of the total respondents preferred 1 to 2 minutes allocated for advertisements and many advertisements at the break rather to have many advertisements in several breaks.

Generally, our study have shown that 85% of the respondents prefer to have 1 to 2 commercial breaks within a programme with varieties of commercials. The Television Industries can make use of these information on the allocation of number of break within a programme.

At present the Television Industries in Malaysia allocate 10 minutes for commercials for every 1 hour of programme. This 10 minutes is divided into 3 commercial breaks.

On the other hand, where films are being sponsored, the commercial air time is being reduced to $4\frac{1}{2}$ minutes for every 1 hour programme.

(Please, refer to table 7 & 8)