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FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
RESEARCH PROPOSAL MKT 672**

**TITTLE:
BRAND AWARENESS OF HIGHER EDUCATION INSTITUTIONS:
A CASE STUDY AT UTHM PAGOH CAMPUS**

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7TH OCTOBER 2018

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CHAPTER 1

INTRODUCTION

1.0 Introduction

1.1 Background of the company

Universiti Tun Hussein Onn Malaysia was formerly known as Pusat Latihan Staf Politeknik (PLSP) which was established on September 16, 1993. The core business of PLSP then was to train and produce polytechnics academic staff to become knowledgeable and skilful in various engineering fields. The training institute was jointly administered by Universiti Teknologi Malaysia and the Ministry of Education Malaysia. Three years later, PLSP was upgraded to Institut Teknologi Tun Hussein Onn (ITTHO). Dato' Sri Mohd Najib bin Tun Abdul Razak who was then the Minister of Education made the official announcement of the new status on April 12, 1996. This promotion was an acknowledgment of the institution's excellence in producing human resources for technical education.

On September 27, 2000, the institute achieved another milestone when the Malaysian government agreed to award a university-college status to the institute. This status served to recognize its contributions in the development of science and technology as well as its role in helping the nation to achieve its aspirations. With its new status, the institution was renamed as Kolej Universiti Teknologi Tun Hussein Onn (KUiTTHO) and the official announcement was made by Tan Sri Dato' Seri Musa bin Mohamed, the then Minister of Education. KUiTTHO continued to progress and produce skilful, knowledgeable and competitive graduates.

Consequently, the Malaysian government, on September 20, 2006, agreed to award the university-college a full university status and changed its name to Universiti Tun Hussein Onn Malaysia. On February 1, 2007, Datuk Mustapha Mohamed, the Minister of Higher Education officially announced the change of status. Subsequently, Dato' Seri Hishamuddin Tun Hussein Onn made the official declaration of the change of name on March 2, 2007

Universiti Tun Hussein Onn Malaysia Pagoh Campus is located in the Educational Hub Malaysia Pagoh, just off the Pagoh Interchange on the North-South Expressway, only 20 minutes from the royal town of Muar, Johor. The university was established on 2017. The current operating faculties include the Faculty of Applied Science and Technology (FAST), Faculty of Engineering Technology (FTK) and Centre for Diploma Studies (CeDS).

The director of UTHM Pagoh Campus is Professor Dato Dr Abdul Razak bin Haji Omar. The organization structure then followed by the dean of each faculty and the principal of Pagoh Residential College.

1.1.2 Mission of the company

Towards a world class university in engineering, science and technology for sustainable development.

1.1.3 Vision of the company

UTHM is committed to generating and disseminating knowledge, meeting the needs of the industry and the community and nurturing creative and innovative human capital, based on the tauhidic paradigm.

1.1.4 Nature of business

As for UTHM Pagoh Campus, the nature of business is to deliver the best service in terms of education from the institutions itself to the customers which is the students. In addition, the administration and management of the university also play a significant role to deliver services needed such as information, facilities, and transportations for students, staffs and resident of the university. Therefore, it is important for UTHM Pagoh campus to have strong brand awareness to gain trust from its customers as well as stay loyal to the brand.