



**EFFECTIVENESS OF MARKETING COMMUNICATION  
PROGRAM BY ZOO TAIPING AND NIGHT SAFARI**

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## **EXECUTIVE SUMMARY**

Zoo Taiping and Night Safari (ZT&NS) are run by Taiping Municipal Council and located in Taiping Lake Gardens. It was established in 1961. It was the first zoo and the first zoo by night that is Night Safari in Malaysia. This study focused on the effectiveness of marketing communication program by ZT&NS. Like other non-profit organizations, ZT&NS want to achieve their mission and objective to be a main tourist attraction and as a place for recreation, education, conservation and research. So, the study on marketing issue relate with how many visitors have come to visit ZT&NS, besides trying to determine the level of awareness of visitors towards this zoo and how effective are the variables that chosen in order to test the hypothesis.

The research design involves both exploratory and descriptive methods. The researcher explores all the necessary and relevant information through secondary data. Secondary data are made available via reference to books, journals, newspaper articles, ZT&NS publication and the internet. The descriptive study is applied to investigate the issue of the effective of marketing communication program by ZT&NS.

From the research conducted, four key finding can be concluded, first, visitors f ZT&NS have good awareness on ZT&NS, second, most of the visitors are from local area. Thirdly, visitors mostly make a repeat visit and finally many visitors know about ZT&NS from their friends.

## TABLE OF CONTENT

	<b>PAGE</b>
<b>ACKNOWLEDGEMENTS</b>	<b>iv</b>
<b>LIST OF TABLES</b>	<b>vii</b>
<b>LIST OF FIGURES</b>	<b>ix</b>
<b>EXECUTIVE SUMMARY</b>	<b>x</b>
<b><u>CHAPTERS</u></b>	
<b>1. INTRODUCTION</b>	
Introduction	1
1.1 Background of Study	1
1.2 Problem Statement	9
1.3 Research Objective	10
1.4 Scope and coverage of Study	10
1.5 Significance of Study	11
1.6 Theoretical Framework	12
1.7 Research Hypothesis	14
1.8 Limitation of Study	16
<b>2. LITERATURE REVIEW</b>	
Introduction	17
2.1 Zoo: A Nature for Modern Life	17
2.2 The nature of marketing communication program	19
2.3 Advertising	22
2.4 Promotion	24
2.5 Marketing communication tools	24
<b>3. RESEARCH METHODOLOGY AND DESIGN</b>	
Introduction	27
3.1 Research Design	27
3.2 Data Collection	28
3.2.1 The Primary Data	29

3.2.2	Secondary Data	31
3.3	Sampling Procedure	33
3.4.1	Population	33
3.4.2	Sample Size	33
3.4.3	Sampling Techniques	34
3.4	Procedure for Data Analysis	35
3.5.1	Frequency Distribution	35
3.5.2	One Sample T-Test	36
3.5.3	Hypothesis Testing	36
<b>4.</b>	<b>ANALYSIS AND INTERPRETATION OF DATA</b>	
	<i>Introduction</i>	38
4.1	Visitors of Zoo Taiping	39
4.1(a)	Frequency Distribution for Section A	39
4.2(b)	<i>Frequency Distribution For Section B</i>	52
4.2	Visitors of Night Safari	57
4.2(b)	Frequency Distribution for Section A	57
4.2(b)	<i>Frequency Distribution for Section B</i>	68
4.3	Hypothesis Testing	73
4.3.1	Visitors of Zoo Taiping	73
4.3.2	<i>Visitors of Night Safari</i>	77
<b>5.</b>	<b>CONCLUSIONS AND RECOMMENDATIONS</b>	
	<i>Introduction</i>	81
5.1	Conclusions	81
5.0	Recommendations	86
	<b>BIBLIOGRAPHY</b>	89
	<b>APPENDICES</b>	
Appendix I	- Questionnaires	
Appendix II	- SPSS Results	