

A STUDY ON
THE EFFECTIVENESS OF ADVERTISING
BY MALAYSIA TOURISM PROMOTION BOARD

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ABSTRACT

This project paper is prepared as a partial fulfillment of the Bachelor of Business Administration (BBA) majoring in Marketing. The topic of this research study for Malaysia Tourism Promotion Board entitled “ A study on the effectiveness of advertising by Malaysia Tourism Promotion Board”. This project paper is present in measuring the effectiveness of the advertisement made by Tourism Malaysia to the tourist in Kuala Lumpur area. In this research, it is more focused on the advertisement of travelling in domestic market.

For this research, the researcher used the primary and secondary data in order to gather the information. A total of 120 questionnaires have been distributed to the selected respondents in Kuala Lumpur area based on Stratified sampling technique. All the respondents are required to fulfill the questionnaires that have been distributed where there are five places have been identified to distribute the questionnaires that are hotels, shopping complex, offices, exhibition center and Tourist Information Counter. For overall, most of the respondents give their full co-operation to fulfill the questionnaires.

The data that have been collected will then be presented in this table by using frequency tests for each question, as it is easier to interpret and understand. Cross-tabulation together with chi-square rules has been used for hypothesis testing to give guideline in making decision of accepting null hypothesis or alternative hypothesis. From the findings that has been analyze, the first finding shows that the advertising plans and strategies done by Malaysia Tourism Promotion Board is effective in disseminate the

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