

**A STUDY ON
THE EFFECTIVENESS OF PROMOTIONAL MIX TOWARDS
CUSTOMER AWARENESS AT PIRATE PARK, MELAKA**

By

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ABSTRACT

Creating customer awareness is one of the most important aspect in park and recreation industry. The study focuses on the most effective promotional mix towards customer awareness. The aim of this study is to determine the most effective promotional mix and whether customers are aware of Pirate Park's products and services. To analyse the data, the researcher used SPSS software version 21. According to the results, the most effective promotional mix is personal selling (0.590), followed by public relation, advertising (0.446), direct selling (0.361), and sales promotion (0.296). After reviewing the literature, about 200 questionnaire was prepared but only 190 respondents participated.

Keywords: Promotional Mix; Customer Awareness; Pirate Park

DECLARATION OF ORIGINAL WORK



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- This work has not previously been accepted in substance for any degree, locally or overseas, and it not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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