

UNIVERSITI TEKNOLOGI MARA

INVESTIGATION OF PARENTS' PERCEPTION
TOWARDS 'SCORE A'.

(CASE STUDY AT KLANG VALLEY)

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ABSTRACT

Nowadays, technology provides an effective platform for people to communicate with each other. A busy and complex life happens among people especially in education environment. Thus, this study intends to investigate of parent's perception towards e-learning 'Score A'. 'Score A' is an e-learning product which has been developed by the integration of Internet and SMS system in Malaysia. It is a total solution for the difficulties encountered by the students and parents.

Quantitative research approach is used in this study. Data is collected through 150 questionnaires which are distributed to parents in Klang Valley. The result shows that many people see 'Score A' as a Multi Level Marketing product. They use 'Score A' not only to help their children in education but to gain extra income by joining Multi Level marketing business. The marketing strategy used by 'Score A' make people interested to buy this product.

From three factors which are price reason, advantage offered and multi level marketing, the researcher conclude that many parents chose price as the strongest reason why people do not use 'Score A'.

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