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**BACHELOR OF BUSINESS ADMINISTRATION
(MARKETING) (HONS)**

**PROJECT PAPER
MKT 650
THE EFFECTIVENESS OF USING CATALOGUE AS A
MARKETING DISTRIBUTION CHANNEL**

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PREFACE

The word ephemera, from the Greek, means “ One who or something which has a transitory existence “ (*Oxford English Dictionary*). The term is here applied to a range of miscellaneous advertising items which were expected to have short term uses, for example, flyers, calendars, trade cards, brochures or booklets or commonly known as catalog imprinted with advertising messages. Many of these types of advertising items certainly are familiar and ubiquitous today.

The concept of advertising giveaways is far from a new one. Flyers and broadside for advertising purposes have existed from the earliest days of modern printing. Early advertising, though , was often more informational than actively promotional in style.

It was with mass production, the branding of goods to distinguish them from their competitors, the development of national markets, and improved printing technologies in the second half of the 19th century that advertising began to assume forms somewhat more familiar to us today. In that period, advertising became a more frequent part of doing business as growing numbers of manufactures, services, and stores competed for the consumer dollar. Newspapers and later magazines were the media most often used for advertising for most of the 19th century, but they were rather slow to adopt color and vividly promotional messages. Advertising began to appear in other places and in other formats, such as, calendars, postcards, menus, envelopes and catalogs, and imprinted on utilitarian objects such as trays, ink blotters and can openers.

EXECUTIVE SUMMARY

This study was conducted to find out the effectiveness of using catalog as a distribution marketing channel. Catalog is one of the four major forms of direct marketing. Catalog marketing involves selling through catalog mailed or made available in stores

Through this study, we are able to determine how the consumers in the district of Segamat accept catalog marketing as a medium in buying merchandise and whether the few factors such as save time and convenience, product information and others really influencing them in making decision when buying from the catalog.

The objectives of the study is to find out what type of buyer and their demographic characteristics and what type of criteria encourage people to buy product through catalog and to make suggestions and recommendations to the catalog marketers. The purpose of providing all the suggestions in order for them to make several changes in term of the services

The scope of the study only focusing in the area of Segamat. In this study, primary data were gathered by distributing questionnaires to 50 respondents. Secondary data such as newspapers, journals, textbook, modules of distance learning of UiTM, articles and the web sites concerned were used to acquire relevant information.

The research finding shows that 78 % of the respondents were satisfied with the achievement of catalog as a medium of channel distribution. Unfortunately, there are few things should be considered and need an immediate improvement such as personal touch and sales after service.

At the end of the chapter, there were suggestions and recommendation to up-grade the cataloging services. Catalog marketer should take pro-active approach to improve and increase the efficiency of cataloging as a medium of channel distribution.