



**A STUDY ON THE CUSTOMER ACCEPTANCE
TOWARDS TM NET MUSIC PORTAL**

**LOKMAN BIN OTHMAN
2004237553**

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UNIVERSITY TECHNOLOGY MARA
JOHOR**

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TABLE OF CONTENTS

	Page
TITLE PAGE	
DECLARATION OF ORIGINAL WORK	
LETTER OF SUBMISSION	
LETTER OF TRANSMITTAL	
ACKNOWLEDGEMENT	i
TABLES OF CONTENTS	iii
LIST OF TABLES	iv
LIST OF FIGURE	viii
LIST OF ABBREVIATIONS	ix
ABSTRACT	xi
CHAPTER 1 – INTRODUCTION	
1.0 Introduction	1
1.1 Background of study	1
1.1 Objective of Music portal	2
1.2 Company background	3
1.2.1 Vision of the company	4
1.2.2 Mission of the company	5
1.2.3 TM Net product and services	5
1.3 Problem Statement	6

1.4	Objective of the Study	9
1.5	Scope of the Study	9
1.6	Significance of Study	11
1.7	Research Framework	13
1.8	Limitation of Study	14
1.9	Definition of term	14
1.10	Organization of study	15
CHAPTER 2- LITERATURE REVIEW		
2.0	Introduction	17
2.1	Promotional towards TM Net Music Portal	17
2.1.1	The alternative promotional strategies	19
2.1.2	Using Celebrity as spokesperson	22
2.2	Websites designs, features and application	
2.2.1	Websites design	24
2.2.2	Websites features and interface	25
2.3	The content of the TM Net Music portal.	26
CHAPTER 3- RESEARCH AND METHODOLOGY		
3.0	Introduction	28
3.1	Variables	
3.1.1	Dependent Variable	29
3.1.2	Independent Variable	29
3.1.2.1	Types of promotional strategies	30

ABSTRACT

TM Net is one of the subsidiaries of Telekom Malaysia Bhd. In competing in the new era TM Net has come out with the TM Net Music portal as one of their new product. The purpose of the TM Net Music Portal is to combat piracy and to help the local artist in promoting their songs. The aim of my study is to know whether the customer can accept or not the Music portal. And this study depends on the three factors which are the promotional strategies towards TM net, websites designs, features and interface and the content of the music portal. The respondents were resided and work in the Klang Valley area such as Shah Alam, Puchong, Putrajaya, Cyberjaya, Bangi and Kajang. This study uses frequency in order to get the finding and the result is expressed in tables and figures. This study also enables me to understand the customer trend and preference towards Music scene.