



**WHICH MARKETING METHOD ARE MOST PREFERRED
BY CUTOMERS IN BSN WISMA MARIA:
TRADITIONAL MARKETING VS. MODERN MARKETING**

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
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JANUARY 2017

ACKNOWLEDGEMENT

First of all, I would like to express my deepest gratitude to Allah because without His bless, I could not finish my study on **WHICH MARKETING METHOD ARE MOST PREFERRED BY CUTOMERS IN BSN WISMA MARIA: TRADITIONAL MARKETING VS. MODERN MARKETING** to fulfill the requirement of my final year study.

Secondly, I like to thanks to Madam Fazlin Natasya Binti Abdul Halim for her guidance and expertise in guiding me during my research and study period. She helped me without any hesitation and without her patience, my study and research on this topic may be frustrating and could not complete in time and it may cause me a bad consequences.

Third, I also like to thanks to both my parents because without their morale and financial support, I could not finish my research my study on time and it could difficult me to finish my study on time. And also to fellow staff in Bank Simpanan Nasional as give me an exciting experience and useful knowledge and feel the atmosphere of working in real life.

Finally, special thanks go to my classmates and lecturers who helped me throughout this academic research completion. I could not finish my research without encouragement and continuous support from them.

ABSTRACT

In this millennial age, many technology have been developed to enhance communication throughout the world. The new technology is able to reach a wider audience, and in lesser time. So does the marketing techniques that adopt the usage of the technology. Today, many organization has taken the opportunity to utilize the technology to perform a more effective marketing activity. BSN also did not miss in this utilization of technological medium. As the modern marketing took over the traditional method, does it imply to the success of a marketing activity? Thus, this study was conducted to identify the preference of marketing method for the customer at BSN Wisma Maria. The purpose of this study is to compare which marketing method are are more preferred by customers at BSN Wisma Maria. The researcher is conducting quantitative method to obtain the need data. As much as 50 set of questionnaires was distributed to the customers of BSN Wisma Maria to be analyze and conclude which method are more preferable. The result of this study is to understand the preference of customer so that BSN can develop a more effective marketing strategies thus retain current customers and also attract new prospect in future.

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CHAPTER I: INTRODUCTION

1.1 Background Study

Marketing can be defined as management process through which goods and services from idea to customers. Marketing consists of 4P's which are product, place, promotion, price including doing a market research and advertising to create awareness and develop a new and effective strategy for cater prospect customers in future. Marketing have evolve from traditional way (Word-Of-Mouth, mail, telephone marketing) to more advance also known as modern marketing, e-marketing as the technology have transform into a massive needs of today's world. As to increase their sales and revenue, marketers took an advantage by market their goods and services via internet as well. It found that the online or modern marketing was played an important role to convince people. This is because product that being advertise by marketers can be accessed by a single click. "Internet refers to the physical network that links computers across the globe. It involves the establishment of systems servers and wide domain correspondence interfaces between them that are used to hold and transport the endless measure of the information on the web" (Vladislav Yurovskiy, 2013). Even technology had evolved to a new age; few customers still prefer traditional marketing rather than modern technology especially Gen X customers that they more prefer traditional way as they have lack of knowledge in technology. Unlike Gen Y and after, they have advance knowledge in technology. They can access internet and search for the Bank Simpanan Nasional (BSN) products information if they are interested in one of the product. But the question arise, whether BSN customers prefer what method to acquire information of the product itself?