



**FACTORS INFLUENCING THE PURCHASING  
DECISION OF TV HOME SHOPPING; CJ WOW SHOP:  
A CASE STUDY OF MEDIA PRIMA BERHAD**

**NISRIN RAIHAN BINTI MOHAMMAD ZUNAI**

**2014250412**

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

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**JOHOR**

**JULY 2017**

## **ACKNOWLEDGEMENT**

Firstly, I would like to give my highest gratitude to Allah SWT, the Almighty for giving me a chance, good health, strength and determination to complete this industrial training project paper as it is the requirement of Faculty of Business Management. This research may not be completed without His Grateful.

A thank to my advisor, Madam Hairiani Binti Abdul Hamid for giving me the valuable guidance, empowering support and great advice throughout the preparation of this project paper over this semester.

Next, I would like to thanks the management of Media Prima Berhad for giving me the opportunity to complete my practical training for 16 weeks with this company. Then, I am also want to give a lots of thank to my supervisor, Mr. Aznul Fazrin Bin Abu Sujak, CJ WOW Shop - MP CJ O Shopping Sdn. Bhd. Marketing Manager, Tengku Shamel Tengku Asri and all staffs who giving cooperation. support and guidance during my Industrial Training.

Last but not least, I want to gratitude to my parent, family and friends that involved directly or even indirectly in finalizing this project paper within the limited time frame

## TABLE OF CONTENTS

Declaration of Originality Work .....	iii
Letter of Transmittal .....	iv
Acknowledgement .....	v
Table of Content .....	vi
List of Tables .....	ix
List of Figures .....	ix
Abstract .....	x

### Chapter 1: Introduction

1.1 Background of Study .....	1
1.2 Company Background .....	3
1.2.1 Corporate Structure and Organization Structure .....	5
1.2.2 Board of Directors .....	7
1.2.3 CJ WOW Shop Joint Venture .....	8
1.3 Problem Statement .....	11
1.4 Purpose of Study .....	13
1.5 Research Objective .....	13
1.6 Research Question .....	13
1.7 Significant of Study .....	14
1.8 Scope and Limitation of Study .....	15
1.9 Definition of Term .....	16

### Chapter 2: Literature Review

2.1 Introduction .....	17
2.2 Home Shopping .....	17
2.2.1 Home Shopping Channel .....	18
2.2.2 Constituents of Home Shopping .....	20
2.3 Level of Awareness .....	21
2.3.1 The Level of Awareness .....	22
2.4 Sufficiency of Information .....	24
2.4.1 Importance of Sufficiency of Information .....	24
2.5 Attraction of Host .....	26

## **ABSTRACT**

Recently there are a lot of shopping methods available without the need for a person to go to a physical store to make a purchase such as television home shopping. CJ WOW Shop is one of the television home shopping available in Malaysia. The research aims to determine the factors influencing purchase decision of television home shopping; CJ WOW Shop represented by customer awareness, sufficiency of information, and attraction of host. 100 sets of questionnaires are distributed randomly by using simple random sampling. The results are important for the company to increase ratings of viewers and eventually increase the sales, to improve promotional plans and strategies.

**Keywords:** *Television Home Shopping, Purchasing Oecision, Customer Awareness, Sufficiency of Information, Attraction of Host.*

## **CHAPTER 1: INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Home shopping is any form of shopping that are made from home such as online shopping, mobile shopping, call shopping, TV shopping channel, etc. Shopping channels are television specialty channels targeted towards home shopper consumers by broadcasting product demonstrations or explanations. Some of them are Home Shopping Network (HSN, Inc.), QVC (Quality Value Convenience), Shop TV, Lotte Home Shopping, etc.

Recently this shopping trend also has arrived in Malaysia. In a mid of 2014, HyppTV officially launched Malaysia's first 24-hour dedicated home shopping channel, TV Direct Showcase as reported in Telekom Malaysia Berhad press release. Followed by Astro Malaysia Holdings Berhad (Astro) and GS Home Shopping Inc. in early 2015, a leading Korean multimedia retailer, are proud to announce the launch of GO SHOP at their press release. In early 2016 in their press release, they recently announced home shopping joint venture by Media Prima in partnership with Korean-based CJ O Shopping Co Ltd to launch CJ WOW Shop, provides the Group with an attractive opportunity to participate in the Malaysian retail market and realise new revenue opportunities for the Group.

Since CJ WOW Shop is a new channel and investment for Media Prima which is only for about one year, Media Prima still cannot recognize what is the purchase decision factors that make customers choose to purchase through CJ WOW Shop. There are a lot of other shopping methods and also there are other TV home shopping channels which give a strong competition to CJ WOW Shop. Some of the reason might be because of the level of consumer awareness, host/announcers,