



**CUSTOMER AWARENESS
TOWARDS PROMOTIONAL TOOLS IN KUCHING**

**FADHILLAH HANUM BINTI YUSUP
2005263047**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS) (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY**

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ABSTRACT

This study conducted is on the customer awareness towards promotional tools at Kuching retail store. It is carried out to fulfill the requirements of the Bachelor of Business Administration (Hons) – Marketing. It will analyze the customer awareness and acceptance based on the response of the respondents through the questionnaires distributed.

All the data analyze collected from the questionnaires that have distributed to the respondent. In this study, secondary data also been used through journals, articles, magazines and some other reading materials.

From the response of the public through questionnaires, some important information collected as a guideline in using promotional tools in retail stores can boost their sales. Most of respondents are aware on these promotional tools in retail stores and the most attractive by them is price promotion. By using this price promotion, it can create more awareness of the customer to purchase the products.

Response from the respondent suggestion through open-ended question suggests that the retail stores in Kuching should offer a good quality and good brand product with reasonable and affordable price. More promotion conducted with attractive, creative and well-planned promotional activities can attract awareness of customer to purchase the product. By enhancing customer services and educate promoter more knowledgeable with the product that they want to promote also can create purchasing.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

In this section will explain on the background and scope of study, problem statement, research question, research objectives of this study. Instead of that, this section also will explain on significance of study, limitation and also definition of terms.

1.1 BACKGROUND OF STUDY

Sales promotion tools are used by most organizations, including manufacturers, distributors, retailers, trade associations, and non profit organizations. They are targeted towards final buyers, business customers, retailers and wholesalers, and members of sales force.

Several factors have contributed to the rapid growth of sales promotion, particularly in consumer markets. First, inside the company, product managers face greater pressures to increase their current sales, and promotion is viewed as an effective short-run sales tool. Second, externally, the company faces more competitive and competing brands are less differentiated. Increasingly, competitors are using sales promotion to help differentiate their offers. Third, advertising efficiency has declined because of rising costs, media clutter, and legal restraints. Finally, consumers have become more deal oriented, and retailers are demanding more deals from manufacturers. (P.Kotler, page 463)

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

The growth of research in the use of sales promotion as a marketing strategy was precipitated by the increasing importance of these marketing activities. For example, there is a large body of research on consumer responses to sales promotions (e.g., Bawa & Shoe maker, 1987 and 1989; Blattberg & Neslin, 1990; Le one & Srinivasan, 1996; Huff and Alden, 1998). Though these studies provide important insights into the effects of sales promotions, the usefulness of most in predicting the effects of sales promotions on product trial and repurchase behavior of consumers is limited as they place too much emphasis on coupons at the expense of other equally important promotional tools. In other words, more work needs to be done to investigate the effects of other sales promotional tools such as free sample; bonus pack, price promotion and buy one get one free, especially among consumers, whose behavioral responses to promotional strategies are ill understood due largely to lack of research on them. There is a similar study for this research, by Nelson Oly Ndubisi and Chew Tung Moi, conducted to evaluate the awareness and behaviors of Malaysian consumers towards sales promotional tools such as coupons, price discount, free samples, bonus packs, and in store display in the purchase of low involvement products.

The moderation role of fear of losing face has received even less consideration. Even the extent literature on these relationships till dates remains the Western perspective; there is no known research focusing on the