



**PUBLIC AWARENESS TOWARDS TM'S PROMOTION
(TM MOBILE HOMELINE)**

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TABLE OF CONTENTS

ITEMS	PAGE
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	v
LIST OF FIGURES.....	vi
LIST OF ABBREVIATION.....	vii
ABSTRACT.....	viii
CHAPTER ONE : INTRODUCTION	
1.1 Background of Telekom Malaysia Berhad.....	1 - 4
1.2 Background of Study.....	5 - 6
1.3 Problem Statement.....	7
1.4 Research Objectives.....	8
1.5 Research Questions.....	8
1.6 Limitations of Study.....	9
1.7 Scope of Study.....	10
1.8 Significance of Study.....	11
1.9 Definition of Terms.....	12 - 13
CHAPTER TWO : LITERATURE REVIEW	
2.1 Public Awareness.....	14 - 15
2.2 Marketing – Promotional Aspects.....	16 - 17
2.3 Marketing strategy.....	17
2.4 Promotion Program.....	17 - 19

2.5	The effectiveness of Message in the promotion.....	19
2.6	Major Methods of Advertising.....	20 - 21
2.7	Review of CDMA.....	22 - 23
2.8	Review of Telecommunications sector.....	24
2.9	Review of the Telecommunications Industry and the Malaysian Economy.....	25 - 26

CHAPTER THREE : RESEARCH METHODOLOGY

3.1	Data Collection.....	27
3.2	Sampling Design.....	28 - 29
3.3	Procedure For Analysis of Data.....	29 - 30
3.4	Theoretical Framework.....	31

CHAPTER FOUR : FINDING & ANALYSIS

4.0	Introduction.....	32
4.1	Preliminary Analysis.....	32 - 37
4.2	Details Analysis.....	38 - 57
4.3	Cross Tabulation Analysis.....	58 - 65

CHAPTER FIVE : CONCLUSION

5.0	Conclusion.....	66
5.1	Recommendations.....	67 - 68

BIBLIOGRAPHY

APPENDICES

APPENDIX I

APPENDIX II

ABSTRACT

The research paper is the final requirement for the final year student of Bachelor in Business Administration (Hons) Marketing course. This study conducted in Kota Kinabalu area, entitled Public Awareness towards TM promotion that focused on TM Mobile Homeline Promotion. This research served three main objectives; to identify the existence of TM Mobile Homeline, to identify the successful of TM Mobile Homeline and to identify the additional ways that can be used by TM to create promotion more attractive.

The findings were made based on the data gathered through primary and secondary data. The research design used is the descriptive study and target population in this study is those people in Kota Kinabalu areas, the sampling frame is from Wawasan Plaza to Wisma Merdeka and Puri Warisan area. The sample size is consisting of 100 respondents in Wawasan Plaza to Wisma Merdeka and 50 respondents from Puri Warisan, and targets 120 completed returned. In analyzing the data, frequency distribution, percentage and cross tabulation were used.

From the findings, majority of respondents aware an existence of the TM Mobile Homeline however the promotion activity still weak whereby the subscriber of TM Mobile Homeline still not achieve the target, it is because the number of respondents as a subscriber still fewer.

The findings of this study, the comprehensive recommendations in order to increase the public awareness towards the TM promotion program, besides that additional ways to create attractive and an effective promotion.