

INTEGRATION OF MARKETING
COMMUNICATION OPTIONS AND THEIR
IMPACT TOWARDS BRAND EQUITY OF LOCAL
MUSLIMAH CLOTHING PRODUCT

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This report submitted in partial fulfilment of the requirements for the award of
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DECLARATION

I declare that this project is the result of my own research except as cited in the references. The research project has not been for any degree and it is not concurrently submitted in the candidature of any other degree.

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Date :

DEDICATION

I dedicate my dissertation work to my family.

A special feeling of gratitude to

my loving parents,

ALI AKBAR and BEEVIE FATHIMA

for their endless love, support and encouragement.

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Assalamualaikum warahmatullahi wabarakatuh, I am grateful to the Almighty for the divine by His grace finally I was able to complete this research, I completed this research at the time fixed by the University Teknikal Malaysia Melaka.

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Thank you.

ABSTRACT

In a competitive environment, the brand of local Muslimah clothing products is under the pressure and the main problem for them is how to build the brand equity to differentiate and introduce identity for brand of local Muslimah clothing products. This study to identify integrated marketing communication that are important to increase the brand equity of local Muslimah clothing product and to analyse the influence of advertising, promotion, sponsorship and public relation or publicity to the brand equity. This research method uses quantitative approach and survey techniques by distributed questionnaires. This study has been conducted in the area of Kuala Lumpur and data was collected from Muslimah. The importance of integrated marketing communication option to build is the brand equity are advertising, promotion, sponsorship and public relation or publicity. From this research, promotion more influence as an integrated marketing communication option to build the brand equity of local Muslimah clothing products context. Even though the promotion more influence in integrated marketing communication, but from the research has shown that the current situations of all of the independent variables implemented in the industry of local brand of Muslimah clothing were still below to what respondents expected.

ABSTRAK

Dalam persekitaran yang berdaya saing, jenama produk pakaian Muslimah tempatan berada di dalam situasi tekanan dan masalah utama bagi mereka adalah untuk mengenalpasti bagaimana cara membina ekuiti jenama supaya dapat membezakan antara jenama lain dan untuk memberi pengenalan jenama produk pakaian Muslimah tempatan. Kajian ini untuk mengenal pasti komunikasi pemasaran bersepadu yang penting bagi meningkatkan ekuiti jenama jenama produk pakaian Muslimah tempatan dan untuk menganalisis pengaruh pengiklanan, promosi, penajaan dan perhubungan awam atau publisiti terhadap ekuiti jenama. Kaedah kajian menggunakan pendekatan dan teknik kajian kuantitatif dengan soal selidik yang diedarkan. Kajian ini telah dijalankan di kawasan Kuala Lumpur dan data yang diperolehi melalui kaji selidik daripada reponden Muslimah. Pilihan komunikasi pemasaran bersepadu yang penting untuk membina ekuiti jenama ialah pengiklanan, promosi, penajaan dan perhubungan awam atau publisiti. Namun daripada kajian ini menunjukkan bahawa promosi lebih mempengaruhi komunikasi pemasaran bersepadu dalam membina ekuiti jenama produk pakaian Muslimah tempatan. Walaupun pengaruh promosi yang lebih mempengaruhi dalam komunikasi pemasaran bersepadu tetapi kajian telah menunjukkan bahawa keadaan semasa terhadap pembolehubah bebas dilaksanakan dalam industri jenama tempatan pakaian Muslimah masih di bawah untuk apa responden yang dijangkakan

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LIST OF SYMBOLS

Sig.	=	Significance
N	=	Number of sample
%	=	Percentage
R	=	Correlation coefficient
T	=	t-test
B	=	Beta
F	=	Frequency
<i>df</i>	=	Degree of freedom
<i>p</i>	=	Probability

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CHAPTER 1

1.0 INTRODUCTION

1.1 Background Of The Study

According to Keller (2013), marketing communication may provide the means for developing strong, customer-based brand equity. Other than that, marketing communications help the firm in eliciting favourable responses from customers (Duncan and Moriarty 1998 as cited by Madhavaram et al. (2005).

Aaker (1991) said the brand equity is set of brand assets and liabilities linked to brand, it is name and symbol that add to or subtract from the value provide by product or service to a firm or to that firm customer.

The world is becoming a single market, globalization has had a major contribution in enabling the organizations worldwide to step out of the restricted domestic markets and to set up their operations across the globe with confidence. On the one hand, consumers seem to value and admire global brands and regard such brands as a status symbol. On the other hand, global brands are often criticized for threatening the local differences and imposing the western cultures in our society, leading to a loss of cultural identity (Ismail et al., 2014).

Nowadays, many Muslim women choose fashion and clothing design, contemporary and trendy types. Moreover, various Muslimah clothing collections that exist like mushrooms after a rain, attracting Muslimah dress suit the taste of modern style with elegant appearance. Many local brands exist against Muslimah clothing, but their brand equity is not strong enough to compete with global brands. For examples of local brands Muslimah clothing are Jasmina, Najjah, First Lady, Zariya, Zuco Fashion and many more.

1.2 Problem Statement

According to Bengtsson and Vilic (2012), fashion is to do with change and seasonality. These fast changes and trends make the industry very uncertain and the producers are faced with uncertain predictability that makes the planning of the company very hard. It is also an industry that surrounds around planned obsolescence and developing new products to customers at the expense of existing products on the market. This does also point out the always on-going changes that the industry has to deal with. An impression is that the more “fashionable” an item in the apparel industry is considered, the shorter lifetime it has and therefore the need for constant change is necessary for fashion garments.

Bengtsson and Vilic (2012) also said becoming a strong and powerful brand is the aim for mostly everyone who sets to compete in the commercial market. Even though there are millions of advices and models on how to become successful and create that beloved and famous brand among the customers, there is a slightly different approach to create a strong brand in the fashion business and collection of style has proven to be a strong brand with a fast expansion and a big customer base.

Keller (2013) mentions that, brand image is creating brand awareness by increasing the familiarity of the brand through repeated exposure and forging strong associations with the appropriate product category or other relevant purchase or consumption cues is an important first step in build brand equity.

Build the strong brand is the most priority in fashion products, but attaining this objective is not always an easy task due to the fact that the products, especially like the local Muslimah clothing product are similar and their means of distributions are alike. Keller (2013) comments that, the brand is the possible means by which customers perceive differences among brand a product category. Many customers cannot differentiate between one products with another product. In the functional fashion products, the sales success of it does not depend on the product performance only, but they are also influenced by an image and association that built up by their brand.

Hence the gap not has many literatures about the brand equity of local Muslimah clothing products and to fill this gap, the researcher has designed this study about local Muslimah clothing products because local brand not well known even though they are getting more fashionable. Due to very tight competitor in fashion products a company needs to improve their integrated marketing communication options efforts, especially in building the brand equity of their product to their customers.

Therefore the integration of marketing communication has an important role to send the message of the brand and to put it into the mind of customers. How to choose and integrate this marketing communication options become so crucial to build up brand equity and at the end to increase the brand equity.

1.3 Research Questions

Based on the above problem statement, some research questions can derive as follow:

- i. What are integrated marketing communication types that important to increase the brand equity of local Muslimah clothing product?
- ii. What is the influence of advertising to the brand equity?
- iii. What is the influence of promotion to the brand equity?
- iv. What is the influence of sponsorship to the brand equity?
- v. What is the influence of public relation or publicity to the brand equity?

1.4 Research Objective

The main objectives of this study are:

- i. To identify integrated marketing communication that is important to increase the brand equity of local Muslimah clothing product.
- ii. To analyse the influence of advertising to the brand equity.
- iii. To analyse the influence of promotion to the brand equity.
- iv. To analyse the influence of sponsorship to the brand equity.
- v. To analyse the influence of public relation or publicity to the brand equity.

1.5 Scope, Limitation And Key Assumptions Of The Study

1.5.1 Scope Of The Study

Although there are many products produced by local but the scope of this research is a focused on local Muslimah clothing products. The most of the questions during the survey are addressed to marketing communication options and brand equity of local brand Muslimah clothing products.

1.5.2 Limitation Of The Study

During the research the researcher runs into several obstacles that were:

- i. Brand analysis is just focused on the product of Muslimah clothing as a main product.
- ii. Customers are spread out all over the country; it is quite difficult to capture all of the customers.

1.5.3 Key Assumptions of The Study

Assumption of the study is marketing communication options is an important part of a brand and it has be an impact on brand equity of local brand Muslimah clothing products. All customers buy the product mostly for their self-consumption, so they know what the differences between other local brand Muslimah clothing products. The samples taken for this study are representatives the local brand Muslimah clothing products of the Muslim women around the area Kuala Lumpur to conclude.

1.6 Hypothesis

There are a few hypotheses for this study that is:

Hypothesis 1

- H₁ : Brand equity is affected by advertising
H₀ : Brand equity is not affected by advertising

Hypothesis 2

- H₂ : Brand equity is affected by promotion.
H₀ : Brand equity is not affected by promotion.

Hypothesis 3

- H₃ : Brand equity is affected by sponsorship.
H₀ : Brand equity is not affected by sponsorship.

Hypothesis 4

- H₄ : Brand equity is affected by public relation or publicity.
H₀ : Brand equity is not affected by public relation or publicity.

1.7 Significance Of The Study/Important Of The Study

There has two significance of this study that is:

i. Significance for the business environment

This research to measure the effectiveness of marketing communication options are conducted, that are advertising, promotion, sponsorship and public relations or publicity and how they affect the brand equity of local brand Muslimah clothing product. It is slightly able to help in the business environment of local Muslimah clothing product to measure the impact of marketing communication options applied and brand equity.

The findings at the end of results determine of marketing communication also determine any impact on brand equity of local brand Muslimah clothing product. It helps marketing departments of local Muslimah clothing product company to improve their marketing by improving the marketing communication and build brand equity. Through that the local brand products can improve on sales performance and it indirectly adds a profit of the company.

ii. Significance for academic environments

In terms of significance of this study was academic environment is something that is not new that is the integration of marketing communication options and their impact towards brand equity. However, the brand of product of study is a new that is local Muslimah clotting product. Besides, it strengthens the research with other theories studied in accordance with others.

1.8 Summary

In this chapter the researcher discusses about the problem of research, research question and research objective of integration of marketing communication options and their impact towards brand equity of local Muslimah clothing product.

The researchers face a few limitations of this study that is brand analysis is just focused on the product of Muslimah clothing and quite difficult to capture all of the customers.

Furthermore, the significance of the study, there is having two significance of this study that is the significance for the business environment and significance for academic environments.

CHAPTER 2

2.0 LITERATURE REVIEW

2.1 Introduction

The aim of this chapter to identify the definition or theory of integrated marketing communication options that is more concentrated on advertising, promotion, sponsorship and public relation or publicity. Also about the brand equity and the component of brand equity that is brand awareness, perceived quality and brand association or brand image.

2.2 Integrated Marketing Communications (IMC)

According to Keller (2013), marketing communications are the means by which firms attempt to inform, persuade and remind consumers directly or indirectly about the brands they sell. IMC is the “voice” of the brand and a means by which it can establish a dialogue and build relationships with consumers. Allow marketers to inform, persuade, provide incentives and remind consumers directly or indirectly. Can be contribute to brand equity by establishing the brand in memory and linking strong, favourable and unique associations to it. IMC is a step towards an integrated approach in achieving efficiency by synergy. By definition, it involves the merging of distinct communication functions in a way that allows an organization to speak with “one voice, one look” (Fitzerpatrik.K.R, 2005 as cited by Rehman and Ibrahim,