

**IMPLEMENTATION OF GREEN ADVERTISING MEDIA TO INCREASE
PRODUCT SALES VOLUME IN MALAYSIA MARKET**

NURUL SYAHIRAH HARYANTI BT KAMARUDDIN

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

**IMPLEMENTATION OF GREEN ADVERTISING MEDIA TO INCREASE
THE PRODUCT SALES VOLUME IN MALAYSIA MARKET**

NURUL SYAHIRAH HARYANTI BT KAMARUDDIN

This report is partial fulfilment of Bachelor Technology Management
(High-Tech Marketing) with Honours

Faculty Technology Management and Technopreneurship (FPTT)

Universiti Teknikal Malaysia Melaka

JUNE 2015

TABLE OF CONTENT

DECLARATION	i
ACKNOWLEDGMENT	ii
ABSTRACT	iii
LIST OF FIGURES	v
LIST OF TABLE	vi
INTRODUCTION	
1.1 Introduction	1
1.2 Background of study	2
1.3 Problem Statements	3
1.4 Research Questions	4
1.5 Research Objectives	5
1.6 Scope of the study	5
1.7 Limitation of the study	5
1.8 Significance of the study	6
1.9 Summary	6
LITERATURE REVIEW	
2.1 Introduction	7
2.2 Green Advertising Media	8

2.3 Product Sales Volume	13
2.4 Relation between Green Advertising Media and Product Sales Volume	13
2.5 Hypothesis of the study	14
2.6 Theoretical Framework	16
2.7 Summary	17

RESEARCH METHODS

3.1 Introduction	18
3.2 Research Design	19
3.3 Methodological Choices	20
3.4 Data Collection Sources	20
3.5 Location of the research	21
3.6 Research Strategy	21
3.7 Research Instrument	23
3.8 Scientific Canons	24
3.9 Summary	25

DATA ANALYSIS

4.1 Introduction	26
4.2 Pilot Test	28
4.3 Frequency Analysis	30
4.4 Reliability Analysis	36
4.5 Descriptive Analysis	38
4.6 Correlation Analysis	44
4.7 Regression Analysis	47

4.8 Hypothesis Testing	50
4.9 Summary	54
CONCLUSION AND RECOMMENDATION	
5.1 Introduction	55
5.2 Conclusion	56
5.3 Recommendation	60
REFERENCES	61

DECLARATION

“This report is product of my own work except the citation for each of which I have mentioned the sources.”

Signature :

Name : Nurul Syahirah Haryanti bt Kamaruddin

Matric No : B 061110061

Date :

SUPERVISOR VERIFICATION

I / we declare that have read this thesis and in my / our work is sufficient in scope and quality for the award of a Bachelor of Technology Management
(High Technology Marketing)

Signature :

Name : Encik Hasan bin Saleh

Date :

ACKNOWLEDGEMENT

I would like to express my sincere thanks and appreciations for the help, support and guidance from those related in completing this research. Without them I cannot perform wisely in doing this thesis and finish it before the due date.

Firstly, I am thanks a million to my supervisor, Mr. Hasan bin Saleh which giving me a lot of things in preparing this research. The best word for my supervisor is “the best” according to his effort and patience being my guidance for this research. Thus, he had spent most of his time supervising me in achieving the success and goals of this research. He work hardly as mentor, coach, counselor, and motivator to make sure that I am understand and finish this research wisely.

Secondly, I offer much gratitude to my group members of Projek Sarjana Muda (PSM) for their moral support and information that we shared together. Thanks for the constructive criticism needed to fulfill my relationship with this research. Furthermore, big thanks to my beloved bestfriends “RedLips”, “6vengers” and the special one for their great supports when I am struggling do this research

Third, a very thanks to my beloved family for helping and support me in completing this project while going through so many challenges. Thank you for reminding me that I've never been alone. Surely, we did this together!

ABSTRACT

For this research, the purpose is to implement the green advertising in order to increase the product sales volume in Malaysia market. The aim is how green advertising media will increase the product sales volume. This research use quantitative analysis by using questionnaires as the research instrument. This research involves 100 respondents which were the teachers and administration who actively purchase K'didi product in Pahang, Malacca and Kuala Lumpur. The total of 100 set of questionnaires using Likert Scale were completely answered by respondents. All the answers and feedbacks were been analyzed in details as the variables being the objectives of this research. All findings has been analyzed quantitatively. From the findings, only three advertising media can increase the product sales volume. The media were electronic media, digital interactive media and home media. The data were analyzed by using Statistical Package for Social Sciences (SPSS) version 20.0. In this research, the digital interactive media was the dominant advertising media in order to increase the product sales volume. As a recommendation, Global Factor Sdn Bhd should adopt the digital interactive media as the main marketing tool in order to increase the product sales volume of K'didi brand.

ABSTRAK

Untuk kajian ini, tujuannya adalah untuk melaksanakan pengiklanan hijau untuk meningkatkan jumlah jualan produk dalam pasaran Malaysia. Tujuannya adalah bagaimana media pengiklanan hijau akan meningkatkan jumlah jualan produk. Kajian ini menggunakan analisis kuantitatif dengan menggunakan soal selidik sebagai instrumen kajian. Kajian ini melibatkan 100 responden yang merupakan guru dan pentadbiran yang aktif membeli produk K'didi di Pahang, Melaka dan Kuala Lumpur. Jumlah sebanyak 100 set soal selidik yang menggunakan Skala Likert telah sepenuhnya dijawab oleh responden. Semua jawapan dan maklum balas telah dianalisis secara terperinci sebagai pembolehubah sebagai objektif kajian ini. Semua penemuan telah dianalisis secara kuantitatif. Dari hasil kajian, hanya tiga media pengiklanan boleh meningkatkan jumlah jualan produk. Media adalah media elektronik, media interaktif digital dan media rumah. Data yang diperolehi dianalisis dengan menggunakan Pakej Statistik untuk Sains Sosial (SPSS) versi 20.0. Dalam kajian ini, media interaktif digital adalah media pengiklanan yang dominan untuk meningkatkan jumlah jualan produk. Sebagai cadangan, Global Factor Sdn Bhd hendaklah menerima pakai media interaktif digital sebagai alat pemasaran utama untuk meningkatkan jumlah jualan produk jenama K'didi.

LIST OF FIGURES

No	Title	Page
1	Figure 2.1 Theoretical Framework	16
2	Figure 4.1 Respondent's Gender	30
3	Figure 4.2 Respondent's Age	31
4	Figure 4.3 Respondent's Occupation	32
5	Figure 4.4 Respondent's K'didi knowledgement	33
6	Figure 4.5 Respondent's K'didi duration used	34
7	Figure 4.6 Respondent's K'didi information source	35
8	Figure 4.7 General equation of regression	48

LIST OF TABLES

No	Title	Page
1	Table 3.1 Sample size determination table	22
2	Table 4.1 Validity 15 respondents of pilot test	28
3	Table 4.2 Pearson Product Moment Table	29
4	Table 4.3 Frequency distribution of gender	30
5	Table 4.4 Frequency distribution of age	31
6	Table 4.5 Frequency distribution of occupation	32
7	Table 4.6 Frequency distribution of K'didi knowledgement	33
8	Table 4.7 Frequency distribution of K'didi duration used	34
9	Table 4.8 Frequency distribution of K'didi info source	35
10	Table 4.9 Cronbach's Alpha & Internal Consistency	36
11	Table 4.10 Reliability of research (Independent)	37
12	Table 4.11 Reliability of research (Dependent)	37

13	Table 4.12 Descriptive analysis (Printed Media)	38
14	Table 4.13 Descriptive analysis (Electronic Media)	39
15	Table 4.14 Descriptive analysis (Digital Interactive Media)	39
16	Table 4.15 Descriptive analysis (Home Media)	40
17	Table 4.16 Descriptive analysis (Product Sales Volume)	41
18	Table 4.17 Correlation coefficient	45
19	Table 4.18 Correlation between advertising media and product sales volume	46
20	Table 4.19 Regression analysis	48
21	Table 4.20 Table of coefficient	50
22	Table 4.21 Respondent's chosen media	53

CHAPTER 1

INTRODUCTION

1.1 Introduction

The first chapter describes the background of the study on what research is all about, the research questions and research objectives. Besides that, it's also about the scope, limitations and significance of the study. The topic of this research is about implementation of green advertising media to increase the product sales volume in Malaysia's market. Basically advertising media is one of the famous strategies to introduce the product in the market place. The major scope of this study is to identify the relationship between green advertising media and the product sales volume. Moreover, the study conducted also to determine the important of green advertising media on product sales volume. The advertising media elements are the print media, electronic media, digital interactive media and the home media.

1.2 Background of the Study

Advertising media is about the vehicles that are used to place advertising which enable the product or service known by consumer. In business field, to market particular product or service, the effective strategy is by promotion and advertising.

According to William Wells et, al. (2007), advertising is a multibillion dollar business that touches almost every corner of this vast and diverse expanse. He said again, whether watching television in Thailand, using a hand phone in Japan, travelling on Australian highways, listening to Malaysia radio or watching Bollywood movie, one cannot help but notice the advertisements which have become part of the mass media.

Furthermore, it is due to daily lifestyle of consumers. Every day they see the advertisement around their place. They will get the information regarding to the ads display. Besides that, the advertising will be in different forms like printed media, electronic media, digital media and also the home media. All of them have their own benefits and drawbacks.

The word green in this study means reducing the design cost, increasing the quality of advertisement, reducing the waste and increasing the duration of advertising receive by consumer. Based on these factors, the product sales volume will increase within the green environment. At the same time, the product will be ease of use to consumer.

In this study, the green advertising media indicates few elements such as print media, electronic media, digital interactive media and home media. Furthermore, this study is to implement the green advertising media in order to increase the product sales volume. This studies also to determine the important of green advertising media on the product sales volume.

1.3 Problem Statement

Nowadays, competition among firms has grown stiffer as every company seeks to achieve their main corporate goal, which to enhance performance which can be translated through achieving greater sales and profit. As a result, the majority of the companies in the current society are turning to advertising in an effort to boost their profits.

In Malaysia, most of the companies are spending money in advertising their company products or services brand and expect that consumers or those who read the advertisement will react positively towards their products or services brand hence increase the product sales volume.

In addition, newspaper and terrestrial television advertising take up 56% and 33% of the major share of advertising expenditure respectively. These are followed by radio (4%), magazines (3%), outdoor (2%), point of sales advertising (1%) and cinema (1%). Newspaper advertising expenditure reached RM 3.1 billion, while TV came second at RM 1.8 billion in 2007, (World Association of Newspaper, 2008).

Regarding of the information above, there are some questions arise about whether advertising will boost the product sales volume or not. Thus, it is necessary to identify the relationship between green advertising media and the product sales volume in Malaysia market.

1.4 Research Questions

The finding of this study is to examine whether the print media, electronic media, digital interactive media or home media will affect the product sales volume. Besides that, it is also to determine the important of green advertising media in order to increase the product sales volume. Some of the questions to be addressed in this study include the following:

- 1) How far the green advertising media will boost the product sales volume?
- 2) Why the green advertising media is important to increase the product sales volume?
- 3) What are the green advertising media need to be used in order to increase the product sales volume?

1.5 Research Objectives

The general objectives of this study are outlined below:

- 1) To identify the relationship between green advertising media and the product sales volume
- 2) To determine the important of green advertising media on product sales volume
- 3) To determine the green advertising media that influence the product sales volume

1.6 Scope of the study

The scope of this study is to identify the relationship between green advertising media with product sales volume. This study will focus on the regular customers of Global Factor Sdn. Bhd. (GFSB) with its brand, K'didi. The respondents are schools administration and the teachers which are already known K'didi product before this. So, these groups are crucial in this study as they would give opinion on how to improve the advertising media in order to increase the product sales volume.

1.7 Limitation of the study

There are two limitations found during this study. Firstly, the respondents in this study are schools administration and teachers. They are the main customers of this product. Data collection might have some difficulties in term of time, satisfaction and cost. Secondly, the location to gather the information is far from one school to another. There are some difficulties in term of time too.

1.8 Significance of the study

The findings of this study will be share with GFSSB, the manufacturer of K'didi. This study will help in finding out which is the effective green advertising media should be used in order to increase the product sales volume. Besides that, the selected green advertising media will be chosen by the respondents, also its regular customer.

In addition, this study will be useful to others customer who does not know about this brand. Based on the findings, K'didi might be well-know and establish same like others brand one day.

1.9 Summary

Overall, in this chapter, the researcher needs to identify the relationship between the green advertising media and the product sales volume. Then, the researcher should determine the important of green advertising media on the product sales volume too. Furthermore, the researcher chooses the schools administration and teachers as the respondents for this study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discusses the perceptions and findings of the topic from previous researches and authors. The variables also explained and discussed. Furthermore, the researcher have stated all overall view of green advertising media, the relation of green advertising media, and also the components that reflect to green advertising media which are print media, electronic media, digital interactive media and home media. Furthermore, literature review will be helpful for researcher in constructing the research method whether it can be done through quantitative or qualitative. Moreover, the prediction of research which is the hypothesis also presented in this chapter. Then, the theoretical framework also attached in this chapter.

2.2 Green Advertising Media

According to William F. Arens et al (2009), advertising can be describe as a structured and composed non-personal communication of information that usually paid for and persuasive in nature meanwhile, George E. Belch et, al. (2012), believes that advertising is any paid of nonpersonal communication about an organization, product, service or idea by an identified.

William F. Arens et, al. (2009) declares that advertising media is the vital connection between the company that manufactures the product or offers the service and the customer who may wish to buy it. William (2009) also mentioned, it is important to understand the various media, its role in the advertising business and the significance of current media trends.

According to George E. Belch et al (2012), advertising media can be divided into four (4) elements which are print media, electronic media, digital interactive media and out-of-home media. The print media included the magazines, newspapers, brochures and flyers. Next, the electronic media consist of radio, television and video. Furthermore, digital interactive media are Internet advertising, email advertising and mobile advertising. In addition, bulletins, billboards, directories and packaging are in home media.

Actually, no concise definition exists for green advertising although for the purpose of the study into the subject some criteria have been subjected. One of the most tangibles if these criteria can be found in a study conducted by Banerje et, al. (1995). Green advertising is defined as any advert that meets one or more of the following criteria:

1. Explicitly or implicitly addresses the relationship between a product or service and the biophysical environment.
2. Promotes a green lifetsyle with or without highlighting a product or service
3. Presents a corporate image of environmental responsibility

2.2.1 Print Media

The print media consist of two (2) types which are magazines and newspaper. Advertisers use magazines in their creative mix for many reasons. First and foremost, magazines allow an advertiser to reach a particular target audience with a high-quality presentation.

According to William F. Arens et, al. (2009), there are pros and cons of magazine advertising. The pros are flexibility, color, authority and believability, performance, prestige, audience selectivity, cost efficiency, selling power, reader loyalty, extensive pass-along readership, and merchandising assistance.

Also, he said the cons are lack of immediacy, shallow geographic coverage, inability to deliver high frequency, long lead time, heavy advertising competition, high cost per thousand, and declining circulation.

Furthermore, newspaper also the familiar one in term of advertising. This is because every day, people will read the newspaper to get the latest news about what happen in their daily life.

Newspaper are now the third-largest medium (after television and magazines) in terms of advertising volume, (William F. Arens, 2009). Then, William (2009) declares, most of the readers are the adult which read the main news sections. In addition, nowadays there is online newspaper. So, the rate of reader is increasing in online newspaper.

2.2.2 Electronic Media

Television and radio are included in this media. They are general media used by company to promote its product or service. These are merely the vehicles for pricing and delivering the product in the television business. Furthermore, like most media, radio must adapt to a new competitive environment and a very different economic structure.

Television is becoming a gateway to a world of communication never before imagined (W. Ronald Lane et, al., 2011). Ronald (2011) also said, the fragmentation of the television audience has changed programming, financing, and the criteria of what constitutes a ‘mass’ medium.

Every day, more Americans use radio than any other medium (Ronald W. Lane et, al. 2011). Also, with thousands of stations, multiple formats, in expensive production, and low commercial cost, it can provide effective reach and frequency for a number of product categories.

2.2.3 Digital Interactive Media

Interactive media refers to communication systems that permit two-way communication, such as a telephone call or an e-mail message, (William F. Arens et, al. 2011) . He also said the more interactive medium and the closer it is to a dialogue, the more personal and persuasive the communication experience.

Furthermore, the digital interactive media included internet, internet advertising, e-mail advertising and mobile advertising. According to William Wells et, al. (2008), the purpose of internet advertising are providing a brand reminder message to people who are visiting Web site, works like an advertisement in traditional media and delivers an informational or persuasive message, and providing a way to entice people to visit the advertiser's site by clicking on a banner or button on the Web site.

Furthermore, e-mail advertising is so inexpensive media. In fact, the response rate for an unsolicited e-mail campaign is many time higher than for a banner advertisement campaign, (William Wells et, al. 2008).

Then, William F. Arens et, al. (2011) believed the mobile advertising carries controlled a lot of inventory as they limited amount of traffic that went outside of their deck.

2.2.4 Home Media

Media that reach prospects outside their homes, like outdoor advertising, bus and taxi advertising, and terminal advertising are part of the broad category of home media.

They also offer attractive features which instant broad coverage (reach), very high frequency, great flexibility, and high impact, (William F. Arens et, al. 2009).