

EXAMINING THE MARKETING  
COMMUNICATION MIX IN CREATING GREEN  
DISPOSAL AMONG TOURISTS VISITING  
MELAKA

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“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 is not concurrently submitted in candidature of any other degree.”

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## DEDICATION

This research paper dedicated to my beloved parents; Mr. Rosli @ Rosley B. Sibat @ Seberth and Mrs. Laila Bt. Eklin and also to my siblings for their endless love, prayers and encouragement. To those who indirectly contributed in this research, your kindness means a lot to me. Thank you very much.

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## ABSTRACT

Solid Waste Management and Public Cleansing Corporation (PPSPPA) has been actively involved in promoting and implement of public participation and awareness through various marketing communication mix element on PPSPPA to foster recycling behaviour. This study is conducted to determine the relationship between the marketing communication mixes used by PPSPPA inculcate the green waste disposal practices and the behaviour assessment towards waste disposal among tourists visiting Melaka. This research method use quantitative approach and survey techniques by distributed questionnaire. The design test used for this research are construct validity and reliability. The finding for this research indicated that is direct marketing the most effective of marketing communication mix that influence the practicing green waste disposal among visitors at Melaka. This study shows that the direct marketing assist PPSPPA to develop new green disposal, thus the issue of costly landfill and lack of landfill can be overcome with consistence effort of all the parties involved.



## **ABSTRAK**

*Pengurusan Sisa Pepejal dan Pembersihan Awam (PPSPPA) telah terlibat secara aktif dalam mempromosi dan melaksanakan penyertaan awam dan kesedaran melalui pelbagai unsur campuran komunikasi pemasaran di PPSPPA untuk memupuk tingkah laku kitar semula. Kajian ini dijalankan untuk menentukan hubungan antara campuran komunikasi pemasaran yang digunakan oleh PPSPPA memupuk amalan pembuangan sisa hijau dan penilaian tingkah laku ke arah pelupusan sisa di kalangan pelancong yang berkunjung ke Melaka. Kaedah kajian menggunakan pendekatan dan teknik kajian kuantitatif dengan soal selidik yang diedarkan. Ujian reka bentuk yang digunakan untuk kajian ini ialah membina kesahan dan kebolehpercayaan. Dapatan kajian ini menunjukkan bahawa pemasaran langsung yang paling berkesan untuk campuran komunikasi pemasaran bagi mempengaruhi pelupusan sisa hijau yang diamalkan dalam kalangan pengunjung di Melaka. Kajian ini menunjukkan bahawa pemasaran langsung membantu PPSPPA untuk membangunkan pelupusan hijau baru, dengan itu isu tapak pelupusan mahal dan kekurangan tapak pelupusan boleh diatasi dengan usaha yang konsisten daripada semua pihak yang terlibat.*

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## LIST OF SYMBOLS

B	= Coefficient
df	= Degrees of Freedom
f	= Frequency
F	= F-Test
H <sub>1</sub>	= Alternative Hypothesis
H <sub>0</sub>	= Null Hypothesis
N	= Population
n	= Sample
P	= Significant Value
r	= Correlation Coefficient
>	= Greater
<	= Less
+	= Sum

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

This chapter is all about the introduction for research of to determine the green approach used by PPSPPA in helping Malaysian towards become green country. This chapter covering background of study, problem statement, research question, research objective, scope, limitations and key assumptions of the study and also significant of study.

#### **1.2 Background of the Study**

Solid waste disposal has become serious issues for developed and developing countries. In Peninsular Malaysia highly dependent on landfills to waste disposal, according to Akil, et al., (2013) state that there are 165 operational landfills across Malaysia catering to 95% of Malaysian waste. Out of this, only 8 sanitary landfills are operational while 11 are under various stages of implementation and construction. Other landfills are nearing their maximum capacity and these would be an enormous challenge due to the environmental impact of closed landfill. Solid waste management faced highly costing in sitting and building new landfill but there also alternative that can be use with big effort to implement it.

Accordance to motto “Melawat Melaka Bersejarah Bererti Melawat Malaysia” many activities launched to attract visitors to Melaka. The most common known public information campaign is “Don’t Mess with Melaka” that encourage people around the world are practiced cleanliness. (MStar, 2015). PPSPPA implemented many recycling program in Malaysia through marketing communication mix to establish awareness and to create environmental conscious among the general public.

Green waste commonly disposal by incineration among Malaysians. Actually there is the more environment friendly method to disposed green waste. Accordance to Melaka vision “Melaka Maju Negeriku Sayang Negeri Bandar Teknologi Hijau” had lead PPSPPA to implement many awareness programme and helping Malaysian towards become green country.

### **1.3 Problem Statement**

Malaysia to achieve a developed nation status by 2020 will impacted towards growing of waste generated yearly. The Borneo Post newspaper (August 27, 2013) state that in 2012, Malaysians produced 33,000 tonnes of solid waste daily which is exceeded the projected production of 30,000 tonnes in 2020. According to Waste Management Policy of Malaysia 10th Plan, 2010 to 2020 as cited by Ismail and Manaf (2013) state that filling is the main waste disposal method (80% usage) and it is still expected to account for 65% of waste in 2020.

As land in becoming scarcer, landfill for waste disposal in facing problem of depletion. Only 2% is recycled whereas the remainder is buried in landfills or dumped illegally. (Melaka Historic City Council, 2014). To overcome the problem in growing waste generated, various marketing communication mix are used to influence and persuade Malaysian to recycle waste. Tenth Malaysia Plan has mentioned that to ensure the quality of Malaysian is sustainable, every generation of Malaysians has the responsibility of keeping the environment safe for next.

Research in report, The Star newspaper (September 30, 2014) indicated that to open a new dumpsite to deal with the city's solid waste disposal problem following some glitches at the Krubong landfill. This may due to the fact that Melaka is a heavily industrialised state where the land are scarce. Reclaimed of beach to cater high population density. Additional, Melaka as a tourist state where tourist local and international visit the state.

The move towards green city as espoused by the state vision "Melaka Maju Negeriku Sayang Negeri Bandar Teknologi Hijau" proved that Melaka is serious in embarking the green policy on waste disposal.

In addition, is that the slogan "Don't Mess with Melaka" caution us of the need to inculcate green behaviour not just to create a green environment but also to eliminate crime or illegal dumping or unwanted behaviour.

#### **1.4 Research Questions**

Research question of this study are:-

- 1.4.1 What marketing communication mix are used by PPSPPA to influence green waste disposal among tourists at Melaka?
- 1.4.2 What is the level awareness of green waste disposal among tourists at Melaka?
- 1.4.3 How strong this marketing communication mix used by PPSPPA to green practice towards green waste disposal among tourists at Melaka?

## **1.5 Research Objectives**

The general objective of this study is to appraise whether marketing communication mix used by PPSPPA effective towards practicing green waste disposal among tourists at Melaka. The specific objectives of the study are mentioned below:

- 1.5.1 To identify the marketing communication mix used by PPSPPA
- 1.5.2 To assess the level awareness of green waste disposal among tourists at Melaka.
- 1.5.3 To determine the strength of green approach used by PPSPPA in disposal waste at Melaka

## **1.6 Scope, Limitations and Key Assumptions of the Study**

### **1.6.1 Scope of the Study**

This study only focus on identifying the marketing communication mix used by PPSPPA that influencing the tourists at Melaka, assess the level awareness of the need to practices green waste disposal among visitors, and the strength of method used by PPSPPA in disposing waste Melaka.

### **1.6.2 Respondent**

The research will conducted among the tourists at Melaka. Target respondent that will answer the set of questionnaire given is domestic tourists that spending time enjoying the view of Melaka, the facilities provided and variety activities. This is because of the recycling program implemented by PPSPPA is all around Peninsular Malaysia.

### **1.6.3 Limitation of the Study**

Conduct this study also have several weakness. Some of the identified limitations are as stated by Clow (2010) as cited by Mihart (Kailani) (2012) that more recent approach of IMC concept, sustain the idea that it incorporates every elements of the marketing mix (product, price, distribution, marketing communications). This study only focus on one element of integrated.

Likewise, target respondent that will answer the set of questionnaire given in this research is domestic tourists and not foreign tourists because of recycling programme implemented by PPSPPA not commonly known among foreign tourists. Furthermore, this study only used marketing communication mix implemented by PPSPPA.

### **1.6.4 Key Assumption of the Study**

Waste generated growing faster daily due to public awareness towards waste management still in lower level according 2% recycling rate among Malaysian. Hence, by determine the green approach used by PPSPPA in disposal waste at Melaka helping PPSPPA to improve existing marketing communication mix and planning strategy to persuade public.

## 1.7 Significance of the Study

Nowadays, one of common problem that is rising and become critical in Malaysia is solid waste management in which 33, 000 tonnes of solid waste daily in 2012. This study is to determine the green approach used by PPSPPA in disposal waste at Melaka. Therefore, the significance of this study is this study will be helpful on revealing the degree of awareness of green waste disposal among tourists at Melaka.

Besides that, others significance of this study are will identify the marketing communication mix used by PPSPPA that influencing the tourists at Melaka and assist future researcher on enhance the recycling behaviour towards helpful on finding the strategy to implement the best way and improve the existing strategy due to achieve 22% of rate recycling in 2020.

### Summary

Malaysia face the situation of recycling among the citizen is still in lower level. Many program implemented to distribute about recycling behaviour and to attract people to practice recycling behaviour. Youngster was the right groups to foster recycling attitude to become a citizens that concerned about the safety and health of environmental. Hence, to make sure the successful program implemented, one of the way is implement research that identify the marketing communication mix launched due to awareness of green waste disposal. Then planning strategy to improve existing communication activity or try a new way.

## CHAPTER 2

### LITERATURE RIVIEW

#### 2.1 Introduction

In order to understanding the level awareness of green waste disposal among tourists at Melaka and identify the marketing communication mix used by PPSPPA. Researched of several topics to support this study. Below is a discussion of these issues including the. All the topic or information collected were obtained from various sources, for instance obtained from journal, published book and online articles.

#### 2.2 Marketing Communication Mix

Marketing communication also known as promotion, according to Fill, (2013) marketing communication is an essential part of the marketing mix – sometimes described as the ‘Four Ps’ – with the communications aspect represented by P for promotion.

Marketing communication mix is careful blend of the advertising, personal selling, publicity, direct-marketing, interactive marketing and sales promotion. According to Trehan and Trehan (2010) state that the six possible elements of marketing communication mix are – advertising, personal selling, publicity, direct-marketing, interactive marketing and sales promotion.



Source: Trehan and Trehan (2010)

Figure 2.1: Main element of communication mix state

Shin, (2013) defined the marketing communication has become an important channel for the company to deliver value to the customer, and played a more important role in the customer relationship management. Shin, (2013) also state function marketing communication is to create positive dialogue based on the consideration of mutual demand between the customers and company, so that communication activities could further strengthen the relationship between the company and customers.

Pride et al., (2011) explains the marketing communication mix should only include marketing communications-mix variables that are under the direct control of a company. Firms use many method to getting closer with their consumer through marketing communication mix element.

Subsequently, R. Lee, and Kotler, (2012) describe that most programs to foster sustainable behaviour include a communication component. The impact upon behaviour can vary dramatically based upon how the communications are developed. R. Lee, and Kotler, (2012) also state that one element to develop effective communications is make your message easy to remember. All sustainable activities depend upon memory. People have to remember what to do, when to do it, and how to do it (Heckler, 1994). Use prompt to assist people in remembering. Also develop messages that are clear and specific.