

AHMAD SADDAM BIN CHE HASSAN

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THE EFFECT OF FIRM'S MARKETING MIX
STRATEGIES ON CONSUMER'S WEDDING
THEME SELECTION

AHMAD SADDAM BIN CHE HASSAN

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

SUPERVISOR APPROVAL

I hereby declare that I have read this thesis and in our research is sufficient in terms of scope and quality. This project is submitted to Universiti Teknikal Malaysia Melaka as a requirement for completion and reward Bachelor Degree of Technopreneurship'

Signature :

Name : Puan Mariam Miri binti Abdullah

Date :

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WEDDING THEME SELECTION

AHMAD SADDAM BIN CHE HASSAN

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“Saya akui laporan ini adalah hasil kerja saya kecuali ringkasan dan petikan yang tiap-tiap satunya saya telah jelaskan sumbernya”

Tandatangan:.....

Nama :.....

Tarikh :.....

Untuk ibu dan ayah tersayang dan semua tenaga pengajar yang berusaha untuk
menghasilkan para pelajar yang bermutu

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ABSTRAK

Kajian ini adalah mengenai pemasaran kesan strategi campuran keatas tema majlis perkahwinan di sekitar Bandar TunRazak, Rompin, Pahang. Kira-kira 200 orang responden telah diambil sebagai sampel kajian ini. Pelanggan kadang-kadang mempunyai masalah dan sukar untuk memilih tema yang lebih baik untuk majlis perkahwinan mereka. Kajian ini bersedia untuk mengenal pasti faktor-faktor yang mempengaruhi pemilihan tema perkahwinan. Data dianalisis menggunakan t-Ujian bebas, ANOVA dan analisis regresi. Keputusan kajian menunjukkan bahawa faktor demografi pengguna yang tidak mempunyai kesan yang besar ke atas pemilihan tema perkahwinan. Dalam keputusan penambahan analisis regresi menunjukkan bahawa hanya harga yang ketara memberi kesan pemilihan tema perkahwinan pengguna.

ABSTRACT

The research is about the effect marketing mix strategy on wedding theme around the Bandar TunRazak, Rompin, Pahang. Around 200 respondents were taken as a sample for this study. Customers sometime have problem and difficult to choose the better theme for their wedding ceremony. This research was prepared to identify the factors affecting wedding theme selection. Data was analyzed using independent T-test, Anova and regression analysis. Result of the study show that consumer's demographic factor does not have significant impact on wedding theme selection. In addition result of the regression analysis indicates that only price is significantly affecting consumer's wedding theme selection.

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CHAPTER 1

INTRODUCTION

Small and Medium Enterprises (SMEs) are among the main constituents of economies and represent the most widespread type of business organization in Asian and, particularly, in Malaysia. Traditionally, SMEs base their competitiveness on a number of factors, such as their tendency to concentrate in particular regional areas and their high degree of specialization and flexibility, resulting from their informal organization, wherein the entrepreneur usually represents the sole decision maker. Yet, in the last few years, due to some emerging drivers of market change (e.g., the markets' internationalization, the increasingly global competition, the diffusion of ICT), their traditional factors of success (i.e., agglomeration, specialization, and flexibility) have lost their strategic relevance in favor of other key-factors (e.g., innovation and marketing orientation). Because of these drivers of market-change, which have given rise to a proliferation of products and services in the marketplace at decreasing cost levels, cost cutting strategies have become less effective and Malaysia SMEs have been challenged to focus on the intangible attributes of their offers, by integrating goods (i.e., the tangible aspects of offers) with services (i.e., the intangible aspects of offers) (Guido, 1999), thus providing psychological benefits and consumption experiences to customers, in order to achieve a competitive advantage of differentiation.

Focus on marketing strategy of business can define an organization's strategy that combines all of its marketing goals into one comprehensive plan. According to the Carson (1995) "when viewed together marketing and entrepreneurship are always marginalized in the context of any one field". A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the

maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan. There are some of the basic elements in marketing strategies like segmentation, brand, price, communication, product and service, promotion, and outsourcing. The strong of marketing strategy can pull more customers to know and buy our product and service. In this research, we want to know the marketing strategy for wedding organizer in Malaysia. Marketing was seen as a means to inform the customers about the enterprise and its offerings (Reijonen, 2010). Wedding service is the business that gives big chance to generate the profit with the high of market demand.

In human being, all of them want to marry. We amazing if in Malaysia have 27 million of population and everyone will marry for continue their generation, so we can see that how the big of the markets in wedding service business. There is some basic service need by the bride or customers in Malaysia Culture like make up face, photographer, and audio system, canopy, food catering and bridal bed. Wedding service also can be part time job because Malaysia people normally do the wedding party on weekend like Friday, Saturday and Sunday.

To this end, a market or in a stricter sense a marketing orientation, that is, the adoption of a marketing approach (i.e., the so-called “marketing concept”), becomes crucial for enabling local firms to reach better performances and a sustainable competitive advantage in the long run. Yet, recent research Liu (2005) has shown that, compared with larger firms, SMEs tend to be more reluctant to adopt a marketing approach mainly because of a lack of resources and skills. In particular, since SMEs usually lack marketing specialists and their owners/managers (i.e., the SME entrepreneurs) are usually the sole decision makers, the choice to adopt (or not) a marketing approach relies on what they think marketing is and their expectancies about the consequences of the adoption of such an approach in their organizations. This means that its use is evaluated subjectively, according to the entrepreneurs’ perceptions, contexts, and mental schemes about marketing (cf. Guido 2001). This is in line with the recent research in this field Becherer (2003) which has stressed the importance of the

inherent characteristics of SMEs entrepreneurs in the choice to adopt (or not) such an approach.

On the one hand, more adaptive (that is, conservative and less innovative) entrepreneurs are likely to reject the adoption of the marketing approach in their organizations, since it would represent an innovation in itself and, as such, may be perceived as too risky (cf. Marcati, 2006). On the other hand, also due to the peculiar characteristics of small firms (such as organizational flexibility, specialization, but also the lack of resources, marketing knowledge and skills), SME entrepreneurs who choose to adopt the marketing approach are likely to implement something that is substantially different from the marketing in larger firms. In fact, whilst marketing decision making processes in the latter kind of organizations tend to be formal and highly structured, in small firms, such processes tend to be simple, informal, instinctive, and, thus, also different from the theoretical paradigms developed in the managerial literature (Carson 2000). Another author Carson (1985) have referred to this “haphazard” marketing approach often adopted in SMEs as entrepreneurial marketing, thus stressing its intuitive and situation-specific nature, as well as its implementation without a pre-planning activity. In order to provide insights on how the adoption of a marketing approach in Malaysia SMEs can be encouraged, it is important to understand: whether the entrepreneurs’ conception of marketing differs from that developed by researchers and which are the psychological factors capable of influencing the entrepreneurs’ intention to adopt a marketing approach.

Some time, marketing strategies that implemented by wedding organizer can effect on customer need and want with reach their satisfaction. In this research to find the community’s expectation about the wedding theme implemented by wedding plan is effect on marketing mix

1.1 Background Research

In Malaysia have variety of wedding organizer in each state just different with business size, service and marketing strategy to attract the customers. Some of wedding organizer with the high capital can provide the better service to customer because they have power to give multiple choices to customers. “Customer Always Right”, this is tagline that must follow by the wedding organizer because they are source of income and profit. So, wedding organizer must fulfill the want and need of their customer to achieve the satisfaction.

In this research to study the effect of marketing strategy on wedding theme ceremony focus on Bandar TunRazak, Rompin, Pahang. Marketing is one of the importance elements in business growing especially in small and medium enterprise (SME). Malaysia one of the country support their community to register in SME for increase the Gross Domestic Profit (GDP). In institution of education, government also provides the course of entrepreneur to manure the community love with business and will produce the success entrepreneur soon.

This research has known the customer habit when they make the decision in chose and buy anything. For wedding SME, normally customer are very attention before make decision because wedding just only occur one time in human life. Sometime more than one, but still in lower ratio. So, they want the grand wedding and will be sweet memories in life. So, this research will be help the wedding organizer especially to know the better marketing strategies use in their business to abstract the customer.

1.2 Problem Statement

Couples who wish to get married often have problems to plan wedding party and the budget due to lack of time and money. With the advance economic and technology

today make the entire thing need to solve with more focus to prevent the big problem. Customer often have problem to manage their time when to find the best wedding organizer because they are busy with work. Some time, they give the responsibility to their family to manage the party without follow their wants and need. With advance economic today are cause all the product and service today more high on their price. It also is a big problem for couples who want the grand party with low price. For rich couples maybe they want something that different from another wedding party and them willing to pay how much the price.

For the wedding organizer, they should to find the marketing strategy which suitable for this issue to give the better service for customers to choose their wedding theme. Most of the SMEs in the sample lack marketing management capabilities, even if a considerable proportion of the firms considered report good marketing capabilities that lead to a market orientation (Stranieri, 2012). Media social tool like face book, twitter and blog also one of the better for marketing strategy to promote our product and service. Twitter is a tool that should be taken seriously by Small and Medium-sized Enterprises (SMEs) in their marketing strategies, (Bulearca, 2010).

The strategic location to run the business give the chance to get the high profit like at the big city and rapid development with has education center, government center and settlement. Rees (2010) stated that localization is one of the marketing strategies for small retailer. Place attractiveness, word-of-mouth customer-to-customer marketing, customer service beyond simple product advice, community embedded and informal but meaningful interpersonal relations between shop owner and customers are some of the key pillars of the “localization” strategic marketing approach pursued by small retailers. Marketing was seen as a means to inform the customers about the enterprise and its offerings. SMEs marketers were also interested in creating and maintaining customer relationships. The main aim of marketing seemed to be to create sales. Marketing thought and practices cannot be regarded as being uniform within SMEs. The results show that they vary depending on firm size and customers (Reijonen, 2010).

1.3 Research Question

Based on the research topic, this research paper will answers on questions or problems as stated earlier in the problem statement section.

- Does demographic factors affect consumer's wedding theme?
- What is the effect of information sources on consumer's wedding theme?
- What is the effect of decision making influence on consumer's wedding theme?
- Does marketing mix strategies affect consumer's wedding theme?

1.4 Research Objective

This research wants to achieve a few objectives to complete the result.

- To identify the effect of demographic factors on wedding theme
- To study the effect of information source on wedding theme
- To examine the effect of decision making influence on wedding theme
- To examine the effect of marketing mix strategies on wedding theme

1.5 Scope of Study

There are many type of marketing strategies use in various businesses in the world. Sometime the marketing will expend the business to the higher level with gains the high profit. There are many of elements in marketing strategy like marketing mix, market analysis, market selection, customer acquisition and customer loyalty. Each of

the elements plays the importance role in marketing of business to promote the product and service.

The scope of study focuses on the marketing strategies (marketing mix) as the independent variable and wedding them as dependent variable. This study will be conducted only in Malaysia and the suggested target participants of the research are the public community in Bandar TunRazak, Rompin, Pahang.

1.6 Limitation of Study

The researchers are limited only to community in Bandar TunRazak in Pahang. This research will utilize the survey method to achieve the stated objectives by using the closed questionnaires instrument. The sincerity and truthfulness of the research's subjects in filling the questionnaire forms are beyond the researcher's control.

CHAPTER 2

LITERATURE REVIEW

2.1 Marketing planning process for services

Fundamentally, marketing planning is a series of activities which are tackled in a logical sequence in a way that leads to the setting of marketing objectives and the devising of programs to meet them. Thus, the marketing plan becomes a framework for identifying where and why marketing resources are going to be allocated, when they are to come into play and how they are to be integrated in order to make maximum impact. According to Payne (2006) the outcome of this process is the strategic marketing plan. The planning process which follows is one that has been tried and tested at the Cranfield School of Management for the past two decades. The framework provided originates from research carried out by one of the authors, Malcolm McDonald. As mentioned by McDonald, there are four major phases for the marketing planning process as shown in the table 2.1 below.

Table 2.1: Marketing planning phase

Planning phase	Description
Phase one	Establishing the strategic context (Goal setting)
Phase two	Analysis the current situation
Phase three	Creating marketing objectives and strategies
Phase four	Allocating marketing resources and monitoring

Marketing strategies

As outlined earlier, marketing strategy is the overall route to the achievement of specific objectives and should describe the means by which marketing objectives are to be reached. According Payne (2006) marketing strategies should be stated in broad terms on how the marketing objectives are to be achieved, as recommended by

Payne (2006) recommended some examples of marketing strategies as follow:

- The specific service policies (the range, technical specifications, additions, deletions, etc.).
- The pricing policies to be followed for service groups in particular market segments.
- The customer service levels to be provided for specific market segments (such as maintenance support)
- The policies for communicating with customers under each of the main heading, such as sales force, advertising, sales promotion, etc., as appropriate.

2.2 Marketing mix for services

The manager should also outline specific strategies for such marketing mix elements in each target market: new products, field sales, advertising, sales promotion, prices and distribution. The manager should explain how each strategy responds to the threats, opportunities and critical issue (Kotler et al. 2005, p.77). In order to be able to satisfy the needs and wants of the market, the organization needs to design a market offering and present it to the market for consumption. One of the most famous tools which could help the organization success the above objectives is the “Marketing Mix”. The term “Marketing Mix” was established by Borden (1964) in his article entitled “The Concept of the Marketing Mix”. McCarthy (1960) grouped the ingredients in Borden’s Marketing Mix into 4 categories which are product, price, place, and promotion.

These four elements are necessary for organization to consider in order to success in the marketing. The four elements or “4Ps” are described as per below:

1. Product (or market entity)

This element is concerned about the nature of their customers’ requirements. Once the marketers know about the customers’ need, they should have use of this knowledge to design the product or service to meet their customers’ satisfaction. The defining the range of goods or services that will be produced such as for how long they will be produced and how they will be package is also one factor which needs to consider (McCarthy, 1960). A wedding organizer company might treat each of its customers as a separate product with its own unique product management requirements arising from its location, the state of the building and its facilities, local competition, and its strengths and weaknesses compared with others in the area (Brassington&Pettitt 2005, p. 438)

2. Price

Because services are intangible, their pricing can be very difficult to set and to justify (Pettitt, 2005). The service providers are completely free to decide their own prices, with due respect to competition and the needs, wants and perceptions of customers. In setting prices, however, service providers can find it very difficult to determine the true cost of provision, perhaps because of the difficulty of costing professional or specialist skills, or because the time and effort required to deliver a service vary widely between different customers, yet a standard price is needed. (Brassington&Pettitt2005, p. 439) Amstrong (2004) refers that the normally people

prefer lower price, but for some produce, when the quality is concerned, the low price is no more attractive.

3. Place

The third element, place, McCarthy (1960) stated that it refers to the channel or routes of distribution to the market it is intended to use. It includes which type of outlet or physical distribution to be used for introducing the product to their target customers.

4. Promotion

The final „P“ of McCarthy’s mix refers to all the promotional tools that could be employed to stimulate an interest in the minds of consumers and ultimately an intention to purchase. „Promotion“ hence includes a consideration of advertising, sales promotion, direct marketing, public relations, personal selling, and exhibitions/trade fairs. (McCarthy, 1960) In the same direction, promotion is the way that company communicates the benefit or value added of their product or service to persuade the target customer to buy them (Kortler, 2004). The four Ps is available for the organization to consider and define clearly of their physical product; however, for the service provider company, the four Ps from Marketing Mix is not adequate. Since the hotels are more concerned with services it is worth taking a brief look at an extension to the mix proposed by (Bitner, 1981). This the authors refer to the „7Ps“ of marketing where the additional three Ps are as follows:

2.3 The Evolution of the Marketing Concept in the Academic Literature

In order to investigate what SME entrepreneurs really think a marketing approach is, it seems necessary to recall what a marketing approach is for academic researchers. Since its first definition, provided in 1935 by the National Association of Marketing Teachers (an American Marketing Association [AMA] predecessor), according to which marketing consisted in “the performance of business activities that direct the flow of goods and services from producers to consumers” (Keefe 2004, p. 17), the marketing concept has evolved through three main different frameworks – transactional, relationship, and induction – which can be traced in the academic literature in a paradigmatic way. Although they still coexist in practice and can be used by a given organization also in a complementary fashion, in relation to specific contingent factors (e.g., the strategic relevance of the customer) (Coviello, 2002), these three approaches, briefly described in the following sub-sections, are based on different assumptions and principles, thus positioning marketing at different organizational levels – i.e., respectively, treating marketing as a function, a strategy, and a firm’s orientation.

2.4 The Transactional Marketing Approach

From a chronological point of view, the transactional marketing was the first approach to be developed in literature. Its name, “transactional”, is due to its theoretical focus on the exchange concept, implemented through the so-called marketing mix paradigm, developed by McCarthy (1960) and referred to the mixture of those elements (the 4Ps: Product, Price, Promotion, and Place) useful in pursuing a certain market response. Although the marketing mix paradigm still dominates the existing AMA definition of the marketing concept, according to which “marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange and satisfy individual and organization objectives” (Keefe 2004, p. 17), in the last decades it has undergone criticisms, which