

CAPTURING NEW CUSTOMER BY USING ADVERTISEMENT  
ON  
PARKING TICKET

MAZLIZA BINTI HALIKUR RAHMAN

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

## APPROVAL

I hereby acknowledge that I have read this thesis and in my opinion, this work sufficient in terms of scope and quality for the award of Bachelor Degree of Technopreneurship with Honors.

Signature :  
Main Supervisor : Prof. Dr. Salleh Yahya  
Date : 22<sup>nd</sup> June 2014

CAPTURING NEW CUSTOMER BY USING ADVERTISEMENT ON  
PARKING TICKET

MAZLIZA BINTI HALIKUR RAHMAN

This report submitted in partial fulfilment of the requirement for the Bachelor Degree  
in Technopreneurship with Honors.

Faculty of Technology Management and Technopreneurship  
Universiti Teknikal Malaysia Melaka

JUNE 2014

## DECLARATION

“I hereby declared that this research study entitled “Capturing New Customer by Using Advertisement on Parking Ticket” is the result of my own research except as cited in the references.

Signature :  
Name : Mazliza Binti Halikur Rahman  
Date : 22<sup>nd</sup> June 2014

## DEDICATION

*Special dedication of this grateful moment to my..*

***Beloved Parents***

***Loving Family Members***

*That always loves me,*

***My friends, my colleagues***

***And all faculty members***

*For all your care, support and believe in me.*

## ACKNOWLEDGEMENT

First of all, I would like to take this opportunity to express my endless appreciation to my supervisor, Prof. Dr. Salleh Yahya, for his full support, guidance and assistance. The knowledge and experience that he had shared with me, makes me feel that I am the luckiest student ever to have a very excellent, well respected and well dedicated supervisor. As the results of having a great supervisor, I able to complete my research paper successfully. The trust that he had given to me, is the most valuable appreciation that I ever had in my entire life.

I would also like to express my sincerest thanks to all the lectures for their time, advice and encouragement to help me in completing my research paper. I appreciate their passion on advising me in completing my research study even though they have other commitments that urgently needs to be settled.

My special thanks to my beloved family and friends for their love, support, encouragement and also their trust in me to in order to complete this research studies. Without their greatest support and presence, I would hardly finish my research study successfully.

Lastly, I would like to say thanks to all MRCB staffs that had corporate in my research study. Without their advice and support in helping me to pursue this research study, this research may be hard to be completed.

## ABSTRACT

Capturing new customer is not an easy task to implement because each and every individual in this world were born with different attitudes, behaviours and perceptions towards certain actions. To sell goods in the market also is not easy things to do. This is because; some of the customers are not easy to be influenced. Some of them don't know the goods presents in the market, or in other words, lack of awareness. Through this research study, the focus will be on how to create awareness among the customers toward the goods provided in the market, how to make the goods noticeable by the customers, what is the suitable modes to promote the goods and also is the method strong enough to capture the new customers.

Through this study, one promotional method will be used which is the parking ticket will be attached with selected aromas that could make the customers aware of the goods. The goods that will be referred is the goods offers by one of the Malaysian Resources Corporation Berhad (MRCB) property which is Sooka Sentral. Sooka Sentral is a building that offer lifestyle facilities such as Food and Beverages (F&B), Spa, Fitness Centre, Healthcare and so others. But, their mainly focus is towards F&B. Basically, this research study trying to deliver how the new method of advertising triggers the customers' behaviour to aware and buy the goods offer by Sooka Sentral.

## TABLE OF CONTENT

CHAPTER	TITLE	PAGE
	DECLARATION	iii
	DEDICATION	iv
	ACKNOWLEDGEMENT	v
	ABSTRACT	vi
	TABLE OF CONTENT	vii
	LIST OF TABLE	xv
	LIST OF FIGURES	xviii
	LIST OF PICTURE	xix
	LIST OF DIAGRAM	xx
	LIST OF IMAGE	xxi
	LIST OF MODEL	xxii
<b>1</b>	<b>INTRODUCTION</b>	<b>1</b>
1.1	Background Study	1
1.2	Introduction of Product Awareness	2
1.2.1	Element to Create Product Awareness	3
1.2.2	Creating Awareness through Unique	5
1.3	Marketing Mix	6
1.3.1	Effective Advertising Approach	10



<b>CHAPTER</b>	<b>TITLE</b>	<b>PAGE</b>
1.4	Customer Behaviour	12
	1.4.1 Relationship between Consumer Behaviour's Motivation and Emotion	18
1.5	Problem Statement	20
1.6	Research Questions	21
1.7	Research Objectives	21
<b>2</b>	<b>LITERATURE REVIEW</b>	<b>23</b>
2.1	Implementation of the Right Method	23
2.2	Effective Promotional Strategy	24
	2.2.1 Categories of Advertising	26
	2.2.2 New Method of Advertising	27
	2.2.3 Organising a Successful Advertisement Campaign	30
	2.2.4 Measure the Advertising Effectiveness and Efficiency	33
2.3	Customer Behaviour towards the Advertisement Effort	34
	2.3.1 Advertising Clutter and Customer Behaviour	36

<b>CHAPTER</b>	<b>TITLE</b>	<b>PAGE</b>
<b>3</b>	<b>RESEARCH METHODOLOGY</b>	<b>39</b>
3.1	Introduction	39
3.2	Theoretical Framework	41
3.3	Research Design	43
	3.3.1 Exploratory Research Design	43
	3.3.2 Quantitative Data	45
3.4	Sources of Data	46
	3.4.1 Primary Data	46
	3.4.2 Secondary Data	49
3.5	Data Collection	50
3.6	Data Analysis	51
3.7	Validity and Reliability	51
3.8	Budget	53
<b>4</b>	<b>DATA ANALYSIS AND FINDINGS</b>	<b>54</b>
4.1	Introduction	54
4.2	Reliability Analysis	55
	4.2.1 Reliability Analysis for Section B	56
	Reliability Item Statistic for Section B	56
	4.2.2 Reliability Analysis for Section C	58
	Reliability Item Statistic for Section C	59

<b>CHAPTER</b>	<b>TITLE</b>	<b>PAGE</b>
	4.2.3 Reliability Analysis for Section D	60
	Reliability Item Statistic for Section D	61
4.3	Data Analysis	62
4.3.1	Data Analysis for Section A	63
	Frequency of Respondent Background by Gender	63
	Frequency of Respondents Background by Age	63
	Frequency of Respondents Background by Race	64
	Frequency of Respondents Background by Marital Status	64
	Frequency of Respondents Background by Employment Status	65
	Frequency of Respondents Background by Reason of Being Nearby	65
4.3.2	Data Analysis for Section B	66
	Awareness of Sooka's Presence	66
	Awareness of Sooka's Offerings	67
	Awareness of the Building Operation	67
	Customers' Satisfaction Level with the Offerings	68
	Attractive Variety Types of Cuisines	69
	Sooka is the Best Place to Hangout	69
	Sooka is the Best Place to Hangout	70
	Correlation Analysis	
4.3.3	Data Analysis for Section C	75
	Awareness of the Sooka Promotional and Advertising Effort	75

<b>CHAPTER</b>	<b>TITLE</b>	<b>PAGE</b>
	Awareness of the Sooka Advertising Location	75
	Awareness with Sooka's Updating Advertising Campaign	76
	Sooka Attractiveness Advertising Strategy Do Triggers the Community	77
	The Effectiveness of Sooka's Advertising Strategy	77
	Sooka's Advertising Strategy Managed to Influenced Others	78
	The Effectiveness of Sooka's Advertising Images, Graphics, and Illustration	79
	The Willingness to Spread Out the News about Sooka	79
4.3.4	Data Analysis for Section D	82
	The Acceptance of the New Idea	82
	The Trigger Effect of the New Idea	83
	The Supporting Level of the New Idea	84
	The Effectiveness of the Caption Smell Me	84
	The Expected Aroma (Food)	85
	The Expected Aroma (Beverages)	88
	The Great Idea of Embedded Sense on a Parking Ticket	91
	The Reliability of the New Idea Method	92
	The Uniqueness of the Idea	92
	The Confirmation Level to Repark the Car at Sooka	93
	The Continuation of the New Idea	94

<b>CHAPTER</b>	<b>TITLE</b>	<b>PAGE</b>
4.3.5	Sooka Current Promotional and Advertising Strategy and New Proposed Idea	95
<b>5</b>	<b>DISCUSSION AND CONCLUSION</b>	<b>100</b>
5.1	Discussion and Conclusion for Community Awareness and Behaviour towards Sooka Sentral Presence and its Offerings (Section B)	103
5.1.1	Awareness of Sooka's Presence	104
5.1.2	Awareness of Sooka's Offerings	106
5.1.3	Awareness of the Building Operation	108
5.1.4	Customers' Satisfaction Level with the Offerings	109
5.1.5	Attractive Variety Types of Cuisines	110
5.1.6	Sooka is the Best Place to Hangout	112
5.2	Discussion and Conclusion for Community Awareness and Behaviour towards Sooka Sentral Promotional and Advertising Strategy (Section C)	116
5.2.1	Awareness of the Sooka Promotional and Advertising Effort	118
5.2.2	Awareness of the Sooka Advertising Location	120
5.2.3	Awareness with Sooka's Updating Advertising Campaign	122
5.2.4	Sooka Attractiveness Advertising Strategy Do Triggers the Community	122

<b>CHAPTER</b>	<b>TITLE</b>	<b>PAGE</b>
5.2.5	The Effectiveness of Sooka's Advertising Strategy	125
5.2.6	Sooka's Advertising Strategy Managed to Influenced Others	125
5.2.7	The Effectiveness of Sooka's Advertising Images, Graphics, and Illustration	128
5.2.8	The Willingness to Spread Out the News about Sooka	130
5.3	Discussion and Conclusion for the New Idea of Promotional and Advertising Strategy for Sooka Sentral (Section D)	133
5.3.1	The Acceptance of the New Idea	134
5.3.2	The Trigger Effect of the New Idea	135
5.3.3	The Supporting Level of the New Idea	137
5.3.4	The Effectiveness of the Caption Smell Me	138
5.3.5	The Expected Aroma (Food)	139
5.3.6	The Expected Aroma (Beverages)	141
5.3.7	The Great Idea of Embedded Sense on a Parking Ticket	143
5.3.8	The Reliability of the New Idea Method	144
5.3.9	The Uniqueness of the Idea	146
5.3.10	The Confirmation Level to Repark the Car at Sooka	147
5.3.11	The Continuation of the New Idea	149
5.4	Suggestion and Recommendation of Sooka Current Promotional and Advertising Strategy and New Proposed Idea	150

<b>CHAPTER</b>	<b>TITLE</b>	<b>PAGE</b>
<b>6</b>	<b>PROJECT SUMMARY</b>	<b>154</b>
6.1	Introduction	154
6.2	Literature Review	155
6.3	Research Methodology	157
6.4	Data Analysis and Findings	158
6.5	Conclusion and Recommendation	159
6.6	Limitation of Study	160
6.7	Suggestion for Study	161
	<b>BIBLIOGRAPHY</b>	<b>162</b>
	<b>APPENDIX: QUESTIONNAIRE</b>	<b>166</b>

## LIST OF TABLE

<b>TABLE</b>	<b>TITLE</b>	<b>PAGE</b>
1.1	Types of Promotional Tools	8
3.1	Score Scale	48
4.1	Cronbach's Alpha Level of Consistency	55
4.2	Reliability Statistic for Section B	56
4.3	Reliability Item Statistic for Section B	57
4.4	Reliability Statistic for Section C	58
4.5	Reliability Item Statistic for Section C	59
4.6	Reliability Statistic for Section D	60
4.7	Reliability Item Statistic for Section D	61
4.8	Frequency of Respondent Background by Gender	63
4.9	Frequency of Respondent Background by Age	63
4.10	Frequency of Respondent Background by Race	64
4.11	Frequency of Respondent Background by Marital Status	64
4.12	Frequency of Respondent Background by Employment Status	65
4.13	Frequency of Respondent Background by Reason of Being Nearby	65
4.14	Awareness of Sooka's Presence	66
4.15	Awareness of Sooka's Offerings	67
4.16	Awareness of the Building Operation	67
4.17	Customers' Satisfaction Level with the Offerings	68
4.18	Attractive Variety Types of Cuisines	69
4.19	Sooka is the Best Place to Hangout	69
4.20	Sooka is the Best Place to Hangout Correlation Analysis (Age)	70
4.21	Sooka is the Best Place to Hangout Split Table (Age)	71



<b>TABLE</b>	<b>TITLE</b>	<b>PAGE</b>
4.22	Sooka is the Best Place to Hangout Correlation Analysis (Race)	73
4.23	Sooka is the Best Place to Hangout Split Table (Race)	74
4.24	Awareness of the Sooka Promotional and Advertising Effort	75
4.25	Awareness of the Sooka Advertising Location	75
4.26	Awareness with Sooka's Updating Advertising Campaign	76
4.27	Sooka Attractiveness Advertising Strategy Do Triggers the Community	77
4.28	The Effectiveness of Sooka's Advertising Strategy	77
4.29	Sooka's Advertising Strategy Managed to Influenced Others	78
4.30	The Effectiveness of Sooka's Advertising Images, Graphics, and Illustration	79
4.31	The Willingness to Spread Out the News about Sooka	79
4.32	The Acceptance of the New Idea	82
4.33	The Trigger Effect of the New Idea	83
4.34	The Supporting Level of the New Idea	84
4.35	The Effectiveness of the Caption Smell Me	84
4.36	The Expected Aroma (Food)	85
4.37	The Expected Aroma of Food Correlation Analysis	86
4.38	The Expected Aroma of Food Split Table	86
4.39	The Expected Aroma (Beverages)	88
4.40	The Expected Aroma of Beverages Correlation Analysis	89
4.41	The Expected Aroma of Beverages Split Table	90
4.42	The Great Idea of Embedded Sense on a Parking Ticket	91
4.43	The Reliability of the New Idea Method	92
4.44	The Uniqueness of the Idea	92
4.45	The Confirmation Level to Repark the Car atSooka	93
4.46	The Continuation of the New Idea	94
4.47	Suggestion and Recommendation of the Current Advertising Strategies and the New Proposed Idea	95

<b>TABLE</b>	<b>TITLE</b>	<b>PAGE</b>
5.1	Section B Conclusion Table	103
5.2	Clarification of Sooka is the Best Place to Hangout Based on Races	113
5.3	Clarification of Sooka is the Best Place to Hangout Based on Age	115
5.4	Section C Conclusion Table	117
5.5	Section D Conclusion Table	133
5.6	Clarification Table of the Expected Aroma (Food) Based on Age	139
5.7	Clarification Table of the Expected Aroma (Beverages) Based on Races	142
5.8	Section E Conclusion Table	150

**LIST OF FIGURE**

<b>FIGURE</b>	<b>TITLE</b>	<b>PAGE</b>
1.1	Consumer Behaviour Purchasing Decision	13
1.2	Motivation and Emotion That Influence Purchase Decision	19
2.1	Push and Pull Strategy	26
2.2	Example of Aromatic Parking Ticket	28
2.3	Example of Aromatic Parking Ticket	29
3.1	Theoretical Framework	42
6.1	Theoretical Framework	157

## LIST OF PICTURES

<b>PICTURE</b>	<b>TITLE</b>	<b>PAGE</b>
5.1	Sooka Sentral Building (Side View)	104
5.2	Sooka's Offerings	107
5.3	Sooka Sentral Building	108
5.4	Sooka Advertising Board (1)	120
5.5	Sooka Advertising Board (2)	121
5.6	Wonda Coffee 3D Advertisement	123
5.7	Wonda Coffee Advertisement	124
5.8	Wonda Coffee Sense of Smell Advertisement	124
5.9	Mc Donald Classic Menu Advertisement	129
5.10	Word of Mouth Functions	131
5.11	Urinal Bowl	136
5.12	Wrigley's Flavoured Parking Ticket	137
5.13	Comfort Detergent Advertisement	138
5.14	Wonda Coffee Sense of Smell Advertisement	141

## LIST OF DIAGRAM

<b>DIAGRAM</b>	<b>TITLE</b>	<b>PAGE</b>
5.1	Attractive Advertising Strategy	126
5.2	Offensives and Defensive	148

**LIST OF IMAGE**

<b>IMAGE</b>	<b>TITLE</b>	<b>PAGE</b>
5.1	LRT Users Statistics	126
5.2	Brand Pyramid	110
5.3	Sensory Branding Image	143

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background Study

This study is to find the best solution that is happening currently at one of the Malaysian Resources Corporation Berhad (MRCB) property building, which the building is better known as Sooka Sentral. Sooka Sentral is a lifestyle centre building that provides a variety of facilities to serve the community needs and wants within their hectic and active lifestyles. The offerings are such as healthcare, spa, fitness centre, but most of the offerings are the food and beverages. Sooka do believe that these facilities could help the community around them to keep on enjoying their life, even though they are busy with their works, meetings, events and so others.

One of the advantages of Sooka is, this building is surrounded by a few well known buildings such as, our main railway transportation, Kuala Lumpur Sentral (KL Sentral), Axiata, MIDA, Maxis, UEM, Quill 7 and so others. This has supposedly become an advantage for Sooka to capture more visitors to their building, especially, the travellers that travel by using the railway service at the KL Sentral. This is because; Sooka is located facing through the departure hall of the KL Sentral. The problem is, not all among the communities realizes the presence of Sooka, especially the railway user.

According to the few number of tenants which commence their business in the food court area at level two (2) of the building, they claimed that the reason why lack of people is visiting Sooka's food court because the community is unaware of it and automatically choose to have their lunch at other places such as KL Sentral

which is nearby to them and also the railway user. This research will focus on how to increase the number of the visitors to Sooka Sentral to enjoy the facilities provided to them especially the F&B facilities. This is because; the facilities provided with the F&B side have conquered most of the tenant space in Sooka Sentral.

## **1.2 Introduction of Product Awareness**

Nowadays, a product, service or a brand name itself couldn't stand by its own. These three features couldn't be sold or attract the buyers in the market to buy their goods if they didn't create any product awareness to make the buyers aware of their goods. Especially towards goods that are purely new to the market where buyers never had any knowledge or information regarding those goods. The producers need to make the buyers aware of their products through several relevant methods.

Product awareness is important to make the buyers notice regarding the new breakthrough or incremental product offers by the producers. The types of awareness that the producers need to create is also different according to the types of goods that they offer. Breakthrough goods are the goods that are totally different where those goods couldn't be compared to any existing goods. This is because, the goods employ new technology, new design and functions, and also they create new markets. Therefore, they need to be well introduced to the buyers so the buyers will have a clear information and knowledge regarding the new breakthrough goods.

As for the incremental goods, the producers just need to introduce their goods without going too deep regarding the products' functions and its characteristics. This is because incremental goods are the continuation goods on the existing goods where buyers have a significant knowledge and understanding of how to use those goods. In other words, the incremental goods are the substitute goods of the goods which are already in the market.