

ACCESSING EFFECTIVENESS TELEPRESENCE FOR  
MARKETING STRATEGY

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I/we admit was read this report entitle “*Assessing Effectiveness Telepresence for Marketing Strategy*” and on my view this report is sufficient from scope and quality for purpose the certificate Bachelor of Technology Management (High Technology Marketing)

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“I hereby declare that this report “*Assessing Effectiveness Telepresence for Marketing Strategy*” of this exercise is mine except for the quotations and summaries that have been duly acknowledge.”

Sign :.....

Name :.....

Date :.....

To Muhammad pbuh, the coming Khilafah governance, my beloved parents Azman bin  
Haji Annuar and Rosimah binti Hashim also the muslim worldwide.

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## **ABSTRACT**

For this research, the main focus is accessing effectiveness telepresences for marketing. The research will be done in Plaza Vads and Telekom Malaysia Berhad Melaka. The value of identifying the expanding interdisciplinary scholarly literature on the topic of telepresence for market. This research will be discussed about the factor that very influences to give effectiveness after using the telepresence in marketing and the relationship between the effectiveness use telepresences and marketing strategy. The appropriate questions will be asked and the data collected will be shown as figures to be clearer about the results. However, the clear explanation will be includes along the data provided. The method using is the interview, questionnaire, field observations and the mixed method. The research objective will be achieved and the research question will be answer in this research. Telekom Malaysia Berhad Melaka which company that provide the video conferences and telepresence for customer to easier for administration of company. For example meeting with partner company, market service or product for customer and collect the response from another company.

## ABSTRAK

Penyelidikan ini, dikaji diatas fakta tumpuan utama menggunakan keberkesanan telepresences untuk konsep pemasaran. Penyelidikan akan dibuat di Plaza Vads and Telekom Malaysia Berhad Melaka. Penilaian adalah untuk mengenal pasti memperluaskan kesusasteraan terpelajar antara disiplin pada topik telepresence untuk konsep pasaran. Penyelidikan ini akan berbincang tentang faktor yang sangat mempengaruhi memberi keberkesanan selepas menggunakan telepresence dalam pemasaran dan hubungan antara keberkesanan penggunaan telepresences dan strategi pemasaran berfokuskan kepada faktor pelanggan. Soalan yang bersesuaian akan ditanya dan data dikumpulkan dan akan ditunjukkan sebagai rajah menjadi lebih jelas keputusan ujian itu. Bagaimanapun , penerangan jelas adalah termasuk sepanjang data menyediakan. Kaedah menggunakan ialah temu duga, soal selidik, pemerhatian lapangan dan cara bercampur-campur. Objektif penyelidikan akan tercapai dan soalan kajian akan menjawab dalam penyelidikan ini. Telekom Malaysia Berhad Melaka syarikat yang mana yang menyediakan sidang video dan telepresence bagi pelanggan untuk member kemudahan kepada pentadbiran syarikat. Misalnya bertemu dengan syarikat kongsi, perkhidmatan pasaran atau produk bagi pelanggan dan mengumpul perbincangan dari sebuah lagi syarikat.

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## LIST OF ABBREVIATIONS

TM	Telekom Malaysia
SP	Social Presence
MR	Media Richness
MA	Media Appropriateness
MS	Marketing Strategy
IBM SPSS	IBM Statistical Product and Services Solutions

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the study

Telepresence systems are one of the most convenient types of communication systems in applications from one-to-one communications to multi-person real-time communications by entities such as global companies, universities and international organizations. Prior studies defined tele-presence systems as “the set of operating technologies which make a person feel and interact as if they were present” (Buxton, 1992; Fowler and Mayes, 1997; Jouppi, 2002; Eunil Park, 2013).

Actually, Telepresence is the one of new technology and the application is most sophisticated and high technology. Telepresences also same like function with video conferences and the application both of technology is same but the size of speed and fluency is different. Furthermore, these systems use high-definition cameras feeding to life-size HD displays with high-fidelity acoustics that, in many cases, localize sound to image, simulating the effect of each voice coming from the video display for each participant. The technologies are integrated into a

high-bandwidth system to support real-time, seamless presentation in a dedicated Telepresence space.

The research most to understanding and evaluate each factor that give effectiveness using the Telepresence in marketing and relationship between the factors of effectiveness and andmarketing strategy. Telepresences is platform to expand the business in the world. It is giving chance for company to link network with another company. In the same time, it does can make easier communication in geographically separated participant"s sense of being together in the same location.

Telepresence is the one of equipment or way to ease the industries when need to meeting everyday but the important person have out station at oversea so, that it will make the meeting far distance. Furthermore, it is very get advantage for industries that always work very fast and need high commitment to do a lot work at one time. Every technologies has the own problem, so that we also describe the problem that worker face when use the Telepresences. The normal problem that their facing is connection between companies not smooth, disturbed from weather, and slowed. Telepresences must in good function so that the industries can provided the good productivity.

**The problem statement** that I found is I willing and attracted to do the Usage of Telepresences based on my previous practical company at Telekom Malaysia Melaka Berhad. The Telepresences is the first product by TM Melaka Berhad. So, this product is come out from problem that they face and innovation from video conferences. This research is not the problem but, it is more to evaluate and identifying the



effectiveness when use the Telepresences. Then, I started to construct the research question based on my experiences and observation along my practical semester in TM Melaka.

Plaza Vads and TM Melaka is the only one company that provide the telepresence in Malaysia and first customer is UniversitiTeknikal Malaysia Melaka. UTeM use the Telepresence for learning and education. The high management of UTeM also use for meeting with other university and department of education in Malaysia. The Telepresence is not the one of problem but it is solution and innovation from videoconference that TM Melaka also provided. This technology is better than video conferences. Because, Telepresence has own high bandwidth and no bumbling when function it. So, I want to apply the telepresence in marketing information and to know the best effectiveness when using the Telepresence in marketing information. The best effectiveness will make customer more confident to using the Telepresence.

As we know, business market is the one life worker company to market their product and services. Daily, we must face to face with customer and it is make company waste their time, energy and costing. So, to easier dealing with customer and want extra customer, company must find solution with high technology that world provide today. The best solution is Telepresence. Telepresence make company feel easier to communicate with near and far customer. Furthermore, it easier for company arranges time to dealing with customer.

## **1.2 Research Question**

In this research, the focus is to determine the introducing the Telepresences. So, the research question constructed as:

- 1.2.1 What are the relationships between the effectiveness using Telepresence in marketing information?
- 1.2.2 What are the factor those contribute towards effectiveness Telepresence in marketing strategy?
- 1.2.3 What the best factor that influences the effectiveness using the Telepresence in marketing?

## **1.3 Research Objectives**

In this research, the objective that must be achieved is:

- 1.3.1 To investigate the relationship between the effectiveness using Telepresence in marketing information
- 1.3.2 To analyze the factor those contribute towards effectiveness Telepresence in marketing strategy
- 1.3.3 To identify the best factor that influences the effectiveness using Telepresences in marketing.

#### **1.4 Scope of Project**

This research is focusing in the factors of effectiveness when using the telepresences in marketing, how the factors can effect for consumption of Telepresences in marketing information, the relationship between the effectiveness usages of Telepresences and marketing informationand the importance“s usage of Telepresences in the marketing information.

#### **1.5 Limitation of Project**

The research only involved employees in the Plaza Vads Kuala Lumpur and Telekom Malaysia Melaka. Respondent may not provide their honest responses in answering the questions.

#### **1.6 Importance of Project.**

The importances of the project are to get the best factor that effect of teleprecense in marketing. The growth technology can make people know everything and get many chances in their work life and life style. The Telepresences can make people know each other and make easier communication between company and customer. The company can give the best services when they come out with usage of Telepresence. The research is also importance to know the high technological is related

every scope. The scope of market business needs the modern of technological to go far geographical for linkage with other company. This research can be references for the future to use the Telepresences in the others scope and maybe can give more positive impact for everyone to use the Telepresence.

## **1.7 Summary**

The research Telepresence in marketing business is very important to evaluate. This is because, world nowadays is faster and no have time to meet face to face each other. The high technology is Telepresences as a tool of market the product and services for customer that far from company. So, it is making easier for company and consumer. It is saving the time, energy, costing for petrol, and road tax. The research question and objectives constructed based on my experienced in practical semester and the observation of the problem facing in the company chosen. To upgrade and discussing about the matters, that is why I chose this topic to be my research but the usage of Telepresence not is large around company at Malaysia. However, this technology already expanding around the world and became choosing from companies to easier the management team.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

Tele-presence systems are an improvement over videoconferencing systems and large-screen presenting technologies, both of which are designed to make human communication through intranet or internet communication possible (Muhlbach et al., 1995; Wikipedia.org, 2012). A tele-presence conferencing system is comprised of high-quality cameras, display hardware, audio systems, and processors. In addition, high quality and capacity bandwidth transmissions should be available (Wikipedia.org, 2012).

This study examined a tele-presence videoconferencing system because such systems are popular and widely used in daily and economic life (Koh, 2010). Due to such wide use, various types of tele-presence systems have been developed. Research on tele-presence systems includes examinations of mobile tracking systems for brain computer interfaces (Escolano et al., 2011), training in specific situations (Kretz et al., 2011; Perez Arias et al., 2011), augmented reality (Okura et al., 2010), education and mobile learning (Kwon et al., 2010; Norman and Alsajir, 2001; Tammelin, 1998) and mobile control (Jouppi, 2002).

Telepresence and the dynamics of teleoperation, a growing number of scholars in communication, computer science, psychology and many other disciplines have studied Telepresence and Telepresence phenomena in a variety of contexts ranging from art to engineering. Telepresence not also base on technology but it is one of the attract customer to be loyal for our product.

### **2.1.1 The importance benefits of Telepresences**

First, it would provide an overview of the development and current status of the work in this topic area. It would reveal the volume of work in the area produced to date, the origin and growth trajectory of presence scholarship, and the disciplinary, geographic and institutional diversity of the work (and changes in these over time), all in objective and quantitative terms. Regular updates to the list would allow us to chart future changes in the field's maturity. Evidence of this maturity would have important advantages in justifying Telepresence scholarship to various stakeholders including individuals and institutions charged with making funding decisions regarding Telepresence scholarship and technology.

Second, despite many discussions and explications, there is still substantial disagreement about the meanings and scope of the Telepresence and presence concepts. Telepresence is generally used to refer to the sense of 'being there' experienced by users of advanced media such as virtual reality, and more generally, the psychological state or

subjective perception in which a person fails to accurately and completely acknowledge the role of technology in an experience. Presence is used both as a shortened version of the term Telepresence and to refer to the actual or perceived physical presence of objects and entities, in technology-mediated and/or nonmediated contexts. Further, scholars have used several variants of these terms to distinguish different dimensions or types of the concepts, and there is little agreement about how to appropriately define and measure them. A list, and then a detailed review, of all relevant publications and the conceptual and operational definitions within them would provide a needed perspective on these debates and help us identify and set aside redundancies so we could focus on the important outstanding issues and increase the cohesiveness, and value, of future scholarship in the field.

Third, especially because it's a particularly interdisciplinary and rapidly changing technology-based field, a comprehensive list of Telepresence publications is likely to contain theories, findings, and descriptions of phenomena, technologies and applications of technologies related to Telepresence that many presence scholars wouldn't ordinarily encounter. This exposure would likely create new synergies and suggest new research questions that would help us advance our collective work. Conversely, such a list would create resource researchers and theorists outside of the domain of Telepresence might conveniently use to consider their work from the perspectives of Telepresence scholarship.

## 2.2 Background – Journals and Theory

### 2.2.1 Marketing Strategy

The marketing field would appear to be at a point of discontinuity in its development as a discipline. The focus of this change is the emerging literature on marketing strategy which promises to enrich the disciplines and to broaden its perspectives. Marketing management, which dominates the discipline at present, is most fundamentally concerned with the design of the marketing program or mix. This literature has not focused on the mission of the firm nor on how to gain competitive or consumer advantage, although such issues may be implicit in the marketing management perspective. (Yoram Wind & Thomas S. Robertson, 1983)

### 2.2.2 Social Presence

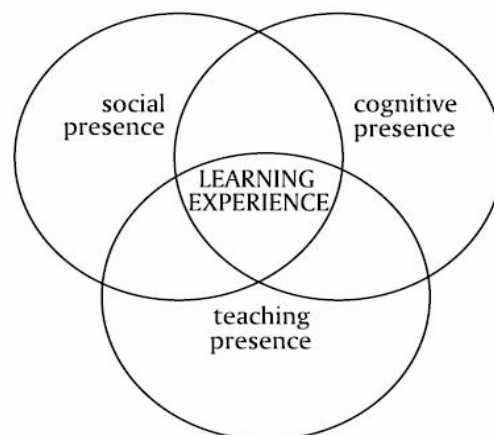


Figure 1: Theory of Social Presence