

**CONSUMER AWARENESS TOWARDS
ADVERTISING TOOLS ON GRADHITZ PACKAGE
DONE BY BANK ISLAM MALAYSIA BERHAD
(BIMB)**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

A handwritten signature in black ink, appearing to read 'Marya Elena Rayen', written over a horizontal line.

Date: 28 APRIL 2006

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- **Questionnaire**
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ABSTRACT

The research is entitled “Consumer Awareness towards Advertising Tools on Gradhitz Package Done by Bank Islam Malaysia Berhad (BIMB)”. The objectives of the study are, to examine the level of consumer awareness towards GradHitz package offered by BIMB; and secondly, to identify the advertising tools that have been used by BIMB in order to promote the package to the consumers. Advertisement represents an important means of how an organization interacts with their customers both current and potential. It also enhances company performance besides making the entire consumer aware about the offered products. In this study, the most influential advertisement tools as what have been applied by the BIMB will be identified.

The scope of study was confined to the BIMB walk in consumer at Darul Takaful building in Jalan Sultan Ismail, Kuala Lumpur. The researcher used descriptive research as the research design and the sampling technique is nonprobability. Convenience sampling was chosen in order to distribute 100 questionnaires. From the study, it has been identified that the majority of the consumers were aware of the GradHitz package offered. BIMB have advertised the GradHitz package via newspaper, brochures, bunting, glass door stickers and websites. However, the newspaper has been identified as the most influential tool in which BIMB should use more frequently in the future.