



**EXPLORING THE EFFECTIVENESS OF ADVERTISING TOWARDS  
BRAND RECALL**

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**JULY 2013**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING) FACULTY OF BUSINESS  
MANAGEMENT UNIVERSITI TEKNOLOGI MARA  
"DECLARATION OF ORIGINAL WORK"**

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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: \_\_\_\_\_

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**LETTER OF SUBMISSION**

5<sup>th</sup> July 2013

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Dear Sir/ Madam

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**EXPLORING THE EFFECTIVENESS OF ADVERTISING TOWARDS BRAND RECALL**”to fulfill the requirement as needed by the Faculty of Business Management, University Technology Mara

Thank you,

Yours sincerely,

.....

NOORSYAZWANI AZRI BINTI ZULKIFLI  
(2010102579)

Yours sincerely,

.....

ANISAH BINTI MOHAMAD RAZALI  
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## **ABSTRACT**

This research was conducted to explore the marketing tool which is the Effectiveness Advertising towards Brand Recall. The population of this research was among the staff of Malaysian Agricultural Research and Development Institute (MARDI) and Radio Televisyen Malaysia (RTM) Angkasapuri. Researcher and only 150 respondents were chosen by using simple random sampling. This research will be analyzed and examined by using three major independent variables which are advertising frequency, advertising type, and product involvement. Type of analysis in this research involves Pearson correlation, and multiple regression analysis. The result found that there is a significant relationship between independent variables towards the brand recall amongst staffs in MARDI Headquarter and Radio Televisyen Malaysia (RTM).