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DEPARTMENT OF COMMERCE**

**ONLINE PROMOTION STRATEGIES THAT CAN
INCREASE NASI LEMAK WANJO, KAMPUNG BARU'S
PURCHASE INTENTION**

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DIPLOMA IN BUSINESS STUDIES

DECEMBER 2019

APRIL 2020

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ACKNOWLEDGMENT

Bismillahirrahmanirrahim

Assalamualaikum wbt

All praise to Allah swt, the creator of the world and blessings and peace be upon the Messenger of Allah, our prophet Muhammad saw for giving us the strength and ability to complete this research.

First of all, the highest and sincere appreciation from us to our dear supervisor, Puan Hajah Shareaha Binti Din for her patience and professionalism to us in giving the best guidance. We would like to thank her for being a patient supervisor, tolerance and always supporting us to do our best and encourage us to work together to complete this research. Also to Dr. Noordini Abdullah, the lecturer for this subject for her professional and untiring guidance from the beginning till the end of this research.

We also want to express our special thanks to our supportive parents and to those who have been involved directly or indirectly, especially our fellow friends and classmates in Politeknik Sultan Salahuddin Abdul Aziz Shah. Thank you for the valuable experience, positive criticism and cooperation in making this research. May those who are involved are blessed and given success.

ABSTRACT

Business has always existed since the early times of man. Even though it only began with simplistic barter system, business would not be the same as it is today without the advancements in technology. Hence why technology and business has been going side by side since the last decade. With technology, then comes the internet and also online marketing, promotion and online businesses.

We are now living in a world in which traditional promotion strategies are not enough. Social media not only allows for huge outreach and networking, but also allows for interactivity that can be very beneficial to businesses. This research aims to identify the online promotion strategies that can increase Nasi Lemak Wanjo, Kampung Baru's purchase intention. This research was carried out to investigate variables relating to the research. Such as, social media, telephone marketing and mass media. Questionnaires have been used as the instrument to collect primary data.

The questionnaires were distributed to customers of Nasi Lemak Wanjo by using Purposive Sampling Technique. By using a quantitative approach, this study suggested the variables are the potential factors that can increase Nasi Lemak Wanjo, Kampung Baru's purchase intention. The number of samples is 136 respondents from a total population of 210 based on the Krejcie & Morgan table of determining sample size. The results have shown that the best online strategy is telephone marketing with a mean of 5.3211 and standard deviation of 0.83731. This proves that Nasi Lemak Wanjo needs to highly consider implying telephone marketing in their business.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The research is conducted to identify the online promotion strategies that can increase Nasi Lemak Wanjo's purchase intention. This study will begin with the research background, problem statement, research objectives followed by research questions, scope of the study, hypothesis of the study, significant of the study, then the limitation and operational terms.

1.2 Research Background

IR4.0 can be simply understood as an industrial revolution in manufacturing and industry. IR4.0 place emphasis on transformative actions on automation, data exchange, cloud, cyber-physical system, robots, big data, artificial intelligence, internet of things and semi-autonomous industrial techniques to realize smart industry and manufacturing goals, combining human intelligence, new technologies and innovation (Industry 4.0 : The Fourth Industrial Revolution-Guide to Industry, 2016).

Online advertising is one of the oldest strategies in the online world. The first banner was placed in 1994. Today online advertising includes besides banners many different types of advertisements for example videos. It is said that in the year 2012 online advertising was the most used medium for advertising after TV spots (Lemmenett, 2014).

Indeed, online social networks have profoundly changed the propagation of information by making it incredibly easy to share and digest information on the internet. Social media amplifies the impact of an organization's content. A business can both distribute content across various social networks and consolidate its brand by creating its business page on such networks. Sharing content across social networks makes it appear authentic, while creating business pages offers a business more opportunities to make its content known. Moreover, social media marketing represents such a major cost effective opportunity for marketers who wish to start a dialogue with their customers and get an insight into their likes and dislikes. Social network services such as Facebook, Instagram, Youtube, and Twitter, just to name a few, aggregate an abundance of information. This information has a great potential for marketers and online marketing campaigns (Alin Opreana and Simona Vinerean, 2015).

The emergent of online food delivery (OFD) industry is valued as a new channel in food industry in order to grab more sales and shares and has promoted the competitiveness among the OFD players (Yusra Yusra and Arawati Agus, 2018). Online food ordering is the process of ordering food from a website or other application. The product can be either ready-to-eat food (e.g., direct from a certified home-kitchen, restaurant, or a ghost kitchen) or food that has not been specially prepared for direction consumption (e.g., vegetables direct from a farm/garden, frozen meats. etc.). All these factors can contribute greatly in increasing Nasi Lemak Wanjo's customers' purchase intention.

1.3 Problem Statement

The research is conducted to identify the online promotion strategies that can increase Nasi Lemak Wanjo, Kampung Baru's purchase intention. The goal is to make them be ahead of their competitors as well as surviving in the long run. Nasi Lemak Wanjo is a restaurant that has been operating since 1963. Starting small by selling nasi lemak in front of their house, Nasi Lemak Wanjo has now grown into a full restaurant that offers nasi lemak with a huge variety of side dishes. This includes local favourites such as beef rendang, fried chicken and much more. Located in the heart of Kampung Baru, Kuala Lumpur, Nasi Lemak Wanjo has now become one of the go to spots for locals and foreigners to get their nasi lemak fix.

Nasi Lemak Wanjo sale for the weekend is RM15 000 to RM20 000, while on the weekdays the sale will reach approximately RM10 000 to RM15 000. Even though Nasi Lemak Wanjo is already thriving, we discovered that they lack in online promotion. Such as not giving the option for their customers to pay using their debit/credit cards. It is no secret that the government has been pushing for a cashless society ever since IR 4.0 was launched in late 2018. Nasi Lemak Wanjo are still using traditional methods in their restaurant. Many customers have complained and they have suggested using mobile food delivery applications so that the long queue problems can be resolved. Besides, technology has revolutionized our world and daily lives. Technology has created amazing tools and resources, putting useful information at our fingertips. With all of these revolutions, technology has also made our life easier, faster, better and more fun.

By collaborating with applications like Foodpanda, GrabFood, BungkusIt and LalaMove, they could overcome this problem. This could save the customers' time and also cost which can make them happy and satisfied. Besides that, Nasi Lemak Wanjo also lacks in terms of online promotions. Promoting in social media is highly crucial in this era. However, Nasi Lemak Wanjo only promotes through one social media platform which is Facebook. The lack of promotion through other social media platforms could result in a decrease of brand awareness as well as a decrease in inbound traffic.

1.4 General Objectives

The objective of this research is to study what online promotion strategies should be done to increase Nasi Lemak Wanjo, Kampung Baru's purchase intention.

1.4.1 Specific Objectives

- a) To identify what kind of online promotion strategies should be done to increase customers' purchase intentions.
- b) To determine the most important factors that can increase customer's purchase intention.

1.5 Research Question

- a) What kind of online promotion strategies that should be done to increase Nasi Lemak Wanjo purchase intention?
- b) What is the most important factor that can increase Nasi Lemak Wanjo purchase intention?

1.6 Scope of the Study

This research is confined to customers of Nasi Lemak Wanjo, Kampung Baru, Kuala Lumpur. This study is done to help us understand better what online promotion strategies should and can be done to increase their customers' purchase intention. This research is done through distribution of questionnaires to customers of Nasi Lemak Wanjo. Result findings will showcase what the people's idea, perception and opinions are regarding online promotion strategies and customer purchase intention.

1.7 Hypothesis of Study

H01: There is a significant influence of customer purchase intention based on the online services that are offered by the company.

H02: There is a significant influence of customer purchase intention based on the online promotion done by the company.

H03: There is a significant influence of customer purchase intention based on the telephone marketing done by the company.

H04: There is a significant influence of customer purchase intention based on the mass media promotion done by company

1.8 Significance of Study

First of all, this study will significantly help Nasi Lemak Wanjo in making sure they are ahead of their competitors as well as ensuring the company's survival in the long run. This can also benefit their current and future potential customers if they do decide to implement the strategies. Other than that, Marketing students and Business students can also gain knowledge and information regarding what should be done to run and maintain a company. As well as to possess a deeper understanding regarding the effects of online services towards customers' purchase intentions.

1.9 Limitation of Study

Throughout this research, we have faced a few obstacles. One of them being the place where the research is conducted which is at Nasi Lemak Wanjo in Kampung Baru, Kuala Lumpur. The almost 1 hour journey from our home to the company has caused a few hiccups as we couldn't travel there often. This is because of lack of travelling expenses as well as time. Other than that, the 14 week timeframe that was given also felt insufficient as we had other assignments and projects that we had to work on.

1.10 Definition of operational terms

Business Strategies

Business strategy means different things to different people. A business strategy is partly planned and partly reactive, and evolves over time. The effective crafting or development of strategy, combined with effective strategy execution, is considered to be effective management. For communication practitioners, it is often a formal part of their job descriptions to support the achievement of desired, strategic business outcomes. Many have learned through formal or professional education that they need to be part of the team that crafts and shapes the business strategy. (Craig s. Fleisher, 2018)

Within the organizations, in order to carry out one's job duties in a well-organized manner and generate the desired outcomes, it is necessary for the members to put into operation, business strategies and problem-solving skills. Business strategies are the strategies that are put into operation within the course of implementation of one's job duties. Efficient implementation of business strategies will be advantageous to the individuals in number of ways. These include, carrying out transactions and dealings with others within as well as outside the organization in an appropriate manner; managing resources, generating awareness in terms of various aspects, and managing the organization in an efficient manner. These factors would enable the human resources to lead to effective growth and development of the organization. It is vital for the human resources to pay adequate attention and put into operation the measures and approaches to up-grade business strategies on a regular basis (Dr. Radhika Kapur, 2020).

Social Media/Social Media Marketing

Dell has been widely acclaimed as a leader in the use of social media for ongoing corporate communications and customer relationship management (Quintos, 2013). Most marketers' value social media most for branding (eMarketer, 2013). According to the 2013 Social Media Industry Report (Stelzner, 2013), 86% of marketers believe social media channels are important components of their marketing initiatives. Marketers' may seek increased opportunities to expose target audiences to the brand message, increased traffic to brand Web sites, improved search rankings, and more loyalty among customers (Stelzner, 2013).

“A group of Internets- based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content” (Carr and Hayes, 2015). In other words, social media are primed for unidirectional information broadcasting. Social networks, on the other hand, are for bidirectional information sharing and interaction (Agosto & Abbas, 2011). Web 2.0 came into the picture shortly after the turn of the millennium. Web 2.0 transformed everything one could have possibly imagined about online interaction at that time. Networked communication couldn't have been more interactive with the advent of Web 2.0. In short, Web 2.0 gave new impetus to social media platforms (Dijck, 2013).

Online promotion

As a key marketing tool, online sales promotion has been widely used by online retailers to increase sales of products and brands. Online consumers are also increasingly interested in sales promotions (E. Crespo-Almendro and S. D. Barrio-García, 2016). Sales promotions, advertisements, marketing campaigns and public relations are promoted on the companies' official web pages, social media channels, emails and other partnered websites (Website of Peoi 2016).

Advertisements are often put as banners on other websites. Viral news and stories based on the services on the official pages, blogs, online magazines and social networks are the trendy ways to raise awareness from the market and generate leads that pull consumers in. (Website of Learn Marketing 2016.) To let customers know about your services, it is also important to promote your website via search engines such as Google and your media channels such as Facebook page or Instagram account (Website of Peoi 2016).

Online service

An online service refers to any information and services provided over the Internet. These services not only allow subscribers to communicate with each other, but they also provide unlimited access to information. Due to technology's expanding role in people's daily lives, it is necessary to explore consumers' readiness to use technology-based products and services (Parasuraman and Colby, 2015). The series of interactions that occur with products or services at a behaviour level that facilitates individuals achieving the behavioural objective have been known under a variety of terms such as the client experience (Niemirowski & Wearing, 2003), customer experience (OECD, 2014), citizen experience (OECD, 2014) or user experience (Mauldin, 2013; Qiu, 2014).

Purchase intention

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). In the consumer behaviour, adoption behaviour links with how consumers can be more influenced to adopt new trends (Cress, Schwammlein, Wodzicki, & Kimmerle, 2014). This study is step forwards the better understanding of purchase intention of consumers. product and service quality are important in the process of customers' purchase decision (Giovanis et al., 2013).

Customers in this era are targeted by mass media and they change the consumers' way of thinking through emotions, needs, wants and demands. Market researchers and organizations spent billions of dollars on consumer research to identify important factors that influence on consumer decisions (Thapa, 2011). Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013).

Abrham et al. (2015), Zelazny (2017) or Ehrenberger et al. (2015) observe that there is a significant relationship between long-term growth, firm's profitability and customer purchase intention. The profit can intensely grow by slight rise in the percentage of customer retention. If the recommender technology becomes accepted by users, it can highly increase customer likelihood to purchase the recommended to them items (Pursel et al., 2016). Recommender systems technology can motivate customers buy the products which have been suggested to them. In other words, purchasing intention is future plan related with purchasing certain products or services and not necessarily to perform the intention in case individuals hasn't ability to implement (Qun et al., 2012).

Place

“Place attachment is the symbolic relationship formed by people giving culturally shared emotional/affective meanings to a particular space of piece of land that provides the basis for the individual’s and group’s understanding of and relation to the environment. Thus, place attachment is more than an emotional and cognitive experience, and includes cultural beliefs and practices that link people to place.” The commodification of place, the roots of place lessness lie deep in globalization that generates standardized and inauthentic urban landscapes. The lack of connectivity of the physical landscapes with place meanings cut across broader physical, cultural and emotional context (Aleya, 2012).

Human experience and behaviour developed through a network of memories and identities attached to the environment should be regarded as a source of reference in urban regeneration. The cultural spaces imbued people way of life and devoted cultural phenomenon are essential to building a place identity (Lai, 2013). The spaces will turn into places at the point where the setting's physical and cultural characteristics meld with the individual's affective perceptions and functional needs (Cheshmehzangi and Heath, 2012).

Marketing

The concept of “Marketing 3.0.” point the term of “value” as the key concept; describe the current state of information technology and social cultural and personal space related to it (Kotler, Kartavadhayya, & Setiawan, 2012).

Marketing is ultimately responsible to create enterprise value via the brand, the face of the business strategy. To do so, marketing identifies the target, attractive high growth segments. Marketing drives the organization to define the single minded, differentiated brand value proposition and deliver on it every single day across every touch point. Marketing ensures the delivery of a compelling, differentiated offer to that target and proposition. And, marketing measures and improves the consumers/businesses/partner satisfaction, and the brand health and strength. Marketing is the single point of accountability for growth, identifying and delivering on new customers, new offerings & new market profitable growth (CathyHalligan 2011).

Products and services have value, which is created by the company based on consumer demand outside markets, and markets exchange that value between the producer and the consumer. In this regard, the marketing specialists and managers are focused on the formation of an effective value chain, logistics, product quality control, etc (Neganova, 2012). Marketing is about anticipating and satisfying consumer needs by means of mutually beneficial exchange processes and doing so profitably and more effectively than competitors by means of efficient managerial processes.

Nasi Lemak Wanjo

Formerly, known as Nasi Lemak Mak Wanjo, this restaurant has been operating for 57 years as they started as a regular roadside stall. The restaurant’s specialties are their steamed nasi lemak accompanied with a variety of side dishes such as rendang, fried chicken and many more. It is located in Kampung Baru, Kuala Lumpur.

1.11 Summary

The first chapter demonstrates research background, problem statement, research objective, followed by research question, scope of the study, hypothesis of the study, significant of the study, the limitations and also operational definition. Other than that, it also studies the strategies that can increase Nasi Lemak Wanjo, Kampung, Baru Purchase Intention in order for them to be ahead of their competitors, as well as ensuring company survival and longevity.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The research conducted to identify the online promotion strategies that can be used to increase Nasi Lemak Wanjo, Kampung Baru's purchase intention. This study will begin with the comparison of the result of the previous studies, hypothesized relationship among variables, theoretical model of the studies and the terms of every variable involved.

2.2 COMPARISON OF PREVIOUS STUDIES

INTERNET MARKETING

Internet marketing has been generally defined as the use of internet technologies to achieve marketing objectives (Roberts and Zahay, 2012; Strauss and Frost, 2014). Conceptual work has pointed out the impact of the internet on the marketing mix (Chaffey and Ellis-Chadwick, 2016), how the internet differs from traditional media (Michaelidou et al., 2011) and the creation of a new retail channel (Yoo and Lee, 2011). Please note that terms such as “Internet marketing”, “e-marketing”, “social media marketing” and recently “digital marketing” are used interchangeably by researchers and practitioners (Shaltoni, 2016).

Advantages include, but are not limited to, marketing communications with stakeholders, direct on-line selling, lower search cost, finding more substitutes for products, comparing prices and entry to new markets, addressing competitive pressures, better customer service and improved company image (Chaffey and Ellis-Chadwick, 2016; Roberts and Zahay, 2012; Strauss and Frost, 2014). Moreover, industrial branding through the internet can be boosted by creating relevant and exciting content that is delivered through social media channels (Lipiäinen and Karjaluoto, 2015).

Terms such as marketspaces or e-markets were used in the early 1990s. The focus at that time was on inter-organizational information systems to exchange information about prices and product. In the context of emerging economies with weak national systems, Abuhamad and Shaltoni (2013) argue that organizations need latest technologies associated with international collaborations, which is the case with electronic marketplaces, to improve their innovativeness and market penetration. In other words, electronic marketplaces could differentiate winners from losers (Rohm et al., 2004).

IR 4.0

The fourth Industrial Revolution (4th IR) is the stage in the development of knowledge in which the lines between physical, digital and biological spheres are being blurred. Each IR has changed the way we live, work and interacts with each other. In this changing environment the managers and the employees have to rapidly adapt. They have to be opened and prepared for new strategies and to understand the fact that risk and innovation are unavoidable. Organizations cannot compete in this ever-changing environment without proper knowledge and lack of capacity for renewal. (Schwab, 2016).

Industry 4.0 is a contemporary issue that concerns today's industrial production as a whole and is meant to revolutionize it. The Platform Industry 4.0 interest group summarizes these changes as follows: "In the age of Industry 4.0 products inform machines autonomously what to do with them. In short, objects become intelligent. They have bar codes or RFID chips on their surface containing relevant information. Scanners or computers read out the data forward it online and make sure that the machines act appropriately. That way, the smart objects communicate. An internet of objects and services is created. The physical world and the virtual world merge into cyber-physical systems". With regard to industry this means that the existing and, in parts, rather inflexible processes can be revolutionized by high-performance computers, a powerful internet and intelligent products and machines via active exchange of information. According to the Platform Industry 4.0 interest group production processes of the future will be decentralized, which means a shift away from today's still centrally controlled factories (Bundesverband Informationswirtschaft, Telekommunikation und neue Medien e.V., 2015).

Internet of Things have been further developed and extended beyond the scope of RFID technologies. The International Telecommunication Union (ITU) for instance now defines the Internet of Things as "a global infrastructure for the Information Society, enabling advanced services by interconnecting (physical and virtual) things based on, existing and evolving, interoperable information and communication technologies" (ITU, 2012).

MASS MEDIA

The expression 'mass media' denotes certain modern systems of communication and distribution which 'mediate' between relatively small, specialized groups of cultural producers and very large numbers of cultural consumers. A list of the mass media generally includes photography, the cinema, radio, television, video, advertising, newspapers, magazines, comics, paperbacks and recorded music in the form of discs and tapes. (It is obvious that some of these categories are not exact equivalents and also that some of them overlap - films are shown on TV and released on video tapes : adverts make use of photography and appear in a variety of media.) Some historians regard the invention of printing as the beginning of the age of mass media, but a situation in which billions of individuals are exposed daily to a spectrum of powerful mass media is surely a uniquely twentieth-century experience.

A characteristic common to the mass media is the use of machines such as cameras, projectors, printing presses, computers and satellites to record, edit, replicate and disseminate images and information. What the mass media make possible are cultural products which are cheap, plentiful, widely available and capable of rapid distribution.

Another characteristic common to several of the mass media is that they use more than one medium, that is, they are mixed- or multi-media. Feature films, for example, employ moving colored pictures, natural noises and the sound of human language and music: they also combine the skills of storytellers with those of costume and set designers, and with the skills of actors who may well have trained in the theater. The combination of media appealing to different senses make for a rich, perceptual experience.

Since the mass media are vehicles or channels capable of transmitting pre-existing information, they can transmit examples of culture from any level - high, medium or low, via television, a Beethoven symphony, a documentary film or a game show. However, the mass media are designed to reach the largest possible audiences - 'success' is often measured in quantitative rather than qualitative. (John Walker, 2014)

TELEPHONE MARKETING

It is known that the use of telephones as an interactive medium for promotion, calls potential customers by telephone for the purpose of selling something, and is applied primarily to calls made to people who have never previously contacted the seller, or for people who are not familiar with the company's products or services. Targeting long-distance consumers by using telephone. It is increasingly powerful for marketing strategies, in many companies, telemarketing is considered as one of the marketing strategies (Dharmani, 2010).

Telemarketing has the meaning of the word tele mean distance and marketing mean marketing activities which are defined as an interaction that is trying to create a relationship the Exchange is intended to satisfy the human desire. In other words, marketing occurs in every human relationships or organization look by having a process. So, telemarketing is human relationships or organization for creates relationship. Telemarketing is a marketing concept that expand along with the development of telecommunication technology. Telemarketing telecommunication technology is inseparable from good utilization through sending data using the internet as well as interaction with voice, messaging and data using the phone. Many telemarketing firms in the market of the product. Marketing orientation fixed on consumers, and any policy aimed at trying to satisfy the needs and wants of the consumer, so the consumer is expected to buy the resulting goods and services companies, and ultimately the sale can be on the rise and can generate profits. With the utilization of telecommunications technology as one of the back bone of the marketing of goods and services by providing convenience to each consumer to access the information they need is expected to deliver more value in terms of the company's profit improvement (Sigit, 2012).

Target the principle in telemarketing is to target long-distance markets using telephone communication tools, to make optimal added value to this telemarketing strategy there are 10 important tips to help telemarketers in promotional activities and increase sales. Make sure the time to hold talks with prospects or prospective customers, the information to be delivered is concise and clear. In order for communication to run smoothly, it is better to use fixed telephone facilities such as office telephones (Fastana, 2012).

SOCIAL MEDIA

Social media is engaging with customers online. According to Wikipedia, social media is internet-based resources for sharing and discussing details among humans. Community social networking websites are all about social networking as well as social networking in a way that espouses believe in among parties and areas engaged. Any website which allows customer to discuss their material, views, views and motivates connections and group developing can be classified as a social media.

Some popular social media websites are: Facebook or fb, YouTube, Tweets, Stumble upon, MySpace, Stumble Upon, Delicious, Scribed, Flickr etc. The meaning of the word 'social media' can be derived from two terms which constitute it. Press generally relates to marketing and the interaction of ideas or details through publications/channels. Community implies the connections of people within a team or group. Taken together, social media basically relates to communication/ publication systems which are produced and sustained by the interpersonal connections of people through the specific method or device. Wikipedia has a common definition of the term: Community Press is the democratization of details, transforming people from material visitors into material publishers. It is the move from a broadcast mechanism to a many-to-many model, rooted in discussions between authors, people, and colleagues.

There is no escaping social media these days, either for people or for companies. Nowadays, it is impossible to separate social media from the online. The social media discussion is no longer considered a Web 2.0 fad-it is going on in homes, small companies and business boardrooms, and extending its achieve into the nonprofit, education and health sectors. From feeling excitement, novelty, bewilderment, and overwhelmed, a lot more people now speak of social media as basically another route or tactic. Blogging can have a very positive effect on your Company's marketing and development. As per the Hubspot report, Customers with weblogs gathered 68% more brings than clients without weblogs. It is imperative to know that nowadays, social media have exponential potential. They are in an ever-growing online network of those who discuss, comment, participate, discuss and create (Sajid SI, 2016)

2.3 THEORETICAL FRAMEWORK



Figure 2.3.1 : Determinants of Online Strategy, Manu Fotedar (2015).

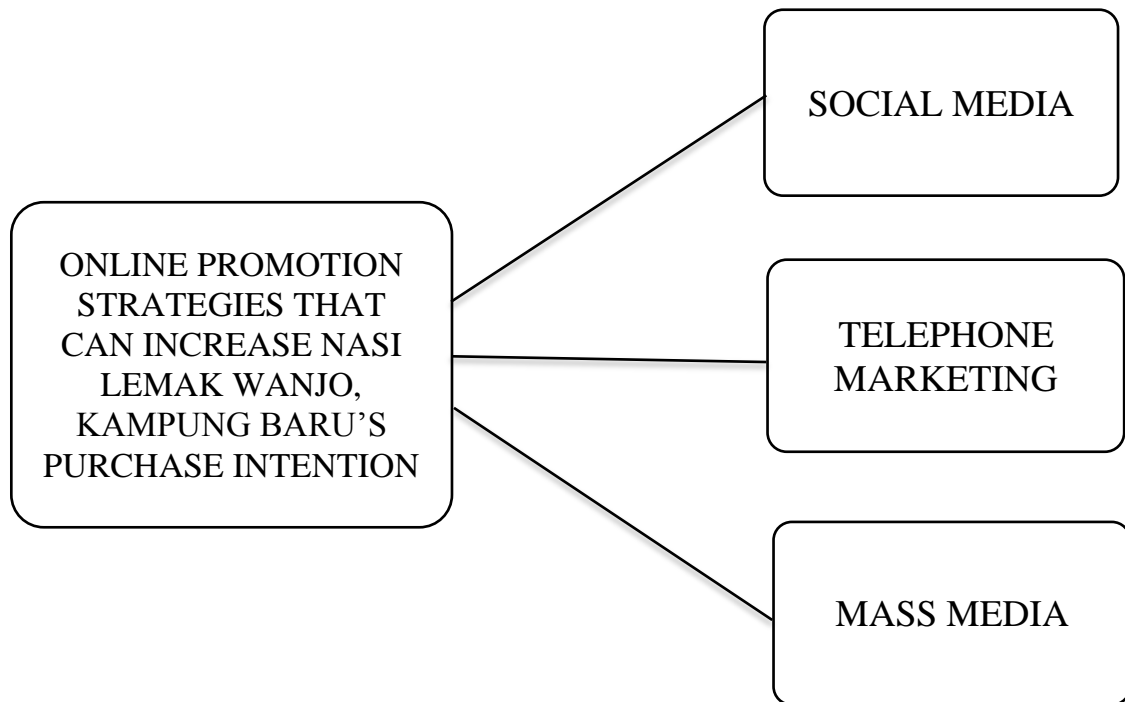


Figure 2.3.2 : Online Promotion Strategies That Can Increase Nasi Lemak Wanjo, Kampung Baru's Purchase Intention (2020).

The framework above shows the variables that are connected together to conduct this research. The three variables to develop and upgrade Nasi Lemak Wanjo are social media, telephone marketing and mass media.

2.4 Summary

The second chapter demonstrates the comparison result of the previous studies which is in the first chapter, hypothesized relationship among the variables, theoretical model of the studies and the terms of every variable involved. Other than that, this study will help Nasi Lemak Wanjo to survive and expand their business in the future.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses methodology and research procedures that will be used in the research. The purpose is to discover answers to questions through the application of scientific procedures. According to Clifford Woody, research comprises defining and redefining problems, formulating hypothesis or suggestion solutions; collecting, organizing and evaluating data, making deductions and reaching conclusion; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

This chapter begins with the research design, followed by population, research and sampling method, data collection method, research instruments and methods of data analysis. After that, the sources of both primary and secondary data will be identified.

3.2 Research Design

This research is a descriptive research that uses quantitative data. It is conducted in order to collect data of the strategies to develop Nasi Lemak Wanjo, Kampung Baru. The purpose of the survey is to collect quantitative method information. A descriptive study is one in which the major purpose is a description of the state of affairs as it exists at the time of research. The research design process involves many interrelated decisions. This helped in analysed the response obtained on strategies to develop Nasi Lemak Wanjo. Therefore, this research design enabled the researchers to gather data from a wide range of respondents (Kassu Jilcha Sileyew, 2019). This survey type implements a questionnaire to understand a specific subject from the sample at a definite time period (Adi Bhat,2019).

3.3 Population, Research and Sampling Method

Population is a complete set of elements (person or objects) that possess some common characteristics defined by the sampling criteria established by the researcher. Sample is a method that allows researchers to infer information about a population based on results from a subset of a population, without having to investigate every individual. The research population consisted of Nasi Lemak Wanjo's customers. A total of 136 questionnaires have been distributed to the customers' of Nasi Lemak Wanjo.

3.3.1 Sampling Technique

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. For this research, researchers have decided to use purposive sampling which is one of the non-random sampling technique. Purposive sampling, also known as judgmental, selective, or subjective sampling, is a form of non-probability sampling in which researchers rely on their own judgment when choosing members of the population to participate in their study.

This sampling method requires researchers to have prior knowledge about the purpose of their studies so that they can properly choose and approach eligible participants. Researchers use purposive sampling when they want to access a particular subset of people, as all participants of a study are selected because they fit a particular profile. Researchers have used this sampling technique because all targeted respondents need to fit the criteria of that they need to be customers on Nasi Lemak Wanjo. The population of Nasi Lemak Wanjo customers per day is 210 people and the sample size is 136 respondents. Thus, 136 sets of questionnaires were distributed. The sample size were determined based on the Krjencie & Morgan Table (1970).

3.3.2 Target Population

Target population is the entire group of people or objects to which the researcher wishes to generalize the study findings. The target population meets the set of criteria of interest to researchers. In this research the target population is the customers of Nasi Lemak Wanjo, Kampung Baru. The survey has been conducted by distributing questionnaires to the customers' visiting Nasi Lemak Wanjo, Kampung Baru. The population of the customers at Nasi Lemak Wanjo for a day is 210 people. According to Krejcie & Morgan table, the researchers sample size is 136 respondents

3.3.3 Sampling Location

Researchers focused on people who visited Nasi Lemak Wanjo, Kampung Baru. This is because the targeted population for this research is the customers of Nasi Lemak Wanjo, Kampung Baru. Researchers distributed the questionnaires through face-to-face interaction.

3.3.4 Sampling Size

For this research, the researchers used the Krjcie & Morgan Table (1970) as a guideline to determine the sampling size. The population of Nasi Lemak Wanjo customers per day is an average of 210 people. When the population is 210, the sample size is 136. Thus, 136 sets of questionnaires were distributed to the customers of Nasi Lemak Wanjo.

3.4 Data Collection Method

Data collection is defined as the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer queries, stated research questions, test hypotheses and evaluate the outcome. Data collection methods can be divided into two categories which are secondary methods of data collection and primary methods of data collection. For this research, it is a primary method of data collection because researchers used questionnaires to collect the data. Primary data is data originated for the first time by researchers through direct efforts and experience, specifically for the purpose of addressing the research problem (Surbhi S., 2017). Questionnaires are distributed to Nasi Lemak Wanjo's customers and they are given 5-10 minutes to answer the questionnaires.

3.4.1 Quantitative Method

Quantitative research methods describe and measure the level of occurrences on the basis of numbers and calculations. Quantitative research can be described as ‘entailing the collection of numerical data and exhibiting the view of relationship between theory and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality’. This method is based on random sampling and structured data collection instruments.

3.4.2 Primary Data

Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments (Driscoll & Brizee, 2017). To gather data for this research, researchers distribute questionnaires to the respondents. According to Krejcie and Morgan table, the questionnaire will be distributed to 136 respondents who visit Nasi Lemak Wanjo, Kampung Baru. Respondents are required to answer all the parts stated in the questionnaire.

3.4.3 Secondary Data

Secondary data is data gathered from studies, surveys, or experiments that have been run by other people or for other research (BHU FHSS Research Support Center, 2018). The term contrasts with primary data, which is data collected directly from its sources. Secondary data is used to increase the sampling size of research studies and is also chosen for the efficiency and speed that comes with using an already existing resource (TechTarget, 2017). Researchers gathered information from online portals like journals, etc.

3.5 Research Instruments

According to Des Moines University, research instruments are measurement tools (for example, questionnaires or scales) designed to obtain data on a topic of interest from research subjects. In other words, research instruments are designed tools that aid the collection of data for the purpose of analysis.

3.5.1 Questionnaire Design

The questionnaire has 2 parts which are part A and B. Part B is divided into 1.0, 2.0 and 3.0. In this research, the main purpose is to identify the online service strategies that can increase Nasi Lemak Wanjo, Kampung Baru's purchase intention. This research examines several questions addressed to the respondents. This research uses a questionnaire with a Likert scale to facilitate data collection. Likert scales are a common ratings format for surveys. Respondents rank quality from high to low or best to worst using seven levels.

3.5.1.1 Part A

In this part, customers of Nasi Lemak Wanjo, Kampung Baru had to provide their personal information for gender, age, occupation, income per month and how often customers used online delivery.

3.5.1.2 Part B (1.0)

In this part, questions are provided to find out if social media can increase Nasi Lemak Wanjo, Kampung Baru's purchase intention. Likert scale is used in this part which consists of seven scales. Based on the categories provided such as strongly disagree (1), slightly

disagree (2), disagree (3), neutral (4), agree (5), slightly agree (6) and strongly agree (7). Respondents are required to tick on their selected answers.

3.5.1.3 Part B (2.0)

In this part, questions are provided to find out if the telephone marketing can increase Nasi Lemak Wanjo, Kampung Baru's purchase intention. Likert scale is used in this part which consists of seven scales. Based on the categories provided such as strongly disagree (1), slightly disagree (2), disagree (3), neutral (4), agree (5), slightly agree (6) and strongly agree (7). Respondents are required to tick on their selected answers.

3.5.1.4 Part B (3.0)

In this part, questions are provided to find out if mass media can increase Nasi Lemak Wanjo, Kampung Baru's purchase intention. Likert scale is used in this part which consists of seven scales. Based on the categories provided such as strongly disagree (1), slightly disagree (2), disagree (3), neutral (4), agree (5), slightly agree (6) and strongly agree (7). Respondents are required to tick on their selected answers

3.6 Method of data analysis

Data analysis method follows the procedures listed under the following part. The data analysis part answered the basic questions raised in the problem statement. The detailed analysis of how to increase Nasi Lemak Wanjo, Kampung Baru' purchase intention based on the online service strategies which are online payment method, internet marketing, IR 4.0 and online delivery.

3.6.1 Descriptive analysis

Descriptive analysis is used to describe the basic features of the data in the study. They provide simple summaries about the sample and the measures. Together with simple graphic analysis, they form the basis of virtually every quantitative analysis of data. Descriptive analysis is used to present quantitative descriptions in a manageable form. Descriptive statistics help us to simplify large amounts of data in a sensible way.

3.7 Summary

The third chapter demonstrates the research design, population, research and sampling and it also demonstrates the data collection method, research instrument and method of data analysis. The research methodology and design indicates the overall process of the research. This chapter helps Nasi Lemak Wanjo, Kampung Baru to know more about their customer needs and satisfaction towards Nasi Lemak Wanjo. It helps researchers to consider it as one of the samples and models for the research data collection and process from the beginning of the problem statement to the research finding.

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

This chapter explained and discussed regarding the findings of the research based on the questionnaire distributed. The information was analysed and presented by using a table for each question and followed by the description of the table. Based on the Krejcie and Morgan's table the number of respondents selected were 136 who are the customers of Nasi Lemak Wanjo, Kampung Baru.

4.2 Descriptive Analysis

The main purpose of descriptive statistics is to provide a brief summary of the samples and the measures done on a particular study. This part is to provide analysis on the demographic characteristics of the respondents that obtained from the survey, and used to make the analysis to make general observation on the data such as gender, age, occupation, how often they used online delivery and monthly income. The researchers had distributed 136 copies of questionnaires and had received 100 percent responses from respondents. There was no data outlier.

4.2.1 Respondent Demographic Profile

Profile	Frequency (N)	Percentage (%)
Gender		
Male	67	49.3
Female	69	50.7
Age		
Under 18	19	14.0
18 – 25	21	15.4
26 – 35	33	24.3
36 – 45	34	25.0
46 – 55	21	15.4
56 above	8	5.9
Occupation		
Student	32	23.5
Private	31	22.8
Public	26	19.1
Business	25	18.4
Housewife	14	10.3
Retiree	8	5.9
How often did you used online delivery?		
Everyday	1	0.7
Once a week	24	17.6
Once in 2 weeks	50	36.8
Once in a month	61	44.9
What is your income per month?		
Less than RM 1000	36	26.5
RM 1001 – RM 2000	24	17.6
RM 2001 – RM 3000	37	27.2
RM 3001 and above	39	28.7

Table 4.2.1

4.2.2 Central Tendencies Measurement of Construct

According to Manikandan S. (2011), central tendency is defined as “the statistical measure that identifies a single value as representative of an entire distribution”. It aims to provide an accurate description of the entire data. It is the single value that is most typical/representative of the collected data. The mean, median and mode are the three commonly used measures of central tendency.

Table shows the results of the variables that have the highest and the lowest mean with respective standard deviation achieved. Firstly, for social media, socmed1 has the highest mean value at 5.99 with standard deviation of 1.142 while socmed6 shows the lowest mean 3.93 with standard deviation of 1.412.

For telephone marketing, telmark2 has recorded the highest mean value at 6.12 with standard deviation of 1.033. On the other hand, tekmark1 appeared to have the lowest mean value of 4.48 with standard deviation of 1.669.

For mass media, massmed3 has the highest mean score of 6.05 with standard deviation of 1.049. The lowest mean score achieved by massmed1 is 3.92 with standard deviation of 1.491.

A) Social Media

Social Media	Item	Mean	Std. Deviation
Do you agree if Nasi Lemak Wanjo use social media marketing?	Socmed1	5.99	1.142
Facebook page can increase Nasi Lemak Wanjo purchase intention.	socmed2	5.60	1.125
Instagram can increase Nasi Lemak Wanjo purchase intention.	socmed3	5.67	1.054
Twitter can increase Nasi Lemak Wanjo purchase intention.	socmed4	4.91	1.589
Nasi Lemak Wanjo Facebook page is interesting.	socmed5	4.00	1.277
Nasi Lemak Wanjo Instagram is interesting.	socmed6	3.93	1.412

Table 4.2.2.1

B) Telephone Marketing

Telephone Marketing	Item	Mean	Std. Deviation
Do you think Nasi Lemak Wanjo can be marketed through Whatsapp?	telmark1	4.48	1.669
Do you think delivery services can increase Nasi Lemak Wanjo sales?	telmark2	6.12	1.033
Grab Food delivery application is the most preferred Nasi Lemak Wanjo.	telmark3	5.74	1.056
Food Panda delivery application is the most preferred for Nasi Lemak Wanjo.	telmark4	5.70	1.021
BungkusIt food delivery application is the most preferred for Nasi Lemak Wanjo.	telmark5	5.15	1.256
LALAMOVE food delivery application is the most preferred for Nasi Lemak Wanjo.	telmark6	4.74	1.507

Table 4.2.2.2

C) Mass Media

Mass Media	Item	Mean	Std. Deviation
Radio can increase Nasi Lemak Wanjo purchase intention.	Massmed1	3.92	1.491
Television can increase Nasi Lemak Wanjo purchase intention.	massmed2	5.32	1.366
Do you think mass media can increase Nasi Lemak Wanjo business sales?	massmed3	6.05	1.049
Do you think mass media is costly for Nasi Lemak Wanjo.	massmed4	5.24	1.436

Table 4.2.2.3

D) Average Mean

	N	Minimum	Maximum	Mean	Std. Deviation
Social Media	136	2.50	6.67	5.0147	.83776
Telephone Marketing	136	2.17	7.00	5.3211	.83731
Mass Media	136	1.75	7.00	5.1360	.93039
Valid N (listwise)	136				

Table 4.2.3

4.3 Scale Measurement

4.3.1 Reliability Test

The reliability test is concerned with whether a scale indicates that it is free from random error. In addition, the reliability of a measure indicates the extent to which it is without bias in ensuring consistent measurement across time and various items in the instruments. The reliability of the scale instrument used in this study was tested through the Cronbach's alpha coefficient test. The Cronbach's alpha value of each variable is presented in Table 4.10.

Variable	Cronbach's Alpha	Number of Items
Independent Variable:		
Social Media	0.733	6
Telephone Marketing	0.732	6
Mass Media	0.636	4

Table 4.3.1

4.4 Conclusion

In summary, this chapter is presenting the results and findings obtained from data gathering for this study. Furthermore, a reliability test was conducted to test the reliability of the variance based on the respondents' response on the questionnaire distributed. The subsequent chapter contains discussion on major findings as well as a conclusion to this research.

CHAPTER 5

DISCUSSION, CONCLUSION AND IMPLICATION

5.1 Introduction

This chapter will present the conclusions of the research that have been analysed in the previous chapter which is in chapter 4. The conclusion is based on the feedback that researchers obtained from 136 respondents. The questionnaires that have been analysed were distributed to the customers of Nasi Lemak Wanjo. In conclusion, a summary of the research is presented, highlights the implications of the study, states the discussion of the study, provides future research proposals and summarizes the entire research from chapter 4.

5.2 Summary of Statistical Analysis

5.2.1 Demographic Profile of the Respondents

Based on the descriptive analysis in chapter 4, out of the 136 respondents, the majority were female respondents with 50.7% and the rest were male respondents with 49.3%. From the data collected, most of the respondents were aged between 36 to 45 years old which constitute 25% of respondents. It is followed by respondents who aged between 26 to 35 years old with 24.3%, respondents aged 18 to 25 years old and 46 to 55 years old with 21%, respondents aged under 18 with 19% and the lowest percentage of respondents which is 8% aged 56 above.

For the occupation, researchers found that the majority of respondents have fall into the student category which consist of 23.5% of respondents. The second largest category of occupation falls into the private category which is 22.8%. For the public category, the percentage is 19.1%. For the business category, the percentage is 18.4%. It is followed by the category of housewife which consist of 10.3% of respondents and lastly for the retiree category, the percentage is 5.9%.

For how often the respondents used online delivery, the highest percentage is 44.9% and it falls into the category of once in a month. Followed by the category of once in 2 weeks which consists of 36.8% of respondents, for the category of once a week the percentage is 17.6 and the lowest falls into the category of everyday which is the percentage is 0.7%. For monthly income, the majority of the respondents fall into the category of RM3001 and above which consists of 28.7% of respondents. Followed by the category of RM2001 to RM3000 which is 27.2% of the respondents. For the less than RM1000 category, the percentage is 26.5% and for the lowest percentage falls into the category of RM1001 to RM2000 which is 17.6% of the respondents.

5.2.2 Summary of Central Tendencies Measurement of Constructs

For the social media, socmed1 has the highest mean value at 5.99 with standard deviation of 1.142 while socmed6 shows the lowest mean 3.93 with standard deviation of 1.412. For telephone marketing, telmark2 has recorded the highest mean value at 6.12 with standard deviation of 1.033. On the other hand, tekmark1 appeared to have the lowest mean value of 4.48 with standard deviation of 1.669. For mass media, massmed3 has the highest mean score of 6.05 with standard deviation of 1.049. The lowest mean score achieved by massmed1 is 3.92 with standard deviation of 1.491.

5.2.3 Summary of Scale Measurement

For the reliability test, questions for independent variables (social media, telephone marketing, mass media) are reliable since each test indicates its value to be more than 0.7 except for one particular test which is mass media with the value of 0.636.

5.3 Implications of the Study

The finding of this study helps in understanding the factors that can influence the Nasi Lemak Wanjo customers' purchase intention. Through this understanding of study, it improves customer purchase intention towards online promotion strategies.

5.3.1 Managerial Implications

The aim of this research is to identify the online promotion strategies that can be implemented to increase Nasi Lemak Wanjo's purchase intention. Based on the information that has been gathered, the researchers believe that the online promotion strategies could be useful in assisting Nasi Lemak Wanjo to be ahead of their competitors and survive in the long run. Nowadays, the number of competitors in the food and beverages industry is increasing rapidly. Therefore, it is important and necessary for Nasi Lemak Wanjo to make improvements and implement these online promotion strategies to increase their purchase intentions and expand their business

According to the research done, social media has the highest significant impact among other independent variables in customers purchase intention towards online promotion strategies. Therefore, Nasi Lemak Wanjo are suggested to increase their brand through social media. Because social media could make a big impact in the expansion of their business. They can use all the social media platforms such as Facebook, Instagram and Twitter to promote their products. This could also help the customers to know more about Nasi Lemak Wanjo. Other than that, social media advertising is also much cheaper and saves a lot of time. It is highly beneficial for the business.

Besides that, based on the research, telephone marketing has a significant impact on customers' purchase intention towards online promotion strategies. Therefore, Nasi Lemak Wanjo should focus on doing a delivery service for their business. It can't be denied that their competitors are already using delivery services to increase sales. Customers can use the delivery service to get Nasi Lemak Wanjo's products. They don't have to queue just to get Nasi Lemak. Nowadays, using delivery services is a trend among housewives and working individuals. This could allow Nasi Lemak Wanjo to expand their business. In addition, improving towards online promotion strategies can meet customers' expectations and gain positive perceptions from customers to customers.

5.3.2 Student Implications

According to the research done, Nasi Lemak Wanjo location is near to several institutes and schools. Therefore, decision making of purchasing is also influenced by students. This poses significant potential for people who are doing business in food to attract customers and grow their businesses. Students also have a significant impact on customers' purchase intention towards online promotion strategies.

Therefore, Nasi Lemak Wanjo should do delivery services and promotions through social media. With classes, assignments, exams and so on, students don't have much time to eat at the restaurant. They would prefer using delivery services because it is easier and more convenient for them. Students tend to gravitate towards companies who give out discounts and various other promotions because they don't have a steady income on their own and because students are encouraged to save their money. Nasi Lemak Wanjo can grab this opportunity by giving discounts to students to get more interest from students. By doing this, Nasi Lemak Wanjo can increase their business further because of an increase of customers.

5.4 Limitation of the Study

There are several limitations in this research. The result may not be generalized for everyone because the samples were only collected from customers of Nasi Lemak Wanjo. Therefore, researchers only have to focus on respondents who visit Nasi Lemak Wanjo, Kampung Baru and not every member of society. Besides that, the statistic of demographic elements shows the age of respondents between 36 to 45 contains a high percentage compared to the age of other respondents. This is because near Nasi Lemak Wanjo there are many companies and there is also a hospital. Their workers come there often to eat. Different people of different demographics all have different ways of thinking. Therefore their perceptions towards online promotion strategies influencing customers' purchase intentions may differ.

Next, there are only three independent variables in this research. There might be other factors, however they may not be relevant enough to be included in this research. Meaning to say, they may be factors that influence customers' purchase intention but they are not related to online promotion strategies.

Finally, one of the limitations of the study is the method questionnaire distribution. There is a possibility that a few respondents may just randomly answer because they do not understand the questions provided. Also, the questionnaires were distributed during lunch hour. While most were happy to answer the questions, some were uncomfortable as they had to eat and rush back to their workplace. In addition, every individual has different perceptions, judgement and views based on their understanding of the questions. This may be a contribute in the results being less accurate and precise

5.5 Recommendations for Future Research

Based on the research that has been conducted, there are a few recommendations to be given for researchers in the future. Firstly, this study only discussed and focused on a small part of strategies that could improve and expand a business. It is suggested that future researchers do research on more than one strategy. Although this would take a longer time and would be harder, this would allow future researchers to have better understanding on strategies that could be done to improve and expand a business.

Other than that, one of the things that is recommended is the way of distributing surveys. Instead of using a traditional method of giving out questionnaires on paper at site, it is much more convenient if researchers use an online method. Such as, using Google form and sharing the links. This method is much easier and it could also help save the environment as there is no usage of paper. Using Google form is also beneficial because it is a free online tool that allows you to collect information easily and effectively. This also means that future researchers can save a lot of money as they do not need to pay for printing services, buying paper and buying of pens.

Besides that, it is also advised for future researchers to not give out questionnaires during peak hours. It is understandable that most people or customers are present during peak hours. However, most people are in a rush and have no time or have no intention on wanting to answer survey questions. This is because some of them are on a one hour lunch break and are planning to make the most out of it. When people are displeased or are uncomfortable, the judgement, perception and opinion might be jeopardized. Hence, would make their answers less accurate and could affect negatively on the research.

5.6 Conclusion

In conclusion, this research basically studies the online promotion strategies that can increase Nasi Lemak Wanjo, Kampung Baru's purchase intention. The findings can help retailers to have a better understanding on how to increase Nasi Lemak Wanjo, Kampung Baru's purchase intention. Researchers also concluded which are the most suitable factors to increase the purchase intention among social media, telephone marketing and mass media.

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APPENDIX A

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size

Source: Krejcie & Morgan, 1970

Krejcie & Morgan

APPENDIX B



Dear respondents,

We are Commerce Department students pursuing Business Studies from Politeknik Sultan Salahuddin Abdul Aziz Shah. We are conducting a research on “TO IDENTIFY THE ONLINE SERVICE STRATEGIES THAT CAN INCREASE NASI LEMAK WANJO, KAMPUNG BARU’S PURCHASE INTENTION” for our final year project.

We would like to assure you that all the information collected will remain PRIVATE AND CONFIDENTIAL. Your time and effort in completing this survey is highly appreciated. Thank you very much for your time.

Part A : BACKGROUND

Tick (/) according to your preferences.

In this part, we would like you to fill in some of your personal details. Please tick (/) your answer and your answers will be kept strictly confidential.

1. Gender:

- Male
- Female

2. Age:

- Under 18
- 18 – 25
- 26 – 35
- 36 – 45
- 46 – 55
- 56 above

3. Occupation:

- Student
- Private
- Public
- Business
- Housewife
- Retiree

4. How often did you used online delivery?

- Everyday
- Once a week
- Once in 2 weeks
- Once in a month

5. What is your income per month?

- Less than RM 1000
- RM 1001 – RM 2000
- RM 2001 – RM 3000
- RM 3001 and above

Please rate the following statements on scale 1 – 5

- (1) Strongly Disagree (4) Agree
 (2) Slightly Disagree (5) Slightly Agree
 (3) Disagree (6) Strongly Agree
 (4) Neutral

Based on the given questions, please select an appropriate scale.

Tick (/) the following box :

What kind of online promotion strategies that should be done to increase Nasi Lemak Wanjo purchase intention?

Part B (1.0) SOCIAL MEDIA

No	Question	1	2	3	4	5	6	7
1.1	Do you agree if Nasi Lemak Wanjo use social media marketing?							
1.2	Facebook page can increase Nasi Lemak Wanjo purchase intention.							
1.3	Instagram can increase Nasi Lemak Wanjo purchase intention.							
1.4	Twitter can increase Nasi Lemak Wanjo purchase intention.							
1.5	Nasi Lemak Wanjo Facebook page is interesting.							
1.6	Nasi Lemak Wanjo Instagram is interesting.							

Part B (2.0) TELEPHONE MARKETING

No	Question	1	2	3	4	5	6	7
2.1	Do you think Nasi Lemak Wanjo can be marketed through Whatsapp?							
2.2	Do you think delivery services can increase Nasi Lemak Wanjo sales?							
2.3	Grab Food delivery application is the most preferred for Nasi Lemak Wanjo							
2.4	Food Panda delivery application is the most preferred for Nasi Lemak Wanjo							
2.5	BungkusIt food delivery application is the most preferred for Nasi Lemak Wanjo							
2.6	LALAMOVE food delivery application is the most preferred for Nasi Lemak Wanjo							

No	Question	1	2	3	4	5	6	7
3.1	Radio can increase Nasi Lemak Wanjo purchase intention.							
3.2	Television can increase Nasi Lemak Wanjo purchase intention.							
3.3	Do you think mass media can increase Nasi Lemak Wanjo business sales?							
3.4	Do you think mass media is costly for Nasi Lemak Wanjo?							

Part B (3.0) MASS MEDIA

Thank you for your time and cooperation in completing this questionnaire.

APPENDIX C

SWOT ANALYSIS

Strengths	Weakness
<ul style="list-style-type: none">Well knownSkilled staffStrategic placeGood reputation among community	<ul style="list-style-type: none">Lack of parkingLack of online promotionNo delivery serviceLack of social media platformDepend solely on Nasi Lemak
Opportunities	Threats
<ul style="list-style-type: none">Target wider audienceCan be a tourist attraction	<ul style="list-style-type: none">More advanced competitorsRising cost of ingredientsUncertain economic environment

