

**AN EVALUATION ON PROMOTION AND  
ADVERTISEMENT AWARENESS: CASE  
STUDY OF AIRASIA**

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AIRASIA

BY

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COLLEGE OF BUSINESS  
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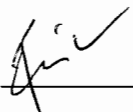
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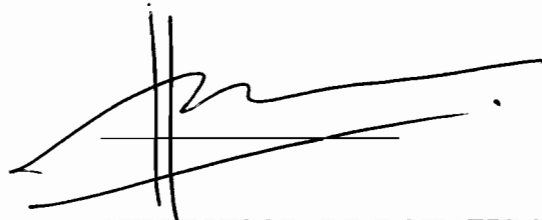
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*Supervisor note:*

*This research is also consider the fact that  
it has been completed within 3 months study  
period.*



*24 10 2010*

## **Executive Summary**

Air line service like Air Asia has been a big success and threat for other airline service in the country. Those days flying is only related to rich and wealthy people. But now with the cheap fair, everyone can fly. According to Geoffrey's (2009) in his article in Geoffrey mention that AirAsia "Kuala Lumpur International is becoming positively boring, with 44% of the flights being AirAsia A320s as the airline becomes the largest user of the airport". This article explains on how AirAsia need to look for other location to cater to their customers need as KLIA is a bit too crowded. Geoffrey's (2009) also mentions that AirAsia is targeting their passenger comforts at the pricing level that result in the increase of their profits.

Research questionnaire is for this research. The questionnaire is distributed to AirAsia passenger at the terminal. Respondents are randomly selected from AirAsia main airports. This is done so that event spread (LCCT) of mixture sampling can be gathered. If the sample only be gather from them the main airport, which is in LCCT for AirAsia. The result will only be for people from the Klang Valley and not all over the country. Then the result are projected via SPSS.

The questionnaire consists of 2 parts. Part A consist of demographics questions. Part B consists of the research paper questions. Part B consist of question how aware are the market or the respondent on AirAsia promotion and advertisement activities. There are 11 questions in part B.

## **CHAPTER 1: INTRODUCTION**

### **1.1 Background of Study**

Air line service like Air Asia has been a big success and threat for other airline service in the country. Those days flying is only related to rich and wealthy people. But now with the cheap fair, everyone can fly. According to Geoffrey's (2009) in his article in 'he mention that AirAsia "Kuala Lumpur International is becoming positively boring, with 44% of the flights being AirAsia A320s as the airline becomes the largest user of the airport". This article explains on how AirAsia need to look for other location to cater to their customers need as KLIA is a bit too crowded. Geoffrey's (2009) also mentions that AirAsia is targeting their passenger comforts at the pricing level that result in the increase of their profits.

Promotion and advertisement is a medium that is used to create awareness and also a tool to increase number of ticket sales (Kotler 2005). Advertisement has been broadcast in various medium, news paper, television, radio, and also the internet. But how far this medium help on increasing the sales has is yet to be determined. But advertisement alone is not enough to capture the customer attention on which airline service to choose from.

Understanding the factors that drive travellers in their selection of an airline is fundamental in achieving growth in this market for both full-service airlines and low cost carriers (LCCs) is important to know the behaviour of the passenger on their preferred choice of Low cost carrier services.

The contents of  
the thesis is for  
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