SCHOOL OF BUSINESS MANAGEMENT

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DIPLOMA IN BUSINESS MANAGEMENT

RESEARCH

THE STUDY OF PUBLIC RELATIONS AND CUSTOMER SATISFACTION IN THE

WIRELESS TELECOMMUNICATION INDUSTRY IN MALAYSIA

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CHAPTER 1: INTRODUCTION

1.0 Introduction

This chapter will provide introduction to this research paper. Introduction consists of background of studies, research objectives, research question, scope of the study, and followed by short conclusion.

1.1 Background of Studies

Telecommunication industry is among one of the fast growing industry in Malaysia. Telecommunication industry represents the technology related to communication in various form. The industry consist of several player but limited to Redtone-CNX Broadband Sdn Bhd (Redtone), Bizsurf Sdn Bhd (Bizsurf), MIB Comm Sdn Bhd (MIB), Asiaspace Dotcom Sdn Bhd (Asiaspace), Celcom (Malaysia) Berhad (Celcom), Maxis Communications Bhd (Maxis), DiGi Telecommunications Sdn Bhd (Digi) and Telekom Malaysia Berhad (Telekom). They all focuses on providing best communication service to as much as customers they could.

Telecommunication can be in the form of audio signal transmission, broadband, audio broadcasting and so on which highly related and represent the technology. Telecommunication related technologies developing each and every day around the world. The technology development will never stop. This statement proved true by the recent telecommunication technology which is Worldwide Interoperability for Microwave Access (WiMAX). WiMAX is the newest technology for wireless telecommunication which able to provide high speed broadband access to mobile devices.

Although the industry consists of many players, the leading three players for wireless telecommunication industry in Malaysia are Maxis, Celcom and Digi. All of they are different in their own way. Some of them focus much on providing new technology to attract new customers, while some tries to increase their customer base which could be the baseline of the marketing, and some tries to retain their customers by giving lots of benefits and so on.

The way they do business has many differences with each other. This is mainly because of their strength and weakness. In another name, we could classify it as their competitive advantages and disadvantage. Each of the company will try to over come their disadvantages by using their advantage as a factor of winning. The most visible disadvantage that this telecommunication industry and player has is they are limited to technology license.

1.2 Problem Statement

'Public relations' is not a new term in business management. It is an important function as marketing is. Each and every company will have strong marketing which promises a long run success to the organization and they also should have strong public relations. Marketing will focus only on generating revenue from sales while public relations on the other hand focus on generating goodwill and publicity in the community.

Although publicity is a term related to advertising, public relations can also be a cause of publicity. But 'public relations' is a serious method of getting publicity whereas it can

result to a good publicity or the other way around by resulting to a wrong publicity. Besides publicity, Public Relations are also related to sponsorships and exhibitions.

By conducting sponsorships and exhibitions, the organization will expect their brand and public image to grow stronger and well recognize. They believe this will enhance the customers' trust on their organization products or services.

Most organization that believe and interested in Public Relations will conduct their own event or program to impress their customer. And if the organization does not have the capability of conducting events by themselves, they still have option to select a PR firm and out source the PR event management to them. Customer satisfaction is the motive behind any public relations event that conducted by an organization with customer relations.

1.3 Research Questions

This study is about 'Public Relations and customers satisfactions in telecommunication industry in Malaysia'. These are the questions that brought up in this research paper which are relevant to the research subject:

1. Do customers participate in public relations programs conducted by telecommunication provider?

2. Do public relations program enhance customer's trust and loyalty on the brand?

3. Can public relations result to customer satisfaction?

4. Do public relations program benefit the customers?

5. Do public relations events conducted with purpose of promoting new product or service by the telecommunication provider?

6. Do public relations events encourage the customers to buy any products or services that the event?

1.4 Research objective

Domestic mobile growth is slowing in Malaysia as the market reaches saturation. The enforced registration of all prepaid SIM cards has also impacted growth in the short term, with many inactive customers failing to register and therefore being discounted. This had a huge impact on telecommunication provider's subscriber base (The Malaysia Telecommunications Report by Business Monitor International [BMI], 2007). Therefore it is important:

1. To evaluate the influence of public relations activities toward improving and establish customer satisfaction in telecommunication industry of Malaysia.

2. To understand the position of customers' satisfaction in this well grown industry to retain existing customer base with satisfaction as factor.

3. Study and roughly answer either this public relation activities conducted by telecommunication industry in Malaysia is sufficient or not to gain their customers satisfaction by enhancing the brand or company reputation.

1.5 Scope of studies

This research set to focus on customers' satisfaction. To study the customers' satisfaction, public relations function is used and its contribution evaluated toward

customers' satisfaction. To bring this research into a well focused study, only telecommunication industry customers will be selected to participate and provide analytical input into this research.

As more specific study, this research will only focus in Malaysia's telecommunication industry. Malaysia market is selected as focus market to conduct this research. No specific area or city in Malaysia selected to conduct this research. Thus' customers from all over Malaysia regardless on which area they are in are qualified and able to be used as research sample in this study.

This research is not limited to any other criteria neither age nor religion. Overall, all telecommunication industry customers in Malaysia will participate in this research study.

1.6 Organization of chapters

This research has 5 chapters. Chapter 1 is introduction to this whole research paper. It covers basic expects of this research study whereas background of studies, problem statement, research objective, research question, and scope of this research is described in detail. Chapter 2 is literature review. It consists of text collected from previous research, journals, and any published media. This text is strictly related to this study with similarity to this research objective whereas studies are done to learn the previous researchers finding before proceed to design this research. Chapter 3 is methodology whereas this research design describe. It consists of methods and research type that used to design this research. Chapter 4 is findings. Inputs collected from survey will be analyzed in detail

and graphs plotted out to help the analysis. Final chapter is chapter 5 which is conclusion. This chapter is conclusion of this research study. Conclusion is final text based on the findings from this result.

1.7 Conclusion

This research is focused on telecommunication industry in Malaysia to evaluate customers' satisfaction through public relations activities conducted by telecommunication providers. Malaysia telecommunication industry is having slow growth as the market reaches saturation. This made the industry players to work hard on retaining their existing customers to avoid losing them to their competitors. Thus' this research is made important to study either they can enhance customers satisfaction through conducting public relations activities or not. The research questions will be answered and the research objective will be fulfilled throughout analyzing the input received in this research study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter will cover literature review collected from various source throughout a careful research. The contents of these literature reviews are belonging to its respective author who wrote and published the text in any media.

2.1.1 Public Relations

Public relations means giving the public "permission to believe" your message is true and has value. If a message resonates, people want to accept it; they just need a reason. One of the greatest areas of misunderstanding is the perception that public relations is the same as publicity. Public relations is an umbrella term for communications, community relations, customer relations, consumer affairs, employee relations, industry relations, international relations, investor relations, issue management, media relations, member relations, press agentry, promotions, publicity, public affairs, shareholder relations, and speech writing. The term spin is commonly thought to have a negative connotation, but in fact it is simply putting information in either a positive or negative light, depending on the side of the issue the presenter is representing. PR people are often the "face" or "voice" of an organization to its public, fielding questions and receiving comments from important constituent groups. (Jeo Marconi, 2004)

Public relations describes the way issues and messages are communicated between an organization and the public. It is the discipline that looks after corporate reputation. The aim of PR is to win understanding and support from and to influence the opinions and

behaviour of, an organizations key audiences. This is achieved through a planned, sustained set of activities. Make certain that all PR claims can be substantiated. (Moi Ali, 2001)

To satisfy human needs and wants, individuals and social groupings establish and maintain relationships with other. These relationships require varying degrees of interaction and interdependence and, therefore, different level of social, political, and economic exchanges. Even though this has always been the case, modern society consists of increasingly interdependent, complex, and often conflict-laden relationships. Human relations and interpersonal relations describe the study and management of relations among individuals. Likewise, international relations deals with relationships among nations. Public relations applies when the level of concern is an organization's relationship with others. (Scott M. Cutlip, Allen H. Center, Glen M. Broom, Ph.D., 1994)

Public relations plays a part in a wide variety of ways throughout all our lives. It is always there. We use it all the time, often without realizing, in many different ways, depending on our particular needs at the time. If used properly it can inform, educate, reassure, evoke sympathy, arouse interest in or an acceptance of situations. Similarly, in the world of business, public relations affects all types of organizations, large or small, whether commercial or non-commercial, broadest sense – between an organization and all those with whom it has any form of contact. (Philip Henslowe, 2001)

2.1.2 The Public

In the past three decades, consumer affairs units have become fixtures in most organizations that have direct links to consumers. This function goes by a variety of names: public affairs, customer relations, consumer relations, consumer advocate, or public relations. Whatever the title, the relevant staff members usually work both inside and outside the organization. Their goal is to improve the organization's relationships and communication with consumers by investigating consumer issues and conveying the findings to management. Responsibilities of the consumer relations unit may include resolving customer complaints, disseminating consumer information, advising management on consumer opinion, and dealing with outside consumer advocacy groups. (Otis Baskin, Craig Aranoff, Dan Lattimore, 1997)

First of all, the job of the public relations professional is to communicate with and build upon a relationship with all the organization's publics. They are (or should be) acutely aware of the social environment in which the organization operates and can supply that intelligence to the strategic planners. Because of their 'boundary spanning' role as conduits of information to publics inside and outside an organization they can also act as information gatherers – drawing useful information together from their various publics and presenting that as useful intelligence. (Anne Gregory, 1997)

Public or publics. Publics are those group of people, internally and externally, with whom an organization communicates. In the IPR definition reference was made to 'publics' (plural). This is because – unlike some dictionary definitions – public relations activities

are not directed at 'the general public'. They are aimed at carefully selected group of people who are subdivision of the great public. Moreover, this means that much PR activity is aimed at these different publics in different ways, not broadcast with messages aimed at the mass market through the mass media as it often the case with advertising. Public relations is more discriminating and that often means that it is less wasteful and more successful for communicating certain kinds of message. Each organization has its own special publics with whom it has to communicate internally and externally. There are not just two big publics such as employees and customers. (Frank Jefkins, 1988)

Although utilities do have a specific public – customers within the franchise area – they actually have many publics and through the proper consideration of all these publics, a successful public relations effort benefits from a synergistic effect. Customers who are, of course, the primary public that receives the company's service are classified as residential, industrial, commercial, and prospective customers of certain categories as well as municipalities. But there are other vitally important publics, too; e.g., governmental publics, the financial community, communities served, trade allies, utility industry peers, and industry associations. Employees, too, are often regarded as special members of the public as well as company workers. (Philip Lesly, 1991)

2.1.3 Corporate Image and Reputation

The true purpose of PR is to create a well-deserved reputation. That may involve offering excellent customer care, communicating effectively with the audiences, and showing

social responsibility toward your workforce, the local community, and the environment. Cheap publicity gimmicks designed to deceive the public, or glitzy activities aimed at diverting attention from poor organizational behaviour give PR bad name and have no place in an effective PR campaign. (Moi Ali, 2001)

The major goals of publicity are to stimulate business activity, enhance profits, and increase public awareness of a product, service, individual, organization, or activity. With careful planning, a publicity program may be used to accomplish a number of other objectives as well. Publicity can; magnify visibility, create intense interest in a one-time event, be part of an ongoing promotion, turn a hobby into a business, help you to get a head start on the competition, establish a new image to replace an outdated one, aid in breaking out of sales slump, get a new venture off the ground, provide a test market for new idea, and generate good will. (Tana Fletcher, Julia Rockler, 2000)

The more you promote your image, the greater your image becomes and the more recognizable your business becomes. This is public relations. Some say that public relations is just another form of advertising. It's the opposite. Advertising is a form of public relations. Advertising is just more blatant and obvious call to action. You don't tie in your advertising with your PR plan by simply taking ads. You do it by developing the right kind of ads, and placing them in most effective media. In a promotion, your advertising will almost always automatically integrate with the theme of your promotion. However, this is short term. In long run, you should develop your advertising strategies to

include and revolve around the common image and identity you have chosen for your company. (Dennis Cole Hill, 1992)

2.1.4 Media as communication medium

PR people are the link between the organization and the media. Their success and effectiveness depends on their ability to represent the company in the media to its satisfaction, while remaining within the parameters set by the media. PR is a catalyst that helps bring about a change in the corporate image by communicating appropriate information. This requires maintaining high standards within the company, being fair and frank, and adopting an accommodating and conscientious approach toward the media. (Dr. G. C. Banik, 2005)

PR professionals must be capable of providing solid information up front about a company's business plan, financing, and executive leadership just to get a journalist interested in possibly pursuing a story. Providing such information online is only going to help your chances of getting that attention. Archives of press release that chronicle the company's development and its customer wins can also be assets in swaying a journalist who is doing due diligence of potential story subjects and could very ell be doing it long after regular business hours. (Deirdre Breakenridge, Thomas J. Deloghry, 2003)

Good media relations are important factor in most public relations programmes and deserve a book to themselves. Whatever message you have to manage, the result will be better if you handle the process well. Vital factors in managing media relations;
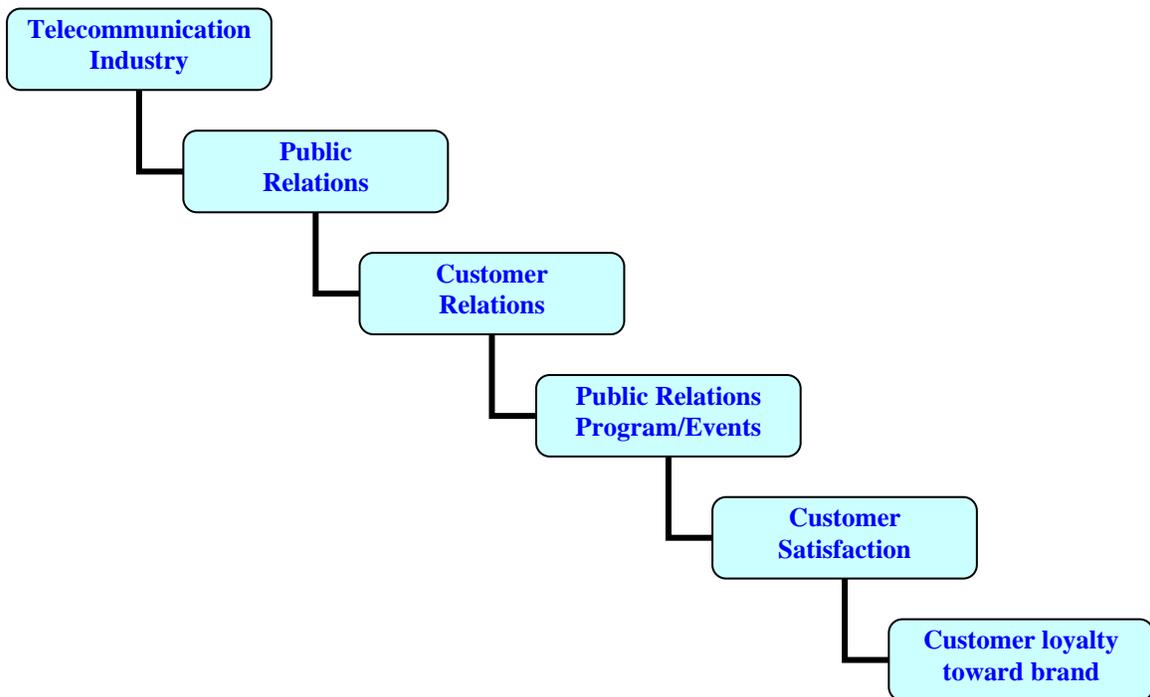
availability around the clock, maintain position papers, prepare private Question and Answers briefs, avoid jargon and extravagant claims, short, factual news release, 'who? what? how? when? where? why?', never expect to be 'off the record', return media calls immediately, keep a note of all media calls, provide access to management when needed, and understand the different media. (Mike Beard, 2001)

In ploughing through hundreds of case histories to compile this, it has saddened me to see how many PR people pride themselves on a mention in a major publication like Time or on one of the network talk shows and do not give the appropriate importance to publicity through the smaller local media. These can, in combination, be very powerful, because they are read intensively and trusted. They become particularly important, even for big companies, when they circulate in an area of major operations, such as a plant location, because your employees will be among their readers. If you get into a real crunch situation, the quality of your ongoing PR efforts toward your local media will pay off by getting you at least balanced coverage of what could be a nasty defensive PR situation, such as a strike, some corporate action that has impact on the environment, or any of the many other things that can bring an organization into conflict with its local community. (Colin Haynes, 1989)

A great many businessmen do, as if the media belong to them as a public service to which they are entitled. They tell their PROs or PR consultants 'I want this in the Financial Times tomorrow morning', when the story is of no interest to anyone else beyond themselves. They approve and even have temerity to re-write, professionally written

news releases, to say what they want to say, not what people may care to read. The newspapers are inundated with material from their own staff, news agencies, special correspondents and contributors, plus PR resources. Much of this can appear only on certain pages, in particular features or columns or on special days. As a result, a great deal of what they receive has to be discarded. Most of the material from PR sources is unpublishable, mainly because it is of 'interest and value' only to the sender. (Frank Jefkins, 1990)

2.2 Research Framework

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┌─────────────────────┐
│  Telecommunication  │
│      Industry       │
└─────────────────────┘
        │
        ┌─────────────────┐
        │     Public      │
        │    Relations    │
        └─────────────────┘
                │
                ┌─────────────────┐
                │    Customer     │
                │    Relations    │
                └─────────────────┘
                        │
                        ┌─────────────────────┐
                        │  Public Relations   │
                        │   Program/Events    │
                        └─────────────────────┘
                                │
                                ┌─────────────────┐
                                │    Customer     │
                                │  Satisfaction   │
                                └─────────────────┘
                                        │
                                        ┌─────────────────────┐
                                        │  Customer loyalty   │
                                        │    toward brand     │
                                        └─────────────────────┘
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2.3 Conclusion

Public relations is not limited customer relations. Public relation is a tree that covers almost all communication that the organization has with its external and internal public who have direct or indirect relation with the organization. Public relation events are not for general but it is somehow targeted to their existing customers and potential customers whereas they are the people that profiting or will profit the firm in long run. Each public relations activities can be concluded as an investment rather than expenses because the money used in public relations event might be earned back by the with good margin if they did manage to influence the public and polish company image to create brand awareness.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter focuses on research design used in this study. Several methods were used to plot out this research. Main consideration in designing this research methodology was to avoid research errors that might occur due to careless in research design or planning.

3.1 Quantitative research

Quantitative research is used when the primary research objective is to wanting to derive numeric or quantifiable data which is statistically accurate and reliable. Quantitative research is recommended when there were exists a need for accurate numeric data: how much, how many, how often, what type/brand? (Wong Toon Quee, 1999). This research paper is a quantitative research which classified as causal research. A causal research design is concerned with determining cause-and-effect relationship (Churchill, 1999). This research will analyze cause-and-effect relationship on public relations and customer satisfaction in telecommunications industry in Malaysia. Causal relations are those that involve cause-and-effect variables (Naresh K. Malhotra, Mark Peterson, 2006)

3.2 Primary data

The nature and type of primary data required would depend largely on the research objectives and vary from one project to another. Such data can be classified into the following basic kinds; attitudinal data, awareness data, purchase intention data, motivational data, behavioral data, and classification data (Wong Toon Quee, 1999). In this research, primary data will be collected and analyzed. The instrument that will be

used to collect those primary data is survey. The survey will be focusing on a questionnaire that prepared in general.

3.3 Survey questionnaire

Researches can collect quantitative primary data for research by using either surveys or observation. Standardization of the data collection process essential to ensure internally consistent and coherent data for analysis. A questionnaire ensures standardization and comparability of the data across interviewers, increases speed and accuracy of recording, and facilities data processing (Naresh K. Malhotra, Mark Peterson, 2006).

Survey will be conducted to collect input for this research throughout a well designed questionnaire. The questionnaire will consist of 20 questions including the demographic question. This questionnaire will be asked to those responders through personal interviews. The questionnaire will be distributed and the survey is conducted through face-to-face interview and also online survey.

3.4 Mall intercept personal interviews survey

In mall intercept personal interviews, respondents are approached and interviewed in shopping malls. The process involves stopping the shoppers, screening them for appropriateness, and either administering the survey on the spot or inviting them to a research facility located in the mall to complete the interview. Although the sample is composed only of individuals who shop in that retail mall, this is not serious limitation. While not representative of the population in general, shopping mall customers do

constitute a major share of the market for many products (Naresh K. Malhotra, Mark Peterson, 2006).

This mall intercept personal interviews will be conducted at IOI Shopping Mall, Puchong, Selangor, Malaysia. The interviewer will read the questionnaire to respondents and their responds will be written down on the survey questionnaire by the interviewer himself. This method will save time and hassle of the responders. At the same time, this method will be more accurate whereas the seriousness of respondent can be roughly predicted to avoid research error. However, the respondent is not targeted and will be chosen in random without applying any criteria to the respondent. 40 respondents' input will be collected through this method.

3.5 Internet survey

An internet survey is a questionnaire posted on a web site that is self-administered by the respondent. The questions are displayed on the screen, and the respondents provide answers by clicking an icon, keying in an answer, or highlighting a phrase. Internet survey consist of questionnaire designer, web server, database, and data delivery program. The web server distributes the questionnaire and files responses in a database. Internet survey enables the research to be conducted faster and almost in real time which is cost-effective (Naresh K. Malhotra, Mark Peterson, 2006).

This research is about public relations and customer satisfaction in telecommunication industry in Malaysia. Therefore this research need input from Malaysia wide rather than

focusing on Klang Valley. Due to limited budget in this research, to target for respondent through Malaysia wide, internet survey is the only option available. The survey questionnaire is uploaded online at http://reganrajan.com/survey and invitations to participate in this survey is send out in bulk to contacts available in Malaysia. Internet survey is convenient for both respondent and survey administrator as it is saving a lot of time and fast way to receive the input. 60 respondents' input will be collected from this method.

3.6 Data analysis

Data will be collected from both mall intercept personal interview survey and internet survey methods and merged into one table. The data will be plotted into Microsoft Office Excel software in table manner. Charts and statistic graph will be generated and analyzed through this software. The help of this software will ensure the data are stored and manipulated accurately from both survey methods.

3.7 Conclusion

This research is carefully planned by using several references to ensure no fault while conducting this research. This research will be conducted through questionnaire. Questionnaire consist of 20 questions will be used. This questionnaire will be used in both mall intercept personal interview survey and internet survey. 100 respondent input will be collected from both method. Data collected from both survey will be merged and stored into Microsoft Office Excel software which will enhance the capability of generating statistics and charts.

4.0 Introduction

This chapter is detailed analysis of research findings. The inputs are plotted into table and charts are used to help the analysis. This research received 40 survey inputs through mall intercept interview at IOI Shopping Mall, Puchong, and 60 survey input received through internet survey which was conducted Malaysia wide based on contact availability.

4.1 Demography

4.1.1 Gender distribution
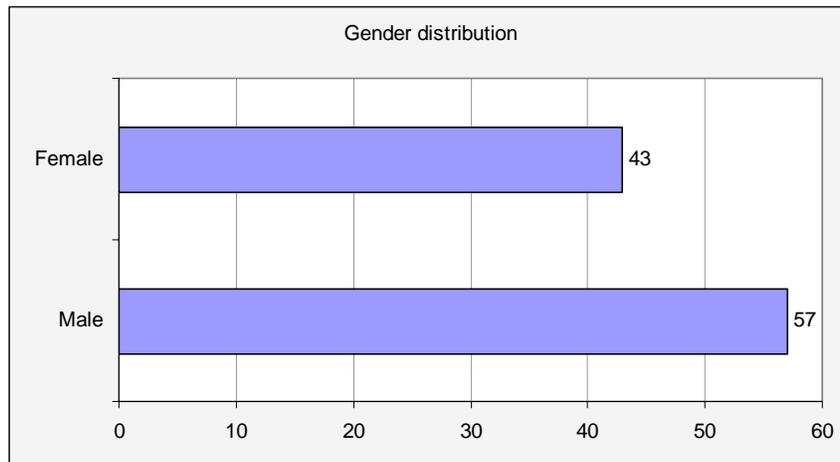
Gender	Number of people	Number of percentages
Male	57	57
Female	43	43

Figure 1

Figure 1 shows that 57 survey respondents are male while only 43 females involved in this research. Therefore 57% of this research input was collect from males and 43% input was contributed by females. This figure shows that this research had reached to both male and female respondents. This ensures that the research sample that collected is fair

enough to say both male and female had their chances well in participating in this survey while male respondents showed slightly little high interest by contributing more than the female respondents.

4.1.2 Age distribution

Age	Number of people	Number of percentages
Below 15	6	6
15 to 20	26	26
21 to 25	28	28
26 to 30	18	18
Above 30	22	22
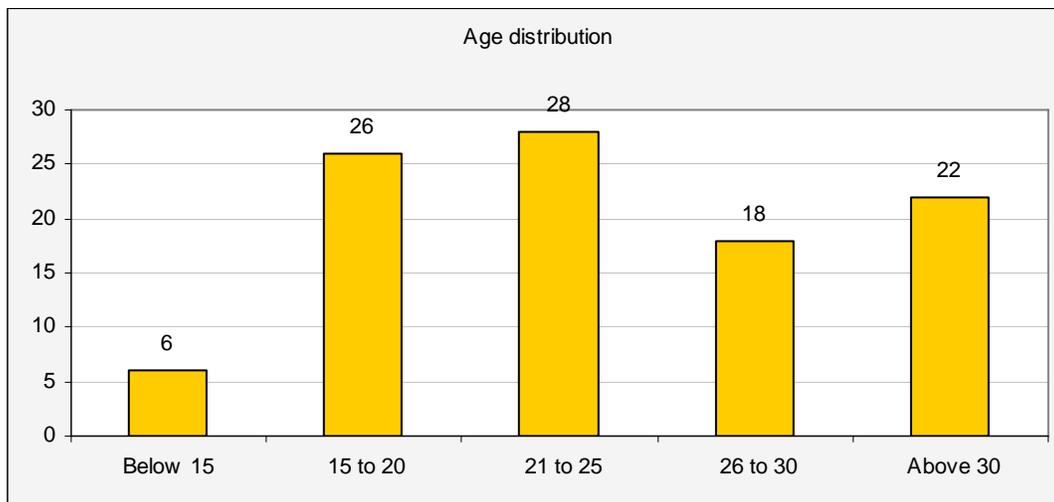
Figure 2

Figure 2 shows that teenagers within 21 to 25 years old are the major users in wireless telecommunication industry. They have recorded highest as 26% input while users within age 15 to 20 is second higher users with 22% input. Followed by people aged above 30 with 22% input. People within 26 to 30 years old are the next high users with 18%. Teenagers below 15 years old are the smallest users of telecommunication industry.

4.1.3 Ethnicity distribution

Ethnicity	Number of people	Number of percentages
Malay	15	15
Chinese	27	27
Indian	48	48
Others	10	10
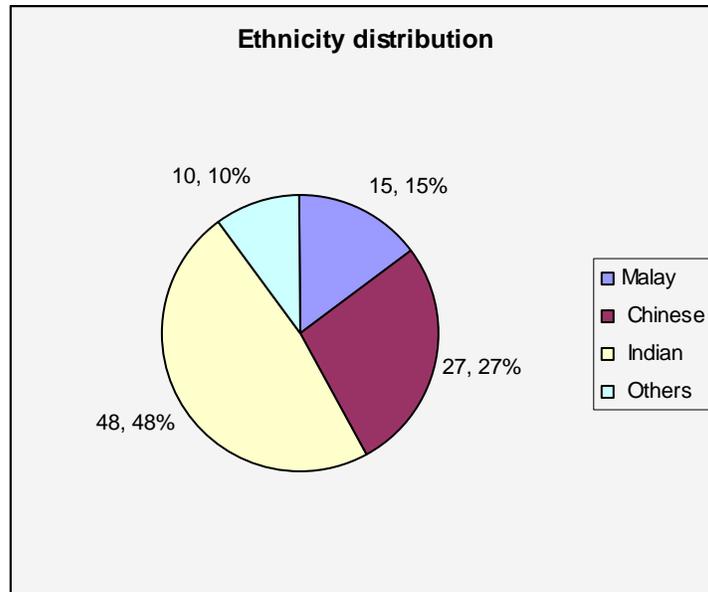
Figure 3

Figure 3 shows the ethnicity distribution. Indian is the major of the list with 48 respondents. Followed by Chinese respondents with 27% input into this research. Next is Malay with 15 respondents, 15% input, and finally other ethics which is 10% of the research input.

4.2 Involvement in PR program

4.2.1 Wireless telecommunication service provider

Provider	Number of people	Number of percentages
Maxis	38	38
Celcom	16	16
Digi	42	42
Others	4	4
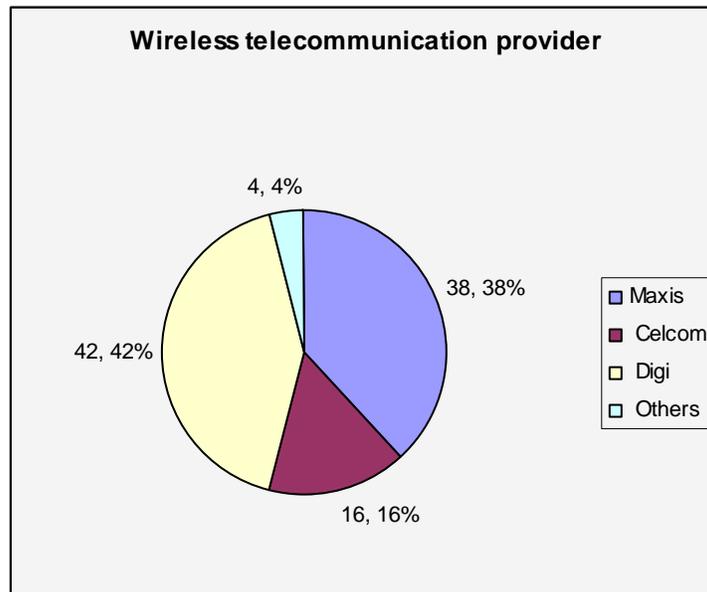
Figure 4

Major telecommunication provider of the respondents is DiGi Telecommunications Sdn Bhd whereas 42% of respondents are using Digi. The next larger provider is Maxis Mobile Services Sdn Bhd whereas 38% of respondents are using their wireless service. 16% of respondents are using Celcom (Malaysia) Berhad as their wireless telecommunication provider. It is noticeable that 4% of the respondents are using other wireless telecommunication provider.

4.2.2 Respondents attended at least one PR program conducted by their telco

Attended	Number of people	Number of percentages
Yes	25	25
No	75	75
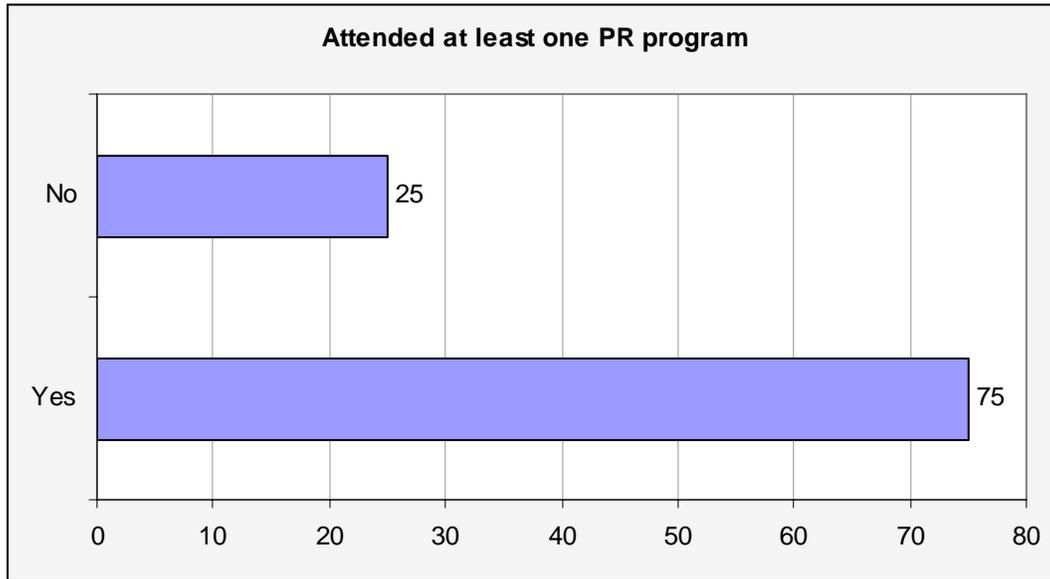
Figure 5

Figure 5 shows that 75% of respondents have attended any Public relations events or programs before at least for once. This ensures that major portion or respondents had experienced public relations event conducted by their telecommunication provider. Only 25% of the respondents have not attended any public relations events held by their telecommunication provider. This shows that public relations event that conducted by telecommunication industry players do reach the public well and 75% of customers had attended these sort of public relation events and expressed their active participation.

4.2.3 How many times had joined any PR programs conducted by telco

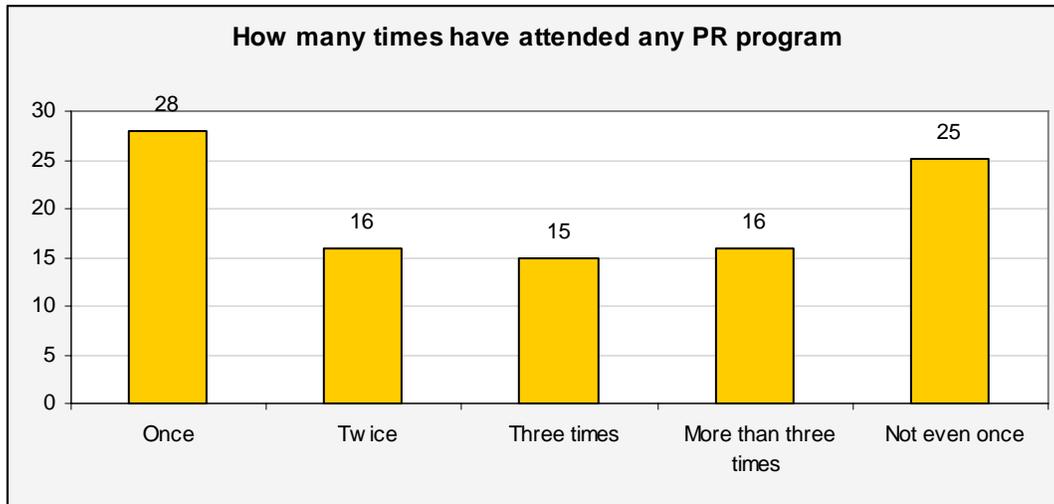| Attended	Number of people	Number of percentages
Once	28	28
Twice	16	16
Three times	15	15
More than three times	16	16
Not even once	25	25

Figure 6

Figure 6 show that 28% of respondents have attended public relations program conducted by their telecommunication provider once. 16% of respondents have attended public relations program. 15% of respondents have attended public relations program three times. 16% of respondents have attended public relations program more than three times. 25% of respondents have not attended any public relations program.

4.2.4 PR activities not needed and can be avoided

Opinion	Number of people	Number of percentages
Strongly Agree	13	13
Agree	8	8
Neutral	16	16
Disagree	37	37
Strongly Disagree	26	26
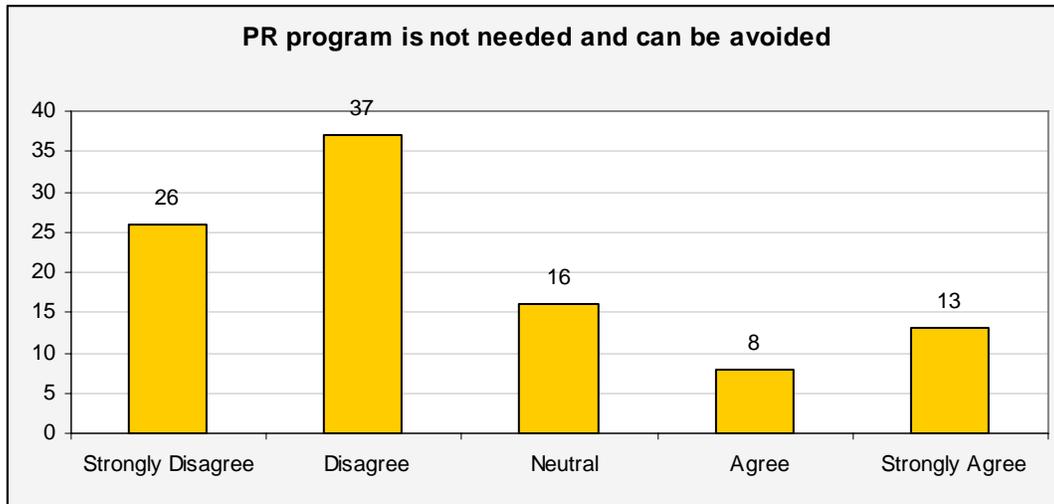
Figure 7

Figure 7 show that 26% of respondents strongly disagreed that public relation program is not needed. 37% of them disagreed that public relation program is not needed. On the other hand, 13% of respondents strongly agreed that public relation program is not needed. Thus' 8% of respondents agreed that public relations program is not needed. 16% of respondents were unable to answer the question and just wanted to remain as neutral respond with no positive or negative input toward the question. Over all, most of customers disagree that public relation program is not needed and they do encourage their telecommunication provider to continue organizing more public relations.

4.2.5 Purchased any products or services promoted at PR program

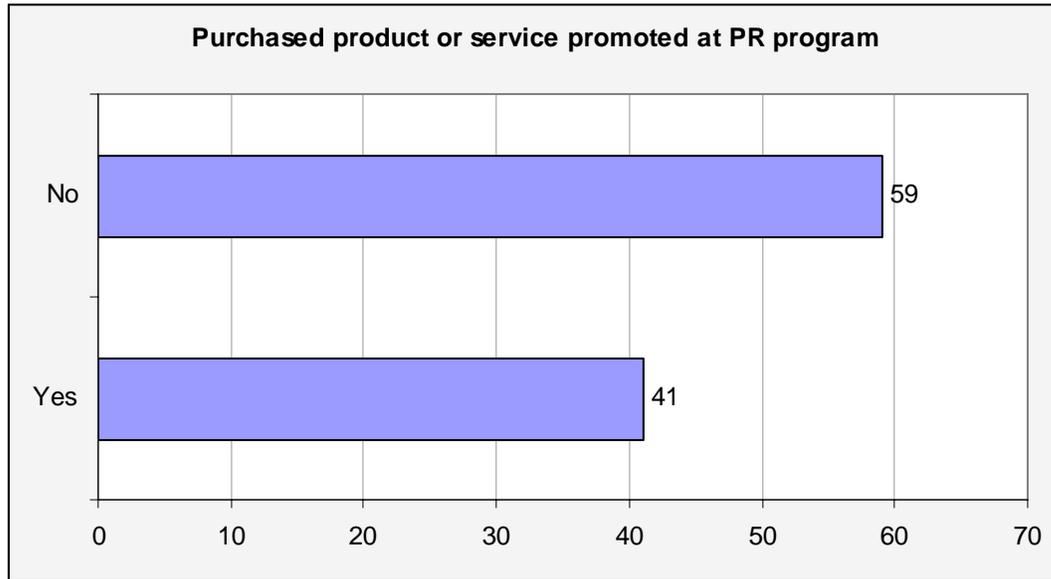| Purchased	Number of people	Number of percentages
Yes	41	41
No	59	59

Figure 8

Figure 8 shows that only 41% of respondents have purchase any products or services promoted at public relations events or programs. On the other hand 59% of the respondents have not purchase any products or services promoted at public relations events or programs. This shows that it is true that promotions toward product or service exist in public relations event that conducted by telecommunication industry players. Although the promotion is in place, it does not influence enough the public to purchase because major portion of respondents have not purchase any products or services at the event.

4.2.6 How many times have purchase any products or services at PR program

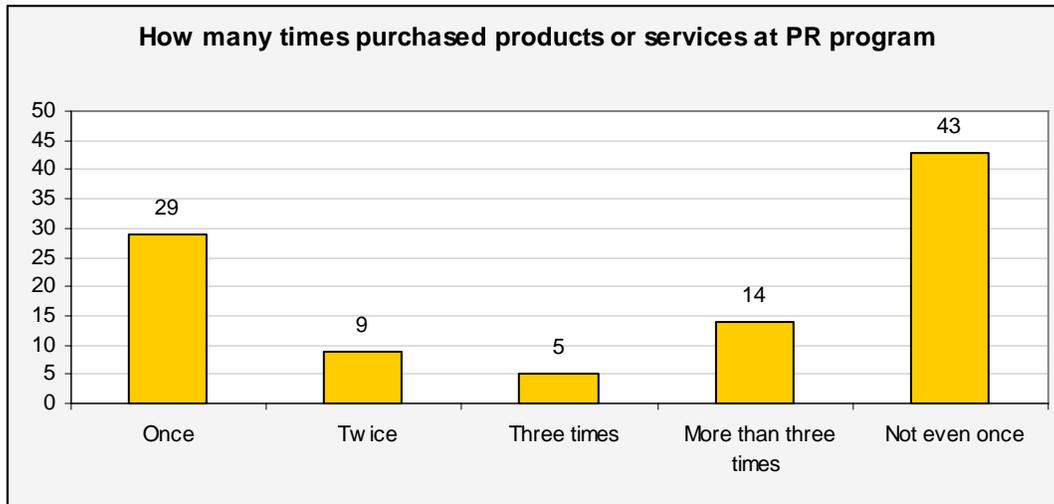| Purchased	Number of people	Number of percentages
Once	29	29
Twice	9	9
Three times	5	5
More than three times	14	14
Not even once	43	43

Figure 9

Figure 9 show that 29% of respondents have purchase product or service at public relations program once. 9% of respondents have purchased twice. 5% of respondents have purchased three times. 14% of respondents have purchased more than three times. The major portion of respondents whereas 43% of respondents have not purchase any products or services in the public relations program.

4.2.7 Maximum time will be spend if attending a PR program

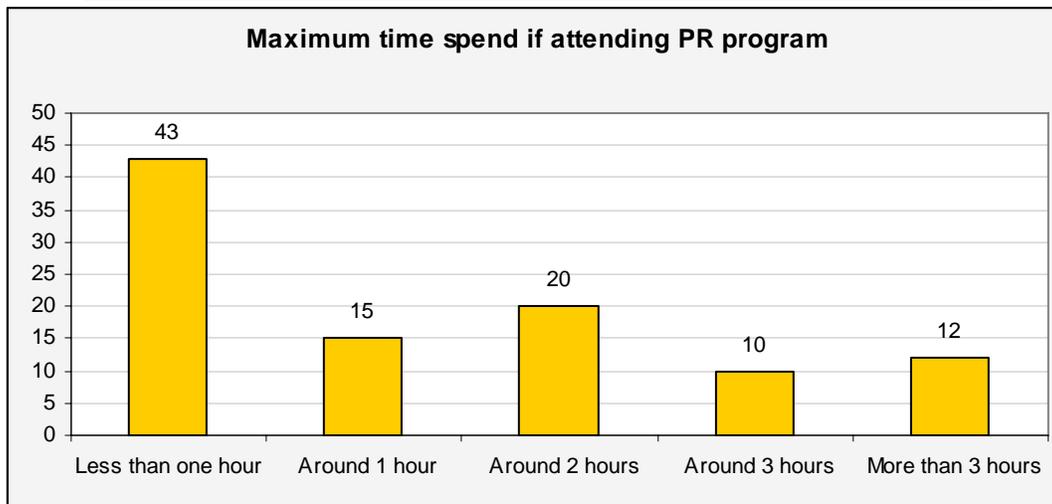| Time spend	Number of people	Number of percentages
Less than one hour	43	43
Around 1 hour	15	15
Around 2 hours	20	20
Around 3 hours	10	10
More than 3 hours	12	12

Figure 10

Figure 10 show that 43% of respondents spend less than one hour if attending any public relation program conducted by their telecommunication provider. 15% of respondents spend around one hour if attending any public relation program. 20% of respondents spend around two hours if attending any public relation program. . 10% of respondents spend around three hours if attending any public relation program. Only 12% of respondents spend more than three hours in attending any public relation program. This concludes that most of customers only willing to spend less than one hour in attending a public relations programs or events.

4.2.8 PR program promoted through media and reaches easily to public

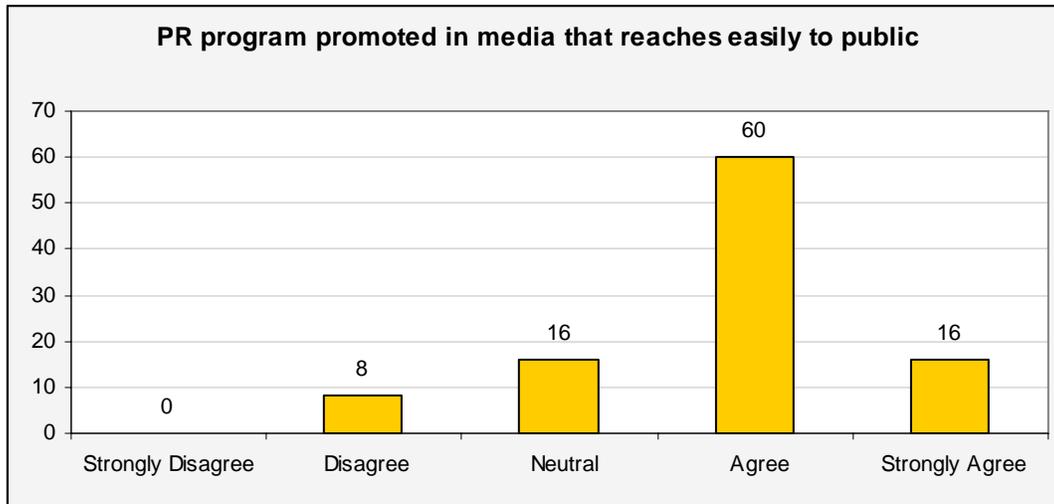| Opinion	Number of people	Number of percentages
Strongly Agree	0	0
Agree	8	8
Neutral	16	16
Disagree	60	60
Strongly Disagree	16	16

Figure 11

Figure 11 show that 16% of respondents strongly agreed that public relation program is promoted and advertised through media which reaches them easily. 60% of respondents agreed that public relation program is promoted through media which reaches them easily. 8% of respondents disagreed that public relation program is promoted through media which reaches them easily. Meanwhile, 16% of respondents do not wish to answer the question and remain as neutral. Thus' no respondent strongly disagree the statement. This concludes that public relations events promoted effectively through media that reaches most of the public easily.

4.3. Customers benefited by Public Relations

4.3.1 Each PR program carry a clear message that public could be understand easily

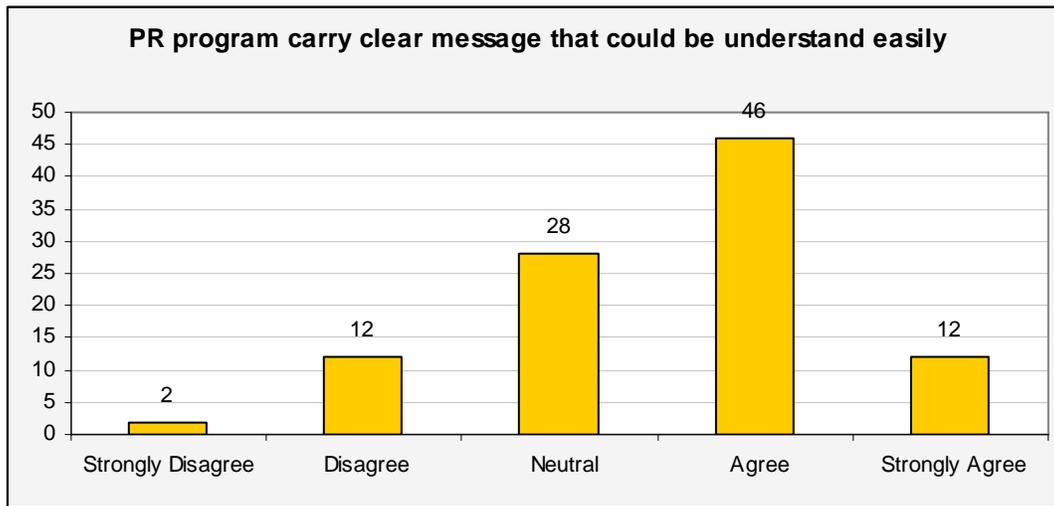| Opinion	Number of people	Number of percentages
Strongly Agree	2	2
Agree	12	12
Neutral	28	28
Disagree	46	46
Strongly Disagree	12	12

Figure 12

Figure 12 show that 12% of respondents strongly agreed that public relations program carry a clear message that they could understand easily. 46% of respondents agreed that they could understand the message easily. 12% of respondents disagreed that they could understand the message easily. 2% of respondents strongly disagreed that they could understand the message easily. At the same time, 28% of respondents do not wish to answer the question and remain as neutral. This concludes that public relations event carry a clear message and most of the public could understand the message easily.

4.3.2 Information delivered through PR program is useful

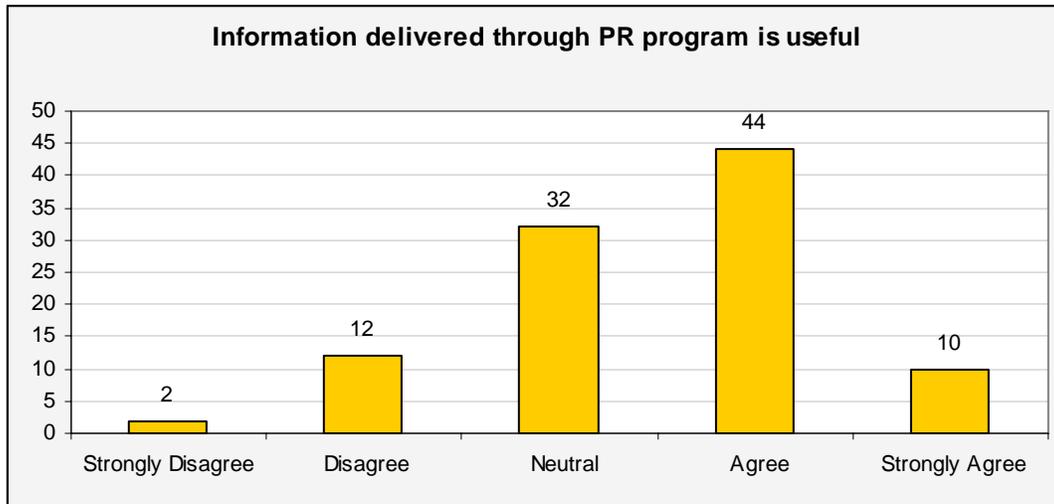| Opinion	Number of people	Number of percentages
Strongly Agree	2	2
Agree	12	12
Neutral	32	32
Disagree	44	44
Strongly Disagree	10	10

Figure 13

Figure 13 show that 10% of respondents strongly agreed that information delivered through public relations programs is useful to them. 44% of respondents agreed that information delivered through public relations programs is useful to them. 12% of respondents disagreed that information is useful to them. 2% of respondents strongly disagreed that this information is useful to them. Furthermore, 32% of respondents do not wish to answer the question and remain as neutral. This concludes that public relations event carry a clear message and most of the public could understand the message easily.

4.3.3 Benefited by attending PR programs

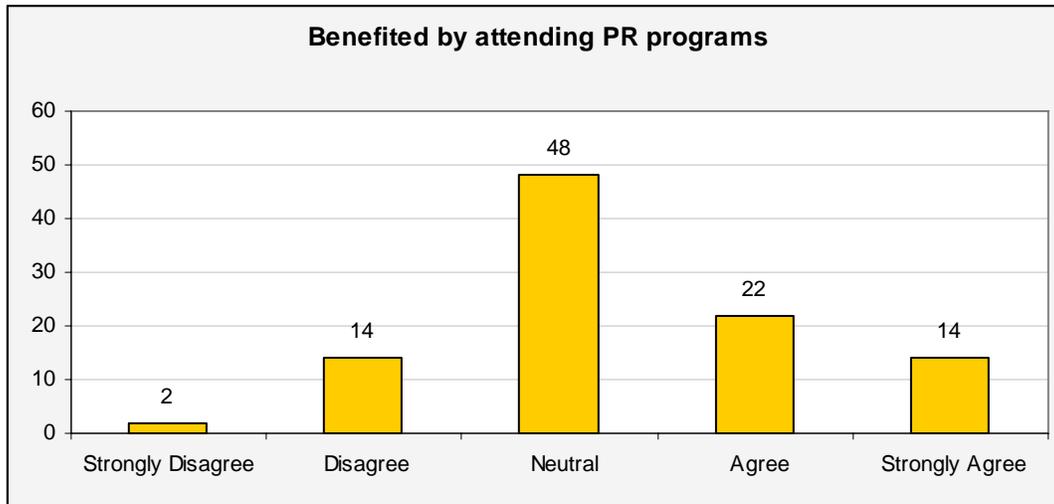| Opinion	Number of people	Number of percentages
Strongly Agree	2	2
Agree	14	14
Neutral	48	48
Disagree	22	22
Strongly Disagree	14	14

Figure 14

Figure 14 show that 14% of respondents strongly agreed that they got benefited by attending public relations programs. 22% of respondents agreed that they got benefited by attending public relations programs. 14% of respondents disagreed that they got benefited by attending public relations programs. 2% of respondents strongly disagreed that they got benefited by attending public relations programs. Left out 48% of respondents did not wish to answer the question and remain as neutral. This concludes that most of the public do not aware either they got benefited or not while most of them who aware replied that they got benefited rather than not.

4.4 Customers Satisfaction

4.4.1 PR program are always prefect and handled professionally

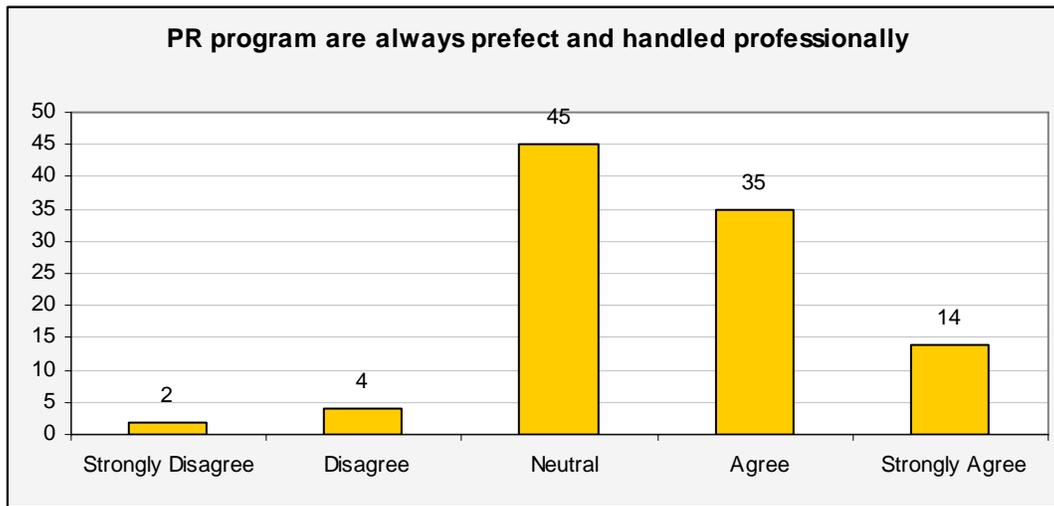| Opinion	Number of people	Number of percentages
Strongly Agree	2	2
Agree	4	4
Neutral	45	45
Disagree	35	35
Strongly Disagree	14	14

Figure 15

Figure 15 show that 14% of respondents strongly agreed that the public relations programs are always prefect and handled professionally. 35% of respondents agreed that the public relations programs are always prefect and handled professionally. 4% of respondents disagreed that the programs are always prefect and handled professionally. 2% of respondents strongly disagreed to the statement. On the other hand 45% of respondents did not wish to answer this question and remain as neutral. This concludes that most of the public do realize that the public relations programs are always prefect and handled professionally based on positive input received on both agreed and strongly agreed   respondents.

4.4.2 PR events and programs met public expectations

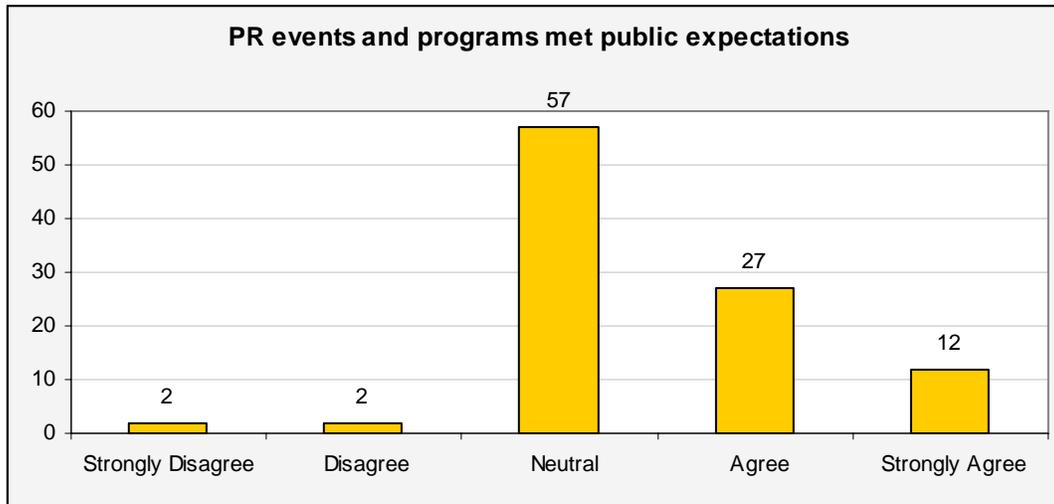| Opinion	Number of people	Number of percentages
Strongly Agree	2	2
Agree	2	2
Neutral	57	57
Disagree	27	27
Strongly Disagree	12	12

Figure 16

Figure 16 show that 12% of respondents strongly agreed that the public relations programs met their expectation. 27% of respondents agreed that the public relations programs met their expectation. 2% of respondents disagreed that the public relations programs met their expectation. 2% of respondents strongly disagreed that the public relations programs met their expectation. Meanwhile 57% of respondents did not wish to answer this question and remain as neutral. This concludes that most of the public where unable to decide either the public relations event organized by their telecommunication provider met their expectation or not.

4.4.3 Satisfied with public relations event conducted by telco

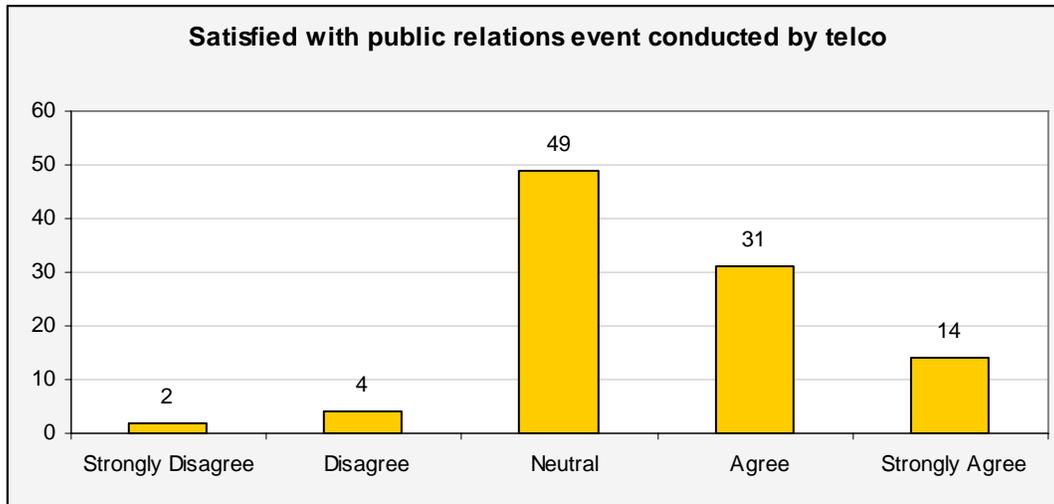| Opinion	Number of people	Number of percentages
Strongly Agree	2	2
Agree	4	4
Neutral	49	49
Disagree	31	31
Strongly Disagree	14	14

Figure 17

Figure 17 show that 14% of respondents strongly agreed that they are satisfied with the public relations program conducted by their telecommunication provider. 31% of respondents agreed that they are satisfied with the public relations program. 4% of respondents disagreed that they are satisfied with the public relations program. 2% of respondents strongly disagreed to the statement. On the other hand 49% of respondents did not wish to answer this question and remain as neutral. This concludes that most of the public were unable to decide either they are satisfied or not. When compared the satisfaction feedback excluding neutral feedback, most of the public are glad as they are satisfied while only few are not satisfied.

4.4.4 Will be loyal customers to telco if they conduct more PR program

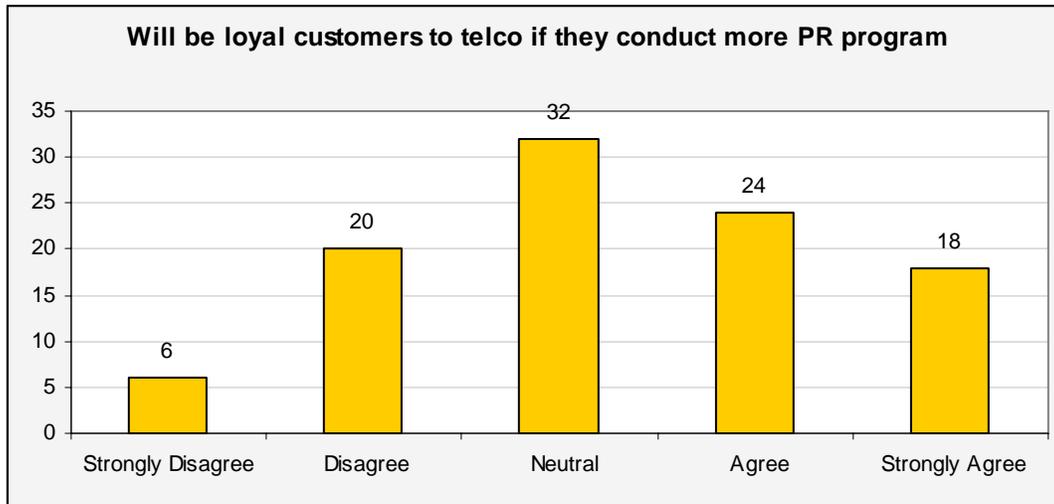| Opinion	Number of people	Number of percentages
Strongly Agree	6	6
Agree	20	20
Neutral	32	32
Disagree	24	24
Strongly Disagree	18	18

Figure 18

Figure 18 show that 18% of respondents strongly agreed that they will be loyal customers to their telecommunication provider if they conduct more public relations program. 24% of respondents agreed that they will be loyal customers to their telecommunication provider if they conduct more public relations program. 20% of respondents disagree the statement while 2% of respondents strongly disagreed to the statement. Thus' 32% of respondents did not wish to answer this question and remain as neutral. This concludes that most of the public agree to the statement that they will be loyal customers to their telecommunication provider if they conduct more public relations programs.

CHAPTER 5: CONCLUSION

5.0 Introduction

This chapter is conclusion to this research. Recommendation will be given in this chapter based on discussion after restating the findings from chapter 4.

5.1 Restate the findings from Chapter 4

The search input was collect from internet survey and mall intercept personal interview survey. 60 respondents, 60% of input received from internet survey. 40 respondents, 40% of input received from mall intercept interview survey. 57% of this research input was collect from males and 43% input was contributed by females. 21 to 25 years old peoples are the major users in wireless telecommunication industry with 26% input. Followed by people aged 15 to 20 with 22% input, aged above 30 with 22% input, aged 26 to 30 years old with 18% input, teenagers below 15 years old are the smallest users with 6% input.

The respondents were 48 people Indians, 27 people Chinese, 15 people Malays, and 10 people was other religion. Telecommunication provider of 42 respondents is Digi, 38 respondents is Maxis, 16 respondents is Celcom and 10 respondents are others providers. 75 respondents have attended public relations program before while 25 respondents have not. 28 respondents had attended public relation event once, 16 respondents attended twice, 15 respondents attended three times, 16 respondents attended more than three times, and 25 respondents have not attend any public relations programs.

Based on conducted survey, 63% of respondent gave positive feedback that public relations program is needed and 21% of respondents gave negative feedback. 41% of respondents have purchased products or services promoted at public relations program while 59% of respondents have not purchase any. 29% has purchase once, 9% has purchased twice, 5% had purchased three times, 14% had purchased more than three times, and 43% have not purchase even once.

In attending a public relations program, 43% of respondents spend less than one hour at the event, 15% spend around 1 hour, 20% spend around 2 hours, 10% spend around 3 hours and 12% spend more than 3 hours. 76% of respondents gave positive feedback that public relations program is promoted in media that reaches them easily and 8% of respondents gave negative feedback while no feedback received from 16% of respondents.

58% of respondents replied positively that public relations program carry a clear message and they do understand the message while 14% gave negative feedback. 54% of respondents agreed that public relations program delivers information that is useful to them while 14% of respondents denied the statement. In question of understanding beneficial, 36% of respondents gave positive feedback that they do benefited by attending a public relations program. 16% of respondents responded that they do not get benefited.

49% of respondents agreed that public relations programs are always prefect and handled professionally. 6% of respondents did not agree while 45% of respondents refused to give

positive nor negative feedback. 39% of respondents replied positive that public relations programs met their expectation. 4% of respondent replied negatively while 57% of respondents did not give any feedback.

Overall, 45% of respondents satisfied with public relations program. Only 6% of respondents did not satisfy while 49% of respondent was unable to respond neither satisfied nor unsatisfied. 42% of respondents agreed that they would be loyal customer to their telecommunication provider if they conduct more public relations programs. Only 26% of respondents disagree with the statement whereas they won't be loyal customer to their telecommunication provider although they conduct more public relations program.

5.2 Discussion

The inputs received through survey had influenced this discussion on several factors. Public relations programs currently promoted well and it reaches the public easily and this could encourage more customers to join or participate in the program. Although public relations program attending by many o them, they are not spending much time in it as most of them only spend less than one hour. This might because the program is not fully optimized to be beneficial all the time until it ends. It merely an entertaining or educating stuff that might route the customers to quit it although it is not end.

Although most of customers attending public relations programs, most of them do not buy any products or services promoted at the public relations program. Most of the customers understand the importance of public relations program and they do not suggest

the telecommunication provider to avoid conducting it. Public relations program being conducted well and carry a clear message. Most of customers who attended this public relation program aware of the message and do understand it well.

Although the message being delivered quite well the public still denying that the message was useful for them. Based on survey conducted, most of the customers that attended public relations program disagree that the message was useful for them. Almost all of Public relations programs held perfectly and handled professionally. Even the public also acknowledges this perfect ness and professionalism.

5.3 Recommendation

Public relations programs are welcomed and encouraged by customers. They had stated through survey for this research that they receive message delivered in public relations program. But they denied that the information was useful for them. The public relations program organizer should provide more useful information to the public who attended the program. By providing any useful information, this will encourage the customer to participate again in the next public relations event conducted by the same organizer. Otherwise they will keep spreading the news that it is not useful to attend the public relations program which could discourage others from attending the programs.

In general, although many of them participate in public relations programs, they spend less time in the event. According to survey, most of them only spend less than 1 hour. This can be considered at timeline that given to the organizer to provide as much as

information as they can to the public. It is my recommendation to organizers that they should promote or provide information to the public within this one hour. Otherwise, the public might leave the place before the organizer could actually start promoting or providing the information. Besides, to encourage the customer on spending more time, the organizer can make the event to be more happening as interactive as can to keep the customers remain excited with the event for long time. This will make sure promotions or information reaches them although it delivered quite late.

Promoting at public relation program is not a big deal for the organizer. But their promotion does not reach the public well or do not influence to public to purchase any product or services at the public relations event. This statement is truth according to the survey inputs whereas most of them do not purchase any product or service at the program. Therefore, it would be great if the public relations event organizer focus more on promotion and develop their influencing skill. More sales can be developed through promotions at public relations event if they influence the public well.

Based on the survey conducted for this research, collected data has been analyzed and concluded that most customers will be loyal customer to their telecommunication provider if they conduct more public relations events. This is the fact that stated by the customers themselves. Thus' telecommunication industry players should look for more opportunities to conduct public relations events to earn more loyal customers. Not only quantity of event given consideration but the quality of the event should also be professional to boost the quantity of customers and converting them into loyal customers.

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