

Capturing New Customer by Using Advertisement on Parking Ticket

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ABSTRACT - Customers purchasing behaviour seems to be the hardest part to measure. They need to be hypnotized by different kind of promoting and advertising strategy to come out with a purchasing decision. This paper discusses on creating awareness among the customers by using a parking ticket. A sense of aroma and also a caption of ‘Smell Me’ will be embedded and attach onto the parking ticket to make the customers aware of the offerings advertise through the parking ticket. This study was tested on a survey questionnaire of 300 respondents who passing by the research location which is Sooka Sentral. Based on the results, it is proven that promoting and advertising through parking ticket is relevant to be implemented.

Keywords: *customer purchasing behaviour, creating awareness, promoting and advertising strategy, parking ticket*

I. INTRODUCTION

Nowadays, a good product or service could not be sold by itself. Producers still need to create awareness among their customers regarding their offerings through several relevant methods based on to the types of goods. There are two types of goods namely, breakthrough goods and incremental goods. Breakthrough goods are

classified as employing new technology, new design and functions which need to be well introduced so the buyers will have a clear information and knowledge regarding the new breakthrough goods. As for the incremental goods, it is classified as the continuation goods where buyers already have a significant knowledge and understanding about it. The consideration of product awareness can be in many ways such as the issues on marketing mix and the customers’ behaviour or their acceptance towards the product awareness efforts.

Capturing the new customer awareness is a very difficult task, especially when it comes to a situation where the consumers don’t have any idea or knowledge regarding the goods even though the producers manage to produce goods that able to solve the consumers’ current problem and fulfil their needs but fail to attract the customers to buy. This research focused on how to increase the customer awareness and number of the visitors to facilities. The best solution is found by illustrated the concept with one of the Malaysian Resources Corporation Berhad (MRCB) property building, which known as Sooka Sentral

II. PRODUCT AWARENESS

According to Steven Silbiger, through his book named “The Ten Day MBA”, the development of the marketing mix is an evolutionary process whose goal is an internally consistent and naturally supportive plan. Marketing mix which is a part of the marketing plan is consisting of four important elements which are product, price, place and promotion. In this research the focus of marketing mix is on the promotion marketing tools. Promotion includes all of the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy these products (Solomon et al 2009). Promotional tools consist of advertising, sales promotion, public relations, personal selling, direct marketing and digital marketing. Among all these promotional tools, only the advertising strategy was used to complete this study.

According to Gary R. Dahl, the author of Advertising for Dummies, an effective, advertising must have certain criteria such as creative, hard hitting, memorable, clear, informative, and distinctive. A creative advertisement should able to attract the community attention, different and unique until it could create a purchasing decision towards the community. Hard-hitting is a situation where the headline, content, ambassador, graphic elements and so others could amaze the readers or the community to review the adverts over and over again. As for example, L’Oreal uses international and local celebrities such as Aishwarya Rai and Maya Karin for their shampoo products in order to capture the attention of the consumer or the community. Their intention is to deliver a message which is whoever that apply or use the shampoo, their hair will be as perfect as those celebrities.

On the other hand memorable advertisement is being remembered because of several reasons, such as the content of the adverts are easy to digest, the story line of the advert is interesting, the graphic is attractive, the jingle sounds catchy and also the used of the right ambassador. Informative is another criteria of an effective advertisement. If the advert full with graphic, interesting image, and also placed a famous ambassador on it, but lack of information about the goods, the producers will face with a big problem because some of the consumers are lazy to find extra information regarding those products and services.

The last criteria are distinctive. Distinctive is a situation where whenever the advert appears on television, radio, billboard and so others, the consumers could predict that the advert belongs to the particular producer. As for example, the Mc Donald’s advertisement. Whenever the jingle is played on television or radio, the community will know that the advertisement belongs to Mc Donald even by just listening to the advert without looking at it. Producers should also remember that they shouldn’t serve the consumers with false information in their advertisement or make promises that they know they can’t serve the consumers.

Customer behaviour is the action and the decision that a person takes by purchasing and using the producers’ products and services. Customers will act differently whether positively or negatively towards a product or a service which this important to producers and marketers to observe and understand. For that reason, the producers need to briefly understand the five (5) stages of customer behaviour, purchasing decision, starting from problem recognition, information search, alternative evaluation, purchase decision and post purchase behaviour.



Figure 1: Figure of the Consumer Behaviour Purchasing Decision

The first stage of the consumer behaviour purchasing decision is the problem recognition. It arises when the consumers realized if there is a need for the related goods. Problem recognition may be triggered by a number of external or internal factors (Peppard et al. 1998). Internal problem recognition occurs when an individual realize that he or she might need the particular goods. This needs arise due to increase in his or her salary that makes he or she believes that the goods is a must have need. Meanwhile, the external problem recognition occurs when the consumer being influenced by the external factors such as promotion, trends, gadget collectors (referring to the example above) and so others. This kind of consumer is easy to be influenced.

The second stage is the information search. Usually buyers seek for information if it involves high risk purchasing goods that are considered as expensive, complex or difficult to understand, but can also be products that require a high level of commitment as well as socially visible items such as jewellery or clothes (Solomon 1999:218f). The third stage of customer behaviour purchasing decision is the evaluation of alternatives. After gathering all the information needed, the customers will evaluate this information. Normally they will rank the information. As for example, there are few brands in the market that sells tabs such as Apple, Samsung, and so others, often be compared among each other's in term of its features, weight, design, so others. After ranking all the speciality of the

products based on the information, they will evaluate carefully which of those brands met the wanted criteria and has the most value and benefits to them.

The purchase decision is the fourth stage of the customer behaviour stages where after the customer evaluates all the related information, they will attempt to purchase the goods. At this stage, the buyer had make out their mind on the selected goods, sellers and the method of purchase. Retailers and other distribution channels need to well serve their customers because at this situation, they could easily hesitate to purchase the related goods at the time where they are in the retailers shop.

The last stages are the post purchase behaviour. The post purchase behaviour is the matter of after purchasing expectation either satisfied or dissatisfied where this could affect consumer value perceptions, consumer communications and also repeat – purchase behaviour. Customers will feel more satisfied if the products come with its benefit and also value that other substitute products didn't offer to them. For example, a coffee shop is not solely serves customers with the best coffee in town but also create a valuable awareness by providing them a conducive environment such as free WI-Fi, wide table for gathering and others.

According to Laura A. Lake through the Consumer Behaviour for Dummies book, marketing activities can be used to stimulate emotions and satisfy motivation. Below is the flow chart that shows how emotion and motivation influence the purchasing decisions.



Figure 2: Figure of Motivation and Emotion That Influence Purchase Decision

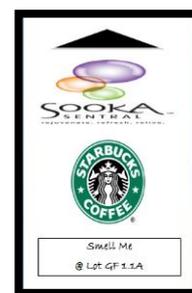
The process begins when the consumer's emotion is evoked by a need where the consumer thinks that he or she might need it. As for example, to carry a laptop is such a burden due to its size and weight. Therefore the consumer will identified their need whether to substitute the laptop with a tab. In order to make a right decision, the consumers will gather information from several sources to motivate them to buy. After they feel motivated, the purchase is made in order to fulfil the needs.

III. NEW ADVERTISING METHODS

The new method of advertising to capture the attention of the new customers must be creative and productive. The best method to capture the new customers is by implementing Shikakeology's method where the major characteristic is to induce spontaneous behaviour among the consumers. A shikake is an embodied trigger for behaviour change to solve social or personal issues (Matsumura, 2013). Through this method, a new method of advertising was found. The idea is to create an aromatic parking ticket. Why aromatic parking ticket? This is because, from studies that had been made, one of the famous chewing gum companies, Wrigley's, also implements the same method to promote their new Wrigley's Polar Fresh chewing gum.

Wrigley's through their observation found out that a lot of consumers placed their parking tickets in between their lips since neither hands is free to hold the ticket. From this finding, Wrigley's decided to create the world's first flavoured parking ticket. They implement this by put a thin layer of mint onto the parking tickets and placed them in parking lots. When the drivers placed the ticket between their lips, they could feel or taste the new flavour of the chewing gum and this will makes them buy the chewing gum at the nearest stores available. Mint flavoured parking tickets are not something consumers would expect at parking lots (Matsumura, 2013). This generated fun, pleasant surprises and positive conversation about the brand (Matsumura, 2013).

With the successfulness of the Wrigley's advertisement, it is relevant to implement an aromatic parking ticket. The parking ticket will be designed with a picture or graphic of particular goods. As for example, if the advert on the ticket is Starbucks Coffee and Tea advert, the parking ticket will smells like a Starbucks best coffee, let say Starbucks "Cafe Latte". When the consumers realize about the smells, they will take a look of the parking ticket and take a look of the information on the ticket. If they found out that the aroma smells good or the smell triggers them to taste the coffee, they will automatically walk into Starbucks and purchase the coffee. The example of images of the aromatic parking tickets is as follows:



Picture 1: Example of the Aromatic Parking Ticket

IV. METHODOLOGY

The purpose of this study is to capture the new customers by using advertising parking ticket as a promotional method to create customer awareness in community using concept illustrated earlier. Namely; elements to create product awareness, marketing mix, effective advertising approach, customer behaviour and relationship between consumer behaviour's motivation and emotion.

The research frame of the study consist of promotional strategy as the independent variable, advertising strategy as the intervening variable, capturing new customers as the dependent variable and advertising strategy as the moderating variable. The relationship of the variables is as follows:

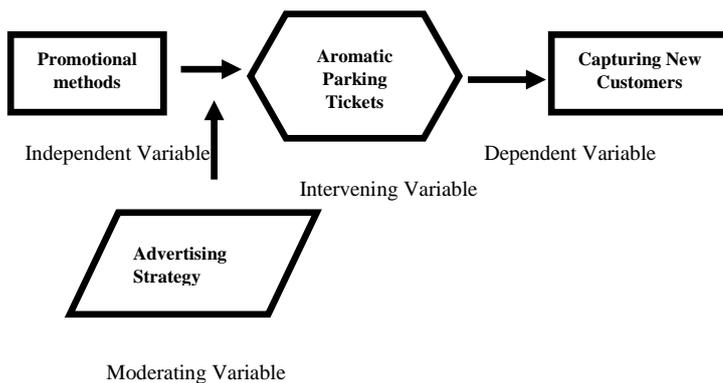


Figure 3: Theoretical Framework

The independent variable for this study is the promotional methods which derived from the marketing mix that had been identified as a medium to solve the current problem faced by Sooka Sentral. Sooka Sentral is a lifestyle centre that offers facilities that are mainly focus on Food and Beverages (F&B), spa, gym, healthcare and so others to the communities. Unfortunately, Sooka's current promotional strategy is not helping them to generate more customers even though it's located just next to Kuala Lumpur Sentral and surrounded

by office building such as Maxis, Axiata and so others.

Therefore, advertising strategy as the moderating variable is being used to solve the issue face by Sooka. It is true; there are few signboards of advertisement on the building regarding the F&B facilities and services that they offer. But, the signboards are not updated and less attractive even though it is located strategically in front of the Kuala Lumpur Sentral departure hall. From the observation that had been made, most of the people who travel by train are more likely prefer to enjoy the F&B facilities which are located inside the Kuala Lumpur Sentral building. Most of the people or communities who are regular customers to Sooka Sentral are those who work around the Sooka Sentral building itself.

In this research study, the aromatic parking ticket as the intervening variable could replace Sooka's current unsuccessful advertising strategy. The parking ticket will be embedded with the sense of the F&B aroma, offers by Sooka. Therefore, the parking users that placed the ticket in between their lips are able to smell the aroma of the ticket. Moreover, on the parking ticket, there will be a "Smell Me" caption and also imaged to trigger the user to smell the aroma of the ticket and get attracted to try out the offerings. The reason behind this is to attract the parking users who do not placed the parking ticket in between their lips.

Capturing new customers as the dependant variable is the main purpose of conducting the study. With the new promotional and advertising strategy by using the aromatic parking ticket, the objective of the study could be obtained and Sooka able to win the heart of the communities which are very choosy and fussy. It can be said that the aromatic parking ticket is being used as a communication medium to promote Sooka in order to capture the attention of the new customers.

Logically exploratory research is conducted to sense a better understanding of a situation. This research is not designed to come out with final result, answer or decisions. As for example, Sooka Sentral is a building or it can be considered as a mall that offers variety types of F&B. But the problem is not everyone knows about this building and its offering. Unlike any other mall in Malaysia especially in Kuala Lumpur such as Mid Valley, Pavillion, One Utama, Sunway Pyramid and so others, this building is far left behind. Therefore, in this case the exploratory research could be used to provide the causes why actually this problem occurs and what are the factors that lead to this matter.

A total of 300 questionnaires being distributed to the community nearby the research location (sooka sentral), This questionnaire contains four (4) parts which are section A: self-introduction; section B: community awareness and behaviour towards Sooka Sentral presence and its offerings; section C: community awareness and behaviour towards Sooka Sentral promotional and advertising activities; section D: the new idea of promotional and advertising strategy for Sooka Sentral and lastly section E: suggestions and recommendations.

| Sections | Cronbach's Alpha | N of Item |
|----------|------------------|-----------|
| B | .874 | 6 |
| C | .933 | 8 |
| D | .940 | 11 |

Table 1: Result of the reliability analysis

Based on the table it shows the result of the reliability test, whereby the Cronbach's Alpha reliability coefficient is obtained for all variables in the particular section. For section B, a total number of six questions were provided and the result of the Cronbach's Alpha is 0.874, which is according to Nunnaly's rule of thumb, this result is considered

as good (low-stakes testing). Through section C, a total number of eight questions were provided and the result of the Cronbach's Alpha is 0.933, which according to Nunnaly's rule of thumb, this result is considered as excellent (high-stakes testing). As for section D, a total number of eleven questions were provided and the result of the Cronbach's Alpha is 0.940, which based on Nunnaly's rule of thumb, this result is considered as excellent (high-stakes testing).

V. RESULTS AND DISCUSSION

The data from questionnaire was analysed in the sequence of a) reason of being nearby (Section A); b) community awareness and behaviour towards Sooka Sentral Presence and its offerings (Section B); c) community awareness and aehaviour towards Sooka Sentral Promotional and Advertising Strategy (Section C); d) new idea of promotional and advertising strategy for Sooka Sentral (Section D) and e) suggestions and recommendations (Section E).

A) Frequency of Respondent Background By Reason Of Being Nearby (Section A)

| | | Reason Of Being Nearby | | | |
|-------|----------------|------------------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Working nearby | 69 | 23.0 | 23.0 | 23.0 |
| | Railway users | 146 | 48.7 | 48.7 | 71.7 |
| | Others reasons | 85 | 28.3 | 28.3 | 100.0 |
| | Total | 300 | 100.0 | 100.0 | |

Table 2: Frequency of Respondent Background By Reason Of Being Nearby (Section A)

The table shows clearly that the total respondents with the reason of railway users, carries the most total of frequency which is 146 totals of respondents, with the percentage of 48.7%.

Meanwhile, the total of respondent with the reason of working nearby the research building carries the least total of frequency which is 69 totals of respondents, with the total percentage of 23%.

B) Community Awareness and Behaviour towards Sooka Sentral Presence and its offerings (Section B)

| Item | No | | Yes | |
|--|------------|-------------|------------|-------------|
| | Frequency | % | Frequency | % |
| Awareness of Sooka's Presence | 165 | 55 | 135 | 45 |
| Awareness of Sooka's Offerings | 167 | 55.7 | 133 | 44.3 |
| Awareness of the Building Operations | 224 | 74.7 | 76 | 25.3 |
| Customers' Satisfaction Level with the Offerings | 172 | 57.3 | 128 | 42.7 |
| Attractive Variety Types of Cuisines | 174 | 58 | 126 | 42 |
| Sooka is the Best Place to Hangout | 142 | 47.3 | 158 | 52.7 |

Table 3: Data Analysis for Community Awareness and Behaviour towards Sooka Sentral Presence and its offerings

The result shows that most of the respondents did not aware with Sooka's presence and also their offerings. This is because, most of the respondents did not agree with all the questions provided under this section; except for the last question which is Sooka is the best place to hangout. During the survey, the respondents were being explained briefly about Sooka. They were quite interested with the concept of the business that mostly offers food and beverages, unlike other shopping malls that provide similar goods. Consumers are getting more and more inclined towards a "one stop destination" for their complete shopping desire, thereby complementary the theory of emergence of the mall culture (Kaufman, 1996).

With the unique design of the building, the community feel more attracted to hangout in there.

Even though they just pass by the building, it could trigger them to visit the building. Wakefield and Baker (1998) found out that the architectural design of the mall was the dimension which contributed the most to the mall excitement, while a mall's interior design had the strong influence of consumers' desire to stay longer in the mall. Operating hours and time taken to reach the outlet are one of the main criteria which the consumers look for while selecting a shopping outlet (Kaufman, 1996). Sooka's operation hours are not strict to one specific time. It means that all the shop operation hours are not rigid to one specific time in opening and closing hours.

C) Community Awareness and Behaviour towards Sooka Sentral Promotional and Advertising Strategy (Section C)

| Item | No | | Yes | |
|---|-----------|------|-----------|------|
| | Frequency | % | Frequency | % |
| Awareness of The Sooka's Promotional and Advertising Efforts | 175 | 58.3 | 125 | 41.7 |
| Awareness of The Sooka's Advertising Location | 181 | 60.3 | 119 | 39.7 |
| Awareness with Sooka's Updating Advertising Campaign | 195 | 65 | 105 | 35 |
| Sooka's Attractiveness Advertising Strategy Do Triggers The Community | 190 | 63.3 | 110 | 36.7 |
| The Effectiveness of Sooka's Advertising Strategy | 200 | 66.6 | 100 | 33.3 |
| Sooka's Advertising Strategy Managed to Influenced Others | 197 | 65.6 | 103 | 34.3 |
| The Effectiveness Of Sooka's Advertising Images, Graphics and Illustrations | 199 | 66.3 | 101 | 33.7 |
| The Willingness to Spread Out The News About Sooka | 216 | 72 | 84 | 28 |

Table 4: Data Analysis for Community Awareness and Behaviour towards Sooka Sentral Promotional and Advertising Strategy

The result shows that most of the respondents dislike or not aware with Sooka's effort in conveying their messages through their

current advertising tool which is the advertisement board. This is because, most of the respondents strongly disagree with all the questions provided under this section. This strongly shows that Sooka's effort all this while in promoting their offerings to the community had failed to attract them. This can be proven from the pictures above.

Picture 2: Sooka Sentral Environment and Advertisement Board



The pictures were taken during working days in working hour's period. It is unbelievable that a place that's full with food and beverages offerings and facilities were not full with people. This means that the community seriously not aware with this particular building. Through these pictures, it can be stated that, the survey made is reliable with the observation due to the people who working nearby, the railway users and so others, are not aware with the Sooka presence or existence and also their effort on promotional and advertising strategy.

D) New Idea of Promotional and Advertising Strategy for Sooka Sentral (Section D)

| Item | No | | Yes | |
|--|-----------|-------|-----------|-------|
| | Frequency | % | Frequency | % |
| The Acceptance Of The New Idea | 46 | 15.33 | 254 | 84.67 |
| The Trigger Effect Of The New Idea | 44 | 14.67 | 256 | 85.33 |
| The Supporting Level Of The New Idea | 56 | 18.67 | 244 | 81.33 |
| The Effectiveness Of The Caption "Smell Me" | 46 | 15.33 | 254 | 84.67 |
| The Expected Aroma (Food) | 57 | 19 | 243 | 81 |
| The Expected Aroma (Beverages) | 50 | 16.67 | 250 | 83.33 |
| The Great Idea Of Embedded Sense On A Parking Ticket | 40 | 13.33 | 260 | 86.67 |
| The Reliability Of The New Idea Method | 47 | 15.67 | 253 | 84.33 |
| The Uniqueness Of The Idea | 44 | 14.67 | 256 | 85.33 |
| The Confirmation Level To Repair The Car At Sooka | 85 | 28.33 | 215 | 71.67 |
| The Continuation Of The New Idea | 73 | 24.33 | 227 | 75.67 |

Table 5: Data Analysis for the New Idea of Promotional and Advertising Strategy for Sooka Sentral

The result indicates this new proposed idea is relevant to be implemented in Sooka in order to capture the attention of the community due to most of the respondents support the new proposed idea which is the aromatic parking ticket to solve Sooka's current problem. This is because, most of the respondents strongly agree with the questions provided under this section. . The new generation of customers are difficult to be influenced with the old fashion of promotional and advertising strategy just like Sooka did by using billboard and floor sticker to attract the community. Below is the picture of product that uses different kind of method in promoting their goods by using sense of aroma.



Picture 3: Wonda Coffee Sense of Smell Advertisement

Wonda Coffee, one of the famous coffee brands in the country had used newspaper to promote and advertise their product. This method sounds conventional but the secret behind the strategy is, Wonda Coffee promotes the aroma of their coffee through the newspaper. This means, whoever has bought the newspaper, will get triggered to smell it due the strong aroma of coffee from the paper and also the captions used by Wonda Coffee to trigger them to smell.

E) Suggestions and Recommendations
(Section E)

| Suggestion and Recommendation for Sooka Current Advertising Strategies | Suggestion and Recommendation for the New Proposed Idea |
|---|--|
| Add more advertisement and promotional activity | Attract people to come to Sooka |
| Bad | Disable won't like this. Sensitivity |
| Boring | Great! I like the proposed idea |
| Don't know where is Sooka | Innovative idea by utilizing the human beings sense of smell |
| Havent really noticed Sooka Sentral, Wouldn't be fair for me to comment | Rare |
| Nice place to hangout | Something new which other parking lot don't have |

Table 6: Suggestion and Recommendation for Sooka's Current Promotional and Advertising Activities and the New Proposed Idea

Lastly, for section E, the results show that most of the respondents did not prefer and didn't have any idea on the type of advertising method used by Sooka to promote their offerings and to capture the attention of the customers. Negative comments such as add more advertisement and promotional activity had proven that the community seriously did not have any idea on the kind of promotional and advertising method they used. Some of the respondents refused to give any comments because they never heard about Sooka before and they feel unfair to judge the building.

On the other hand, most of the respondents support the new proposed idea by giving positive feedbacks and comments throughout the question. Comments such as "innovative idea by utilizing the human beings sense of smell" had proven that this idea had move out of the box. Normally only the community just see and digest the advert but with this parking ticket, the community able to use their sense of smell to digest the message of the advertisement.

VI. CONCLUSION

As a conclusion, it can be said that most of the respondents agree that the new idea is relevant to be implemented and suitable for Sooka who carries the "Lifestyle Centre" concept. As mentioned earlier on, the community did not aware of the building existence and its offerings, and also their promotional and advertising strategy. Therefore, with the new proposed idea, those two above problems could be solved due to the uniqueness, rareness and fresh idea that enable to open the community's heart and eyes to walk in to Sooka and try out the offerings. The idea will not

only benefit Sooka, but also will benefit the parking operators where this idea could give them a new idea on how to tackle new clients to choose them as their respective parking operator. Other than that, this idea also could also give a new advantage to the advertising industry on the new method in advertising and promoting products and services. Therefore, as the conclusion, it can be said that this new proposed idea is reliable, relevant and acceptable to be implemented.

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