Reading on Marketing Theories

A Practical Approach on Case Studies

Ahasanul Haque

IIUM PRESS

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

Reading on Marketing Theories: A Practical Approach on Case Studies

Ahasanul Haque, Ph. D
Associate Professor of Marketing

Faculty of Economics & Management Sciences
Department of Business Administration

IIU M Press

Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2012
©IIUM Press, IIUM

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without any prior written permission of the publisher.

Perpustakaan Negara Malaysia Cataloguing-in-Publication Data

AKM Ahasanul Haque: Marketing in the Malaysian Environment

ISBN: 978-967-5272-94-3

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysian Scholarly Publishing Council)

IIUM PRINTING SDN.BHD.
No. 1, Jalan Industri Batu Caves 1/3
Taman Perindustrian Batu Caves
Batu Caves Centre Point
68100 Batu Caves
Selangor Darul Ehsan
Tel: +6**03-6188 1542 / 44 / 45** Fax: +**603-6188 1543**
EMAIL: iiumprinting@yahoo.com

Contents

Table of Content

About the Editor ii

Preface iii

Chapter 01: Strategy for Consumer Brand Preferences 1

Chapter 02: Factors influencing consumer buying behavior on Electrical items: The Malaysian perspective 11

Chapter 03: Brand Equity and Brand Preference: A Study on TM Net 27

Chapter 04: ISO in Information Technology: Excellence through Quality Information and Solutions 55

Chapter 05: A Marketing Plan for MODENAS 79

Chapter 06: Shopping on the Internet: The influence of brand name on consumer's purchase decision 87

Chapter 07: How could TQM benefit SMEs in Malaysia? 97

Chapter 08: Malaysian customer's perception on E-ticketing for flight Reservation 121

Chapter 09: Case Studies 127

About the Chapter Authors 162

CHAPTER 08

MALAYSIAN CUSTOMER'S PERCEPTION ON E-TICKETING FOR FLIGHT RESERVATION

Abdullah Al Mamun Sarwar and Ahasanul Haque

INTRODUCTION

Currently, large of number of people are interested in using the internet in terms of communication as well as transaction. According to a study in Europe by Koichi, T (2002), e-commerce is poised to grow by nearly 50 percent per years. The total online retail revenue in Asia-Pacific has $2.8 billion in 2004, compared with $3.5 billion in Europe, and $36.6 billion in the US. Many companies use the internet in buying and selling of products or services over electronic systems such as the Internet and other computer networks which one called electronic commerce. Electronic commerce is an important activity in new era of technology where people encourage it as the evolution in business area. The emergence of e-commerce has attracted customers' attention to involve in this evolution for commerce from traditional to digital. The revolution can be attributed to the increasing use of the Internet in business. It has changed ways companies sell products to customers and distributes them to the retailers. Since Internet commerce has been developed, there were about 600 million online people in the world in 2002 (UNCTAD, 2002). The U.S department of commerce (2002) reported that more than half the US population was connected to the Internet in 2002. Many companies believe that their business can create more profit as much as the Internet becomes popular. However, only when companies offer appropriate goods and services in online channel, they can confirm that those products will be purchased by consumers. The problem is setting up a portal site is quite costly. That is one barrier of many investors in dealing with the internet marketing. The emergence closely tied to the technological advancement that change the customers way of thinking in using online services in purchasing products. Not only in purchasing the products, online services also being used for product comparison, product features and selection, as well as for post-purchase facilities that offered through online purchasing(Sulaiman, Mohezar and Lin,2006). This phenomenon also reflected in airline services where his area gets a rapid growth from online purchasing. It started by AirAsia that introduced lowest fare for airline services. At the same time, it also introduced e-reservation, where the passengers can book their ticket and seats online at the lowest cost rate ever, as well as for ticket that can be obtained directly through email after the purchasing process done. This digital ticket from online purchasing is known as e-ticket.

E-ticketing is paperless that popular in US based airline in 1980s. The first airline that practices the e-ticketing was United Airline in 1984 that primarily design for domestic carries operating point to point flight (Kruelle and Swatman, 2006). Recently, this e-ticket has popular around the world for its convenient and secure way of information. In the past, the traditional ticket is paper based that required the person to carry it around, while nowadays e-ticket dose not required what the real ticket dose. It just required storage device to store the e-ticket and all the information of the ticket holder is inside. This is can be a plus point for online airline reservation user that feels inconvenient with the system of traditional ticket. In the early of 2000, the e-ticketing has attracted the Asian country when the online technology has increased rapidly. Compare to another online activity, the e-ticketing for e-reservation of airline services got more response from the customer, including Malaysian customers.