

**THE CONTRIBUTING FACTORS AFFECTS ON SPECIAL EVENTS AND
SHOPPING VENUE**

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**Thesis submitted in fulfillment of the requirement for the award of the degree in
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SUPERVISOR'S DECLARATION

I hereby declare that I have checked this thesis and in my opinion, this thesis is adequate in terms of scope and quality for the award of the Degree of Project Management with Honors.

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I hereby declare that the work in this thesis is my own except for quotation and summaries which have been duly acknowledged. The thesis has not been accepted for any degree and is not concurrently submitted for award of other degree.

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TABLE OF CONTENT

SUPERVISOR’S DECLARATION	I
STUDENT’S DECLARATION	II
DEDICATION TO FAMILY	III
ACKNOWLEDGEMENT	IV
ABSTRACT	V
ABSTRAK	VI
TABLE OF CONTENT	VII
LIST OF TABLE	xi
LIST OF FIGURE	xv

Contents	page
-----------------	-------------

CHAPTER 1	INTRODUCTION	
1.1	Background Study	1
1.2	Problem Statement	3
1.3	Objectives Of The Study	4
1.4	Research Question	4
1.5	Research Scope	4
1.6	Significance Of The Study	5
1.7	Operational Definition	5

CHAPTER 2	LITERATURE REVIEW	
2.1	Introduction	7
2.2	Event	7
2.3	Visitor And Customer Satisfaction	9
2.4	Visitors Attraction	11
2.5	Shopping Venue	13
2.6	Factor Affecting Special Events And Shopping Venue	14
2.6.1	Location	14
2.6.2	Price	15
2.6.3	Media	15
2.6.4	Distance	15
2.7	Previous Study In Special Event	17
2.8	Research Framework	20
CHAPTER 3	METHODOLOGY	
3.1	Introduction	21
3.2	Research Design	21
3.3	Population And Sampling	22
3.3.1	Determining Sample Size	23
3.4	Development Of Instrument	24
3.4.1	PART A	24
3.4.2	PART B	25
3.5	Data Analysis Techniques	25
CHAPTER 4	DATA ANALYSIS	
4.1	Introduction	26
4.2	Demographic Analysis	26
4.2.2	Race	28
4.2.3	Educational	29
4.2.4	Status	30
4.2.5	Salary	31
4.2.6	Purpose	32

4.2.7	Frequency	33
4.2.8	Distance	34
4.3	The Comparison Of Satisfactory Level Of The Visitor To The Special Event And To The Special Venue Using The Mean In Term Of Participation, Promotion And Satisfaction	74
4.3.1	Participation	74
4.3.2	Promotion	74
4.3.3	Satisfaction	75
4.4	Normality Test	76
CHAPTER 5 CONCLUSION AND RECOMMANDATION		
5.1	Introduction	77
5.2	Discussion Of Finding	77
5.2.1	Objective 1: To investigate the contributing factors that attract visitor arrivals to special events that complement the shopping venue	78
5.2.2	Objective 2: To compare the satisfactory level of the visitor to the special event and to the shopping venue	78
5.3	Limitation	79
5.4	Recommandation	79
REFERENCES		80
APPENDICES		88
GHANT CHART		93

LIST OF TABLES

Table 4.1 Gender	28
Table 4.2 Race	29
Table 4.3 Educational	30
Table 4.4: Status	31
Table 4.5: Salary	32
Table 4.6: Purpose	33
Table 4.7: Frequency	34
Table 4.8: Distance	35
Table 4.9: Media play an important role in disseminating information about an event. (Events)	36
Table 4.10: Media play an important role in disseminating information about an event. (Shopping Venue)	37
Table 4.11: Media play an important role in disseminating information about an event. (event/Shopping Venue)	38
Table 4.12: Other people affect visitor mindset to go to an event. (Event)	39
Table 4.13: Other people affect visitor mindset to go to an event. (Shopping Venue)	40
Table 4.14: Other people affect visitor mindset to go to an event. (Event)	41
Table 4.15: Suitable location for visitor arrivals at event. (Event)	42
Table 4.16: Suitable location for visitor arrival at event. (Shopping venue)	44
Table 4.18: Strategic location to attract visitor to an event. (Event)	45
Table 4.19: Strategic location to attract visitor to an event. (Shopping venue)	46
Table 4.20: Strategic location to attract visitor to an event. (Event/Shopping venue)	47
Table 4.21: Limited period of time affect the attraction of visitor to an event. (Event)	48

Table 4.22: Limited period of time affect the attraction of visitor to an event. (Shopping venue)	49
Table 4.23: Limited period of time affect the attraction of visitor to an event. (Event/Shopping venue)	50
Table 4.24: Each product at event have sales discount than shopping venue. (Events)	51
Table 4.25: Each product at event have sales discount than shopping venue. (Shopping venue)	52
Table 4.26: Each product at event have sales discount than shopping venue. (Event/Shopping venue)	53
Table 4.27: Offer interesting package to attract visitor to spend at event. (Event)	54
Table 4.28: Offer interesting package to attract visitor to spend at event. (Shopping venue)	55
Table 4.29: Offer interesting package to attract visitor to spend at event. (Event/Shopping venue)	56
Table 4.30: Offer the latest product with lowest price than other market. (Events)	57
Table 4.31: Offer the latest product with lowest price than other market. (Shopping venue)	58
Table 4.32: Offer the latest product with lowest price than other market. (Event/Shopping venue)	59
Table 4.33: Offer the latest product with lowest price. (Events)	60
Table 4.34: Offer the latest product with lowest price. (Shopping venue)	61
Table 4.35: Offer the latest product with lowest price. (Event/Shopping venue)	62
Table 4.36: Event was interesting. (Events)	63
Table 4.37: Event was interesting. (Shopping venue)	64
Table 4.38: Event was interesting. (Event/Shopping venue)	65
Table 4.39: Visitor can buy and choose all their need of products at same place. (Events)...	66
Table 4.40: Visitor can buy and choose all their need of products at same place. (Shopping venue)	67

Table 4.41: Visitor can buy and choose all their need of products at same place. (Event/Shopping venue)	68
Table 4.42: Staff provides good guides and services. (Events)	69
Table 4.43: Staff provides good guides and services. (Shopping venue)	70
Table 4.44: Staff provides good guides and services. (Event/Shopping venue)	71
Table 4.45: Making the right choice by attending the event. (Events)	72
Table 4.46: Making the right choice by attending the event. (Shopping venue)	73
Table 4.47: Making the right choice by attending the event. (Event/Shopping venue)	74
Table 4.48: Participation for the event and shopping venue	75
Table 4.49: Promotion for the event and shopping venue...	75
Table 4.50: Satisfaction for the event and shopping venue	76
Table 4.51: Test of Normality	77

LIST OF FIGURE

Figure 4.1: Percentage of Gender	28
Figure 4.1: Percentage of race	29
Figure 4.3: Percentage of educational	30
Figure 4.4: Percentage of status	31
Figure 4.5: Percentage of salary	32
Figure 4.6: Percentage of purpose	33
Figure 4.7: Percentage of frequency	34
Figure 4.8: Percentage of distance	35
Figure 4.9: Media play an important role in disseminating information about an event. (Events)	36
Figure 4.10: Media play an important role in disseminating information about an event. (Shopping Venue)	37
Figure 4.11: Other people affect visitor mindset to go to an event. (Event)	39
Figure 4.12: Other people affect visitor mindset to go to an event. (Shopping Venue)	40
Figure 4.13: Suitable location for visitor arrivals at event. (Event)	42
Figure 4.14: Suitable location for visitor arrival at event. (Shopping venue)	43
Figure 4.15: Strategic location to attract visitor to an event.(Event)	45
Figure 4.16: Strategic location to attract visitor to an event. (Shopping venue)	46
Figure 4.17: Limited period of time affect the attraction of visitor to an event. (Event)	48

Figure 4.18: Limited period of time affect the attraction of visitor to an event. (Shopping venue)	49
Figure 4.19: Each product at event have sales discount than shopping venue. (Events)	51
Figure 4.20:Each product at event have sales discount than shopping venue. (Shopping venue)	52
Figure 4.21: Offer interesting package to attract visitor to spend at event. (Event)	54
Figure 4.22: Offer interesting package to attract visitor to spend at event. (Shopping venue)	55
Figure 4.23: Offer the latest product with lowest price than other market. (Events)	57
Figure 4.24: Offer the latest product with lowest price than other market. (Shopping venue)	58
Figure 4.25: Offer the latest product with lowest price.(Events)	60
Figure 4.26: Offer the latest product with lowest price. (Shopping venue)	61
Figure 4.27: Event was interesting. (Events)	63
Figure 4.28: Event was interesting. (Shopping venue)	64
Figure 4.29: Visitor can buy and choose all their need of products at same place. (Events)	66
Figure 4.30: Visitor can buy and choose all their need of products at same place. (Shopping venue)	67
Figure 4.31: Staff provides good guides and services. (Events)	69
Figure 4.32: Staff provides good guides and services. (Shopping venue)	70
Table 4.33: Making the right choice by attending the event. (Events)	72
Figure 4.34: Making the right choice by attending the event. (Shopping venue)	73

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ABSTRACT

The contributing factor effects on special events and shopping venue is intended to determine factors that an event has an impact to the shopping venue. The objective of this study is to investigate the contributing factor that attracts visitor arrivals to special events that complement the shopping venue and to compare the satisfactory level of the visitor to the special events and to the shopping venue. There are five chapters involved in this study.

This study is conducted because to know what will happen to the shopping venue with the existence of the special event and the impact. The first chapter describes about the main issue and the problem statement when special event always held close to the shopping mall. In the second chapter relates to the theories and facts related to the special event and shopping venue. Next, for the third chapter, discusses about the way to obtain information. In this study, questionnaires were distributed to 300 randomly selected visitors to. The data obtain will be analyze in the Statistical Package for the Social Sciences (SPSS) software specific to determine the values of the result. In the next chapter, which is fourth chapter is discuss the analysis of data obtained from questionnaires. There are 300 sets of questionnaires were distributed and all can be used for analysis. In this chapter, the analysis offered is the mean, mode, standard deviation and so on. For the final chapter is the fifth chapter. This chapter discuss about finding in the previous chapter to ensure that the entire objective in this study were successfully achieved. These findings also give a warning sign to shopping venue that they are now compete with the special events around them because of decreasing number of visitor go to the shopping venue during a special event.

ABSTRAK

Faktor yang memberi kesan kepada pusat membeli belah akibat daripada faktor-faktor kewujudan acara-acara khas. Objektif kajian ini adalah untuk mengkaji faktor penyumbang yang menarik kedatangan pelawat untuk acara-acara khas yang melengkapkan tempat membeli-belah dan membandingkan tahap kepuasan pengunjung untuk acara-acara khas dan tempat membeli-belah. Terdapat lima bab yang terlibat dalam kajian ini. Kajian ini dijalankan untuk mengetahui apa yang akan berlaku kepada tempat membeli-belah dengan adanya acara khas dan kesan-kesannya. Bab pertama menerangkan mengenai isu utama dan pernyataan masalah apabila acara khas selalu diadakan berhampiran dengan pusat membeli-belah. Di dalam bab yang kedua berkaitan dengan teori-teori dan fakta-fakta yang berkaitan dengan acara-acara khas dan pusat membeli-belah. Seterusnya, untuk bab ketiga, membincangkan tentang cara untuk mendapatkan maklumat. Dalam kajian ini, soal selidik telah diedarkan kepada 300 orang pengunjung yang telah dipilih secara rawak untuk menjawab kajian soal selidik ini. Data yang telah diperolehi, dikumpul dan akan di analisis dalam Pakej Statistik untuk (SPSS) perisian Sains Sosial tertentu untuk menentukan nilai-nilai hasil kajian. Di dalam bab yang seterusnya, iaitu bab yang keempat ialah membincangkan tentang analisis data yang telah diperolehi daripada hasil kajian soal selidik. Terdapat 300 set soalan kajian soal selidik telah diedarkan dan semuanya boleh digunakan untuk di analisis. Dalam bab ini, analisis yang digunakan adalah min, mod, sisihan piawai dan sebagainya. Untuk bab terakhir adalah bab kelima. Bab ini membincangkan tentang hasil kajian dalam bab sebelum ini untuk memastikan bahawa keseluruhan objektif dalam kajian ini telah berjaya dicapai. Penemuan ini juga memberi tanda amaran kepada pusat membeli-belah yang mereka kini sedang bersaing dengan acara-acara khas di sekeliling mereka yang mengakibatkan kekurangan bilangan pengunjung pergi ke pusat membeli-belah semasa acara khas sedang berlansung.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND STUDY

In Malaysia, there are various types of special event or festival that contributing to the development Malaysia country, especially in the economic sector. Among type of program that most and popular in Malaysia is sport event, cultural event, shopping event ,food event, and tourism event. Special event or festival offer impressive advantage to local communities because they expressively effect the local economy (Getz,1993) and support social cohesion within communities (Rao,2001).Societies have been presenting a variety of festival in the pursuit of promoting local tourism and economies (Felsentein and Fleischer,2003).Additionally, Merkercher et al. (2006) pointed out that local festivals have remained recognized to boost justifiable tourism by facilitating knowledge about exclusive cultural heritage, ethnic backgrounds, and native customs.

Special event also is gathering of humans being that generally lasting from a scarce hours to be a little days. Their designs to rejoice, integrity, explain about, sell or observe human actions. The special event is unique and unforgettable times for people the felt it. (Goldblatt, 2002) proposes that there are four determinations for special events: celebration, education, marketing, and reunion. Although these purposes do indeed encompass much of what we do today in events and current an excellent starting point, upon reflection there

appear to be deeper motives behind greatest events, particularly historical ones, which in certain cases were very clearly non-celebratory in nature.

Usually special event was held in the city center to attract more visitors to go to the special event because the residents focus on the city center where there is various shopping venues. Special event usually was held within the close proximity with shopping venue because they provide more facilities to the visitor or customer such as the airy area, a lot of car park and many more. This way, will attract more visitor go to the special event than shopping venue because special event is more grander.

Table 1.1: Visitor arrivals to the special event in Malaysia (Source from Tourism Malaysia website)

YEAR	ARRIVALS (MILLION)
2013	25.72
2012	25.03
2011	24.71
2010	24.58
2009	23.65
2008	22.05
2007	20.97
2006	17.55
2005	16.43
2004	15.70
2003	10.58
2002	13.29
2001	12.78
2000	10.22
1999	7.93
1998	5.56

Based on the statistic data from tourism Malaysia that shows the increasing of the visitor to the special event in every year. The table shows the visitor highly contributing to the economic sector. So, this event industry should be more focus and develop it.

1.2 PROBLEM STATEMENT

Special event mostly placed close to shopping venue. Why? Because, when special event held close to the shopping venue, it will attract visitors go to the special event compared to shopping venue. This will cause a decrease sale to shopping mall during that period. This is because, the special event that is both lively and held in the spacious and airy area can attract more visitors. Supposedly, when there's any special event take place near the shopping venue, it should complement each other. Meaning the visitor to the special event is also the customer to shopping venue.

A tourist's spending behaviors actual dissimilar from his/her standard shopping activity. "They spend money on small foolish teams because it is at ordinary time" (Gordon, 1986, p. 139). Visitors look or high-value, well-designed products (Costello and Fairhurst, 2002; Littrel et al. 1994; Paige and Littrel, 2003; Reisigner and Turner, 2002). Several visitors will devote more money on purchasing an item while they are away from household, so they want to protect the maximum quality item likely especially when they think they not always spending at day shopping.

Visitor expression for exclusive products unobtainable at home or unique to the visitor endpoint (Costello and Fairhurst, 2002; Littrell et al., 1994; Paige and Littrell, 2003; Reisigner and Turner, 2002). The unique superiority of the product improves the tourism experience by giving the tourist a special remembrance about their memories (Turner and Reisigner, 2001), letting them to definitely reminisce about the experience they had though shopping.

Thus, the pattern of purchasing at event are different from shopping venue. At event, they will receive extra perks when they buying something, so that extra perks will influence and attract the customer to buying at event.

Conclusion, the special events that held close to the shopping venue will attract more visitor to go to special events and directly cause a decrease sale to shopping venue. So, this study is intended to determine factors that an event has impact to the shopping venue.