



THE ELEMENTS OF INFORMATION AND COMMUNICATION
TECHNOLOGY (ICT) IN MARKETING ACTIVITIES OF FITNESS
SERVICE PROVIDER AND ITS RELATIONSHIP WITH THE BRAND
AWARENESS

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Research Highlights

The use information and communication technology (ICT) as a medium for the brand's marketing activities has becoming a global trend nowadays. The study will look at the relationship between the elements of implication of ICT in brand's marketing activities of the fitness service provider and its relationship with brand awareness. This study examine the relationship between perceived characteristic and message complexity to the brand awareness among the members in the fitness service organization. This study will be using Media Richness Theory (MRT) as a basis of the research variables looking at the relationship in the ICT platforms implementation with the level of brand awareness. A quantitative approach is used in gathering the data where 351 of questionnaire been distributed to the members in Klang Valley by using the convenience sampling technique. The findings revealed there is a relationship between the perceived characteristic and message complexity to the brand awareness through the Pearson's Correlation Coefficient test. From the findings, it can be concluded that in this industry, constant monitoring is fundamental in the development of ICT technology so that they can bring their brand closer with the members to ensure the brand always relevant in the member's mind.

Research Objectives

The main objective of this study is to identify the usage of ICTs as a platform in the fitness service provider in the marketing activities and its relationship towards brand awareness. There are three (3) specific objectives in the study which are: 1) To determine the perceived characteristic of the ICT platforms through the marketing activities by the fitness service provider and its influence on the brand awareness among members. 2) To determine the perceived message strength in the ICT platforms through the marketing activities by the fitness service provider and its influence on the brand awareness among members. 3) To ascertain the relationship between implementation of ICT platforms for marketing activities and brand awareness.

Methodology

There are 2 independent variables that shows the most significant in this study which are the characteristics of the ICT platforms been used in the brand's marketing activities and the strength of the message in the ICT platforms itself. The Quantitative approach is used in this research in order to test the theory and to measure the variables in the measurable units. This study was conducted in the in 2 branches of the well-known fitness service provider in the Klang Valley area, Malaysia. There are 3,000 active members and from the mentioned population, 351 respondents took part in this study. The convenience sampling technique is used in this study where the researcher distribute the survey form physically at two (2) locations of the study. The instrument of this study was been constructed based on adopt and adapt approach. The first part of the instrument is the demographic information of the respondents and followed by the second part which the items in the instrument were based on the previous scholars (Mandal & Mcqueen, 2012; Karam & Saydam, 2015)

Results

Perceived characteristic (accessibility through different type of devices) and perceived messages have the strong positive relationship with the level of brand awareness among the members with the Pearson's correlation value of $r = 0.768$ and $r = 0.697$ respectively. The





result confirming the theory used in this study which is Media Richness Theory. Media Richness Theory suggested that users choose the ICT platforms are based on its ability in highlighting the messages of the marketers to the users with easy to understand interface and also the flexibility of the ICT platform in portraying the information about the marketer in a different devices (Gu, Higa & Moodie, 2011). Based on the result it is clearly stated that perceived characteristics and perceived messages of the ICT platforms have a strong relationship with the level of brand awareness as per suggested by the previous scholars that stated the functionality that can be identified is accessibility to the information through the wireless devices and the ability of the platform to portray and deliver a complex messages swiftly in the period of time (Sun & Cheng, 2005; Kim & Hahn, 2012; Al-Adwan, Al-Adwan & Jo, 2013).

Findings

There is a positive finding can be concluded from this study that supports the past literature. It is ascertain that the fitness service provider will reap the success from the successful brand's marketing activities in the ICT platforms if they critically identify suitable ICT platforms that will be use and constantly update any development regarding the service and promotion in order to make the brand closer to the members. Based on the result, the perceived characteristic (i.e accessibility through different type of devices) and message complexity has a significant relationship member's brand awareness. The suggestion that can be concluded from this finding the fitness service provider need to be proactive in identifying preferred ICT platforms that the members always use for information searching. Constant research in the development of the ICT technology is also important in order to make sure that the brand is always relevant through time.

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