FREQUENCIES OF THE NINE SUPER CLUSTERS IN THE MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES.

Table 1: Frequency of the title super cluster in the brochures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	present	63	100.0	100.0	100.0

Table 2: Frequency of the programme information super cluster in the brochures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	present	63	100.0	100.0	100.0

Table 3: Frequency of the signature super cluster in the brochures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	63	100.0	100.0	100.0

Table 4: Frequency of the response solicitation super cluster in the brochures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	present	63	100.0	100.0	100.0

Table 5: Frequency of the value super cluster in the brochures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	present	22	34.9	100.0	100.0
Missing	System	41	65.1		
Total		63	100.0		

Table 6:   Frequency of the justifier super cluster in the brochure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	61	96.8	100.0	100.0
Missing	System	2	3.2		
Total		63	100.0		

Table 7:   Frequency of the attention-getter super cluster in the brochures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	54	85.7	100.0	100.0
Missing	System	9	14.3		
Total		63	100.0		

Table 8:   Frequency of the incentive super cluster in the brochures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	39	61.9	100.0	100.0
Missing	System	24	38.1		
Total		63	100.0		

Table 9:   Frequency of the credibility super cluster in the brochures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	present	63	100.0	100.0	100.0