

**THE CONTRIBUTING FACTORS TO BRAND ATTITUDE AMONG
CONSUMERS**

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ABSTRACT

Brand attitude is one of the importance parts in order to survival of the company. In particular, this study intends to study on the association and influence or brand attitude among consumers. Thus this study investigates the association of the independent variables namely: (i) advertisement attributes, (ii) endorser characteristics and, (iii) product match-up on the brand attitude. The population of this study is the population in the Federal Territory of Putrajaya. Based on the data provided by the Statistic Department Malaysia (2015), there are 88,300 people residing in Putrajaya. The data for this study were collected through handing out the questionnaire designated target respondents. A questionnaire was adapted from the literature and was pilot tested before it was distributed to the consumers. A total of 200 questionnaires were distributed and 158 were collected. After the data cleaning process, only 153 questionnaires were usable. The findings indicate that the model is supported. There is a positive moderate relationship between physical attractiveness, trustworthiness and expertise over brand attitude. Advertisement attributes and product match-up show that the association between the variables is positive and strong.

Keywords: brand attitude, endorser characteristics



ABSTRAK

Sikap jenama merupakan salah satu komponen penting dalam kelangsungan syarikat. Kajian ini bertujuan untuk mengkaji perkaitan dan pengaruh terhadap jenama dikalangan pengguna. Kajian ini mengkaji perkaitan antara angkubah pembolehubah tidak bersandar iaitu (i) sifat iklan, (ii) ciri endorser dan (iii) kesesuaian produk ke atas sikap jenama. Populasi kajian adalah populasi di Wilayah Persekutuan Putrajaya. Berdasarkan data yang disediakan oleh Jabatan Statistik Malaysia (2015), terdapat seramai 88,300 orang yang mendiami di Putrajaya. Data yang dikumpul di dalam kajian ini adalah melalui edaran secara serahan kepada responden. Soal selidik diadaptasi dari sorotan karya dan diuji dengan kajian rintis sebelum ianya diedarkan kepada pengguna. Sebanyak 200 soalselidik telah diagihkan dan 158 soalselidik dipungut kembali. Selepas data dibersihkan, hanya sebanyak 153 soalselidik yang boleh digunakan. Hasilnya menunjukkan model ini terdapat perkaitan sederhana positif diantara angkubah tarikan fizikal, kepercayaan dan kepakaran terhadap sikap jenama. Sifat iklan dan kesesuaian produk menunjukkan perkaitan diantara angkubah adalah positif dan kuat.

Katakunci: sikap terhadap jenama, ciri endorser.



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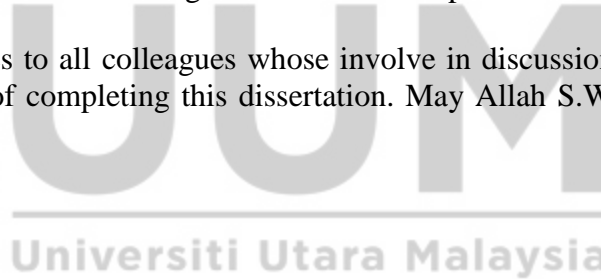
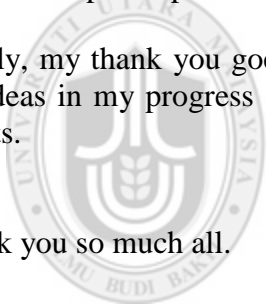


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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Markets are made of people and other organizations. People and organizations consume various products and services that are available in the market. There are also numerous companies producing similar products to the market and thus creates competition among the companies. Among ways to differentiate one product to another, branding is used by companies. Companies also try to attract and influence people to consume their products. Advertisement is heavily used in the consumer markets to attract and influence people to a particular product or brand.

Consumers are constantly targeted with product information by marketing companies. Today consumers are faced with numerous advertisements with vast information on products. Thus consumers use the heuristics approach to help them in making their purchasing decisions. This approach is basically using mental shortcuts to streamline the selection process cognitively. This is to avoid being puzzled or paralyzed by the number huge number of products offered in the market by numerous companies. Companies uses brand to stand out against all other competitors in the same product category using the advertisement platform.

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