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**DETERMINANTS OF FACTORS THAT INFLUENCE
UNETHICAL ADVERTISING: A STUDY OF UUM'S
MANAGEMENT POSTGRADUATE STUDENTS**



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Project Paper Submitted to

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Science (Management)

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ABSTRACT

Nowadays, advertising industry in worldwide is experiencing fast and extraordinary changes. Commonly advertising are known to inform, persuade, and remind consumers but sometime prospect consumer's about the existence of certain product or services in the certain market. Unfortunately, advertising has become as a target to criticism for decades. Advertising can be as advantages and not to forget the harm to the company who sponsor an advertising or citizens. Many disadvantages causes by advertising such as economic harms, cultural harms, moral and religious harms, and political harms if advertiser make mistake in the process to develop advertising. Thus, the aim of the study to examine the factors that influence advertising become unethical according consumer perspective. In this research Msc Management student in University Utara Malaysia are chooses to become as respondent. The total of 246 questionnaires were distributed to Master Science Management students which are consisting of Malaysia and Internationals and it takes around two week to get back all the questionnaires that have been distributed. However, out of 246 questionnaires that have been distributed, only 155 questionnaires can be analyzed. The outcome of the study indicates that 75.9 percent of the Msc Management student's selection factor choose unethical advertising can be explained by the variable which are lack of truthfulness and honesty, offensive and surrogate advertising. Furthermore out of the three independent variables, the variables, specifically offensive advertising and surrogate advertising are found significant to be factor that have relationship why advertising become unethical while, the lack of truthfulness variable is not significant to factor that have relationship why advertising become unethical.

Key Words : Unethical advertising, lack of truthfulness and honesty, offensive advertising, surrogate.

ABSTRAK

Pada masa kini, industri pengiklanan di seluruh dunia sedang mengalami perubahan yang cepat dan luar biasa. Biasanya pengiklankan bertujuan untuk memberitahu, memujuk, dan mengingatkan pengguna mahupun bakal pengguna tentang kewujudan produk atau perkhidmatan tertentu dalam pasaran tertentu. Walaubagaimanapun, pengiklanan telah menjadi sebagai sasaran kritikan selama beberapa dekad. Iklan boleh menjadi kelebihan dan keburukan kepada syarikat yang menaja pengiklanan atau kepada rakyat amnya. Banyak kelemahan disebabkan oleh pengiklanan seperti kemudharatan ekonomi, kemudharatan budaya, kemudharatan moral dan agama, dan kemudharatan politik jika pengiklan membuat kesilapan dalam proses ketika membentuk pengiklanan. Oleh itu, tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi pengiklanan menjadi tidak beretika mengikut perspektif pengguna. Dalam kajian ini pelajar Msc Pengurusan di Universiti Utara Malaysia yang dipilih untuk dijadikan sebagai responden. Jumlah 246 soal selidik telah diedarkan kepada pelajar-pelajar Master Sains Pengurusan yang terdiri daripada pelajar Malaysia dan antarabangsa dan ia mengambil masa kira-kira dua minggu untuk mendapatkan balik semua soal selidik yang telah diedarkan. Walau bagaimanapun, daripada 246 soal selidik yang telah diedarkan, hanya 155 soal selidik boleh dianalisis. Hasil kajian menunjukkan bahawa 75.9 peratus daripada faktor pemilihan pelajar Msc Management, memilih pengiklanan yang tidak beretika dapat dijelaskan oleh pembolehubah yang tidak jujur dan benar, dan menyakitkan pengiklanan tumpang. Tambahan pula daripada tiga pembolehubah bebas, pembolehubah bagi pengiklanan menyakitkan dan pengiklanan tumpang didapati signifikan yang menjadi factor dalam hubungan mengapa pengiklanan menjadi tidak beretika, pembolehubah tidak jujur dan benar adalah bukan faktor yang mempunyai hubungan mengapa pengiklanan menjadi tidak beretika.

Universiti Utara Malaysia

Kata Kunci: Iklan tidak beretika, iklan yang tidak benar dan jujur, iklan menyakitkan, dan iklan tumpang

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LIST OF ABBREVIATIONS

ADEX	-Advertising Expenditure
ASAM	-Advertising Standard Authority Malaysia
AMA	-American Marketing Association
Msc.	-Master of Science
SPSS	-Statistical Package for the Social Science
UUM	-Universiti Utara Malaysia



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CHAPTER 1

INTRODUCTION

1.0 Introduction

Chapter one is the starting paper of the research. This area will be discussed and explained about the introduction, the background of the problem, background of the study, research questions, research objective, a significance of the study and also about the scope of the study. In a simple understanding, this study is explaining about why this topic needs to examine, cause and effect, and how this topic will influence individual or citizen.

1.1 Background of the Study

Why individual or partners create a business, of course they want to gain profit. How their will gain profit, when a business offer certain value to fulfill customer needs, wants and demand through products or services to target market (consumers). Commonly the money business gain from their sales should cover a cost of operating a business. For a successful business, firm need to make sure their product or service is accepted by a consumer or potential consumer. To make sure firm product or service are accepted by consumer, firm can use advertising as the intermediary between firm and consumer.

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