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**FACTORS INFLUENCING CONSUMERS' ATTITUDE TOWARDS
ONLINE ADVERTISING**



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UUM
Universiti Utara Malaysia

**MASTER OF SCIENCE
UNIVERSITY UTARA MALAYSIA
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**FACTORS INFLUENCING CONSUMERS' ATTITUDE TOWARDS
ONLINE ADVERTISING**

BY

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UUM
Universiti Utara Malaysia

Thesis Submitted to

**Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia**

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Master of Science Management**

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ABSTRACT

Consumers' attitude is the most important attribute that determines the success of any online advertisement. It is considered as one of the crucial influential indicators of advertising effectiveness which will subsequently influence consumers' purchase behaviour. The purpose of this study is to investigate the factors that influenced consumers' attitude towards online advertising. A total number of 450 questionnaires were distributed to University Utara Malaysia (UUM) student. However, only 392 were usable for analysis. Correlation and regression analysis were used to analyse all data. The findings of this study indicated that consumers' attitude is positively related to all the five independent variables (Brand name, Informative, Credible, Entertainment, and Interactivity). The results of the multiple regression analysis that was conducted showed that Informative is the strongest factor that influenced consumers' attitude towards online advertising. Hence, advertisers and marketers should pay great attention on the factors that influenced consumers' attitude towards online advertising so that effective online advertisement could be created that will reach the target audience and attract their attention.

Key words: Consumers' attitude, brand name, informative, credible, entertainment, and interactivity

ABSTRAK

Sikap pengguna adalah sifat yang paling penting yang menentukan kejayaan mana-mana iklan atas talian. Ia dianggap sebagai salah satu petunjuk yang mempunyai pengaruh yang penting dalam menentukan keberkesanan pengiklanan yang kemudiannya akan mempengaruhi tingkah laku pembelian pengguna. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi sikap pengguna terhadap pengiklanan atas talian. Sejumlah 450 soal selidik telah diedarkan kepada pelajar-pelajar Universiti Utara Malaysia (UUM). Walau bagaimanapun, hanya 392 telah digunakan untuk analisis. Analisa korelasi dan analisis regresi telah digunakan untuk menganalisis semua data. Hasil kajian ini menunjukkan bahawa sikap pengguna mempunyai hubungan yang positif dengan kesemua pembolehubah bebas (Jenama, Informatif, Kewibawaan, Hiburan, dan Interaktiviti). Keputusan analisis regresi berganda yang telah dijalankan menunjukkan bahawa Informatif adalah faktor yang paling kuat yang mempengaruhi sikap pengguna terhadap pengiklanan atas talian. Oleh itu, pengiklan dan pemasar perlu memberi perhatian kepada faktor-faktor yang mempengaruhi sikap pengguna terhadap pengiklanan atas talian. Ini adalah bertujuan supaya iklan atas talian yang berkesan boleh diwujudkan dan seterusnya ditujukan kepada golongan sasaran serta menarik perhatian mereka.

Kata kunci: Sikap Pengguna, jenama, informatif, kebolehpercayaan, hiburan, dan interaktiviti

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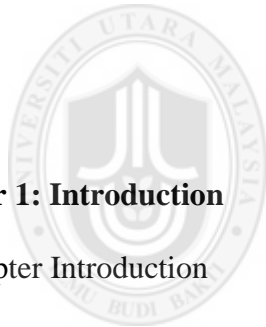
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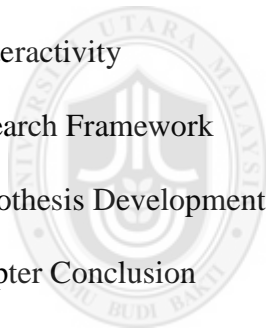
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CHAPTER 1

INTRODUCTION

1.0 Chapter Introduction

This chapter presents an overview and the background of the factors influencing customers' attitude towards online advertisement in Malaysia. This chapter contains eight parts which are classified as follows: (1) Background of the study, (2) Problem Statement, (3) Research Objective, (4) Research Questions, (5) Significance of the Study, (6) Definition of Key-Term, and (7) Conclusion.

1.1 Background of the Study

Advertising refers to a paid form of non-personal communication of any company to communicate with target audience for the purpose of presenting ideas, goods or services by an identified sponsor (Kotler,2000). It is an effective communication tools which deliver information to the public by attracting the target audiences' attention (Ducoffe, 1996). Advertising is one of the most important tool in the marketing promotional mix. It is widely used by the marketer to attract consumers to their product by different ways of persuasion. Recent advertisements are based on the use of elements that is intended to appeal to the consumer. In advertising, various elements are used as appeals in advertising various kinds of products to the consumer. Examples of some appeals are sex appeal, humour appeal, fear appeal, music appeal, and guilt appeal (Gayatri, 2008).

The contents of
the thesis is for
internal user
only

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