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IMPACT OF ADVERTISING ON CONSUMER'S BUYING BEHAVIOR AMONG  
UNDERGRADUATE STUDENTS IN UNIVERSITI UTARA MALAYSIA



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UUM  
Universiti Utara Malaysia

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UUM  
Universiti Utara Malaysia

Thesis Submitted to

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In Partial Fulfillment of the Requirement for the Master of Science (Management)

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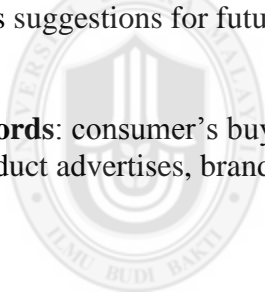
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## ABSTRACT

In the new era and the modern world advertising industry is experiencing fast extraordinary changes. Commonly, advertising is one of platform for communication that used to inform, persuade and remind consumers about the existence of certain products or services in the certain market. Advertising, shows as a favorite type to students in influencing their buying behavior, however, students tend to follow the perception and the buying pattern of the family. Moreover, student buying behavior affected by the family when they take control of the student's economic situation by manipulating the amount of allowance and controlling the spending power. Thus, the main of the study to examine the factors that influence students buying behavior, according to consumer opinion, such as qualities of product advertise, price of product advertises, the brand image of product advertises and celebrity endorsement. This study was conducted towards the opinion of undergraduate full time students in Universiti Utara Malaysia. The total of 400 questionnaires was distributed, however, only 392 can be analyzed. The outcomes showed after analysis by using the Statistical Package for Social Science Program (SPSS) software version 22.0, that the qualities of product advertises, price of product advertises, the brand image of product advertises has a positive influence on consumer's buying behavior. Besides that, the implication of the theory and practice as well as suggestions for future research are also discussed in this study.

**Keywords:** consumer's buying behavior, advertising, qualities of product advertise, price of product advertises, brand image of product advertises, celebrity endorsement



Universiti Utara Malaysia

## ABSTRAK

Dalam era baru dan dunia moden industri pengiklanan sedang mengalami perubahan pantas yang luar biasa. Kebiasaanya, iklan merupakan satu platform untuk berkomunikasi yang digunakan untuk memberitahu, memujuk serta mengingatkan pengguna tentang kewujudan produk atau perkhidmatan tertentu dalam sesebuah pasaran. Pengiklanan menunjukkan sebagai sesuatu yang digemari oleh pelajar dalam mempengaruhi sikap membeli mereka. Walaubagaimanapun, pelajar cenderung untuk mengikuti persepsi dan corak pembelian keluarga mereka. Selain itu, cara membeli dan berbelanja pelajar dipengaruhi oleh keluarga apabila mereka mengawal keadaan ekonomi pelajar dengan memanipulasi jumlah peruntukkan serta mengawal kuasa membeli pelajar. Oleh itu, tujuan kajian ini dilakukan adalah untuk mengkaji faktor- faktor yang mempengaruhi pelajar dalam sikap membeli menurut pandangan pengguna seperti kualiti produk yang diiklankan, harga produk yang diiklankan, imej produk yang diiklankan dan pengaruh selebriti di dalam pengiklanan. Kajian ini dijalankan berdasarkan pandangan pelajar ijazah sepenuh masa di Universiti Utara Malaysia. Sebanyak 400 soal selidik telah diedarkan, namun, hanya 392 sahaja yang boleh dianalisis. Hasil kajian menunjukkan selepas dianalisis dengan menggunakan Statistical Pakej Statistic Sains Sosial (SPSS) versi 22.0, bahawa kualiti produk yang diiklankan, harga produk yang diiklankan, imej produk yang diiklankan mempunyai pengaruh yang positif terhadap sikap membeli pengguna. Selain itu, implikasi ke atas teori dan amalan serta cadangan untuk kajian masa hadapan turut dibincangkan dalam kajian ini.

**Kata Kunci:** sikap membeli pengguna, pengiklanan, kualiti produk yang diiklankan, harga produk yang diiklankan, imej produk yang diiklankan, pengaruh selebriti

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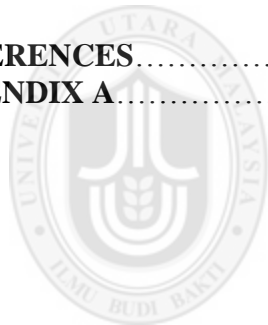


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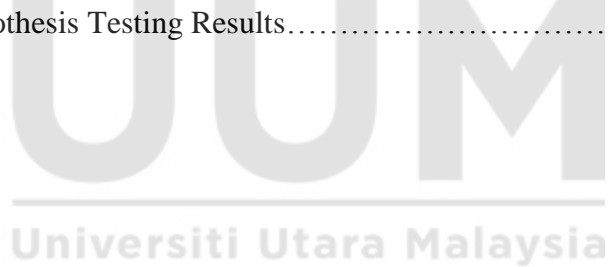
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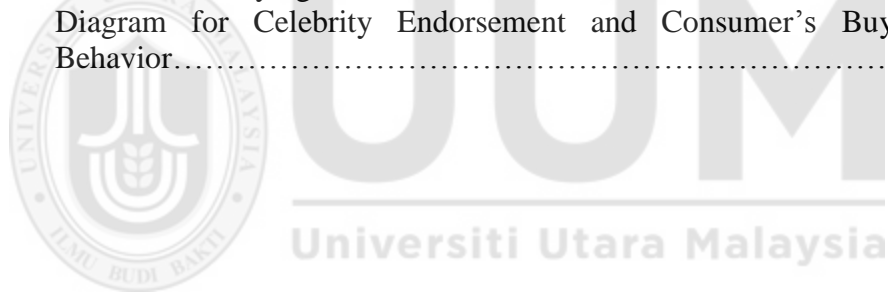
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## LIST OF ABBREVIATIONS

UUM	Universiti Utara Malaysia
PE	Personal Experience
CBB	Consumer's Buying Behavior
QPA	Quality of Product Advertises
PPA	Price of Product Advertises
BIPA	Brand Image of Product Advertises
CE	Celebrity Endorsement
PLB	Private Label Brand
PLS	Partial Least Square
KMO	Kaiser- Meyer- Olkin
SPSS	Statistical Package for the Social Science



# CHAPTER 1

## INTRODUCTION

### 1.1 Background of Study

The marketers need to use one platform to persuade the group of people to take certain action such as by using the advertising to communicate (Singal and Kumar, 2012). This form becomes a major element for improving economic development of the marketers as the element for companies to achieve competitive advantage in competition (Ryan, 1996). Regarding to Leiss et al., (1986) and Srivastava et al., (2010) some sponsor paid the ad as part of the publicity through radio, television, newspaper, magazine mail, blogs, websites and text message. This promotional material is recognized as traditional media. Moreover, development and technological advancements have help advertising in its impact and affect to become more pervasive and powerful.

Besides that, Bryant and Zeeman (1944) in early assumed that advertising is really powerful, like researchers said that “get through and strongly achieves the intended and persuasive objective” as “the early bullet” or “hypodermic needle” models of communication. This indicates the earliest concept of communication effects likes “who says what to whom through what medium with what effect”.



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