



**A STUDY ON ATTITUDE TOWARDS INTERNET  
ADVERTISING AMONG NON-TECHNICAL DEPARTMENT  
EMPLOYEES OF PETRONAS CARIGALI SDN BHD  
SARAWAK OPERATIONS**

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## **ABSTRACT**

The size and range of online advertisement is increasing dramatically. Businesses are spending more on internet advertisement than before. Understanding the factors that influence internet advertisement effectiveness is crucial. The number of Internet users around the world including in Malaysia are increasing. Thus, the advertising agency and the marketer need to understand the consumers' attitude towards internet advertising in order to build effective internet advertising. In this research, the four independent variables that the researcher evaluate are consists of credibility, informative, hedonic/pleasure, and irritation that will impact on dependent variable of consumers' attitude toward internet advertising. By using the Statistical Packages for Social Science (SPSS) version 22.0 to analyze 120 sets of questionnaires collected from the respondents, researchers found that all the variables which credibility, informative, hedonic/pleasure and irritation are significant related to consumers' attitude towards internet advertising. Among the independent variables, hedonic/pleasure has the strongest significant relationship with dependent variable consumers' attitude towards internet advertising. The target population in this research study are the Non-Technical Department Employees of Petronas Carigali Sdn Bhd Sarawak Operations who is also an internet user who might have possibility exposure to internet advertising. The sampling frame comprises internet users (Non-Technical department Employees) with the criteria of frequency click on internet advertisement is at least one and the hours per week spend online is at least five hours. The limitations and recommendations are discussed with regards to further improvement. As the significant increasing in the number of internet users and usage, thus, it is

# Chapter 1.0 Introduction

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## 1.1 Background of Study

Advertising is defined as a set of communications or activities which deliver information to the public by capturing the target consumers' attention (Ducoffe, 1996). It is a paid form of non-personal communication to present and promote ideas, goods or services by an identified sponsor (Kotler, 2000).

Nowadays, technology advancement has enabled internet penetration into every part of our lives, and we are spending more time on internet. This creates high possibilities for an internet user to engage in online advertising. Thus, marketers are able to capture this opportunity to reach their consumers via online platforms to create awareness for their products, services, and to increase sales in the future (Aziz et al., 2010).

The reason that online advertising attracted more investment from marketers is the high benefits. For instance, online advertising is flexible and makes it easier for the company to update their products' information immediately. This allows the consumers to obtain the latest information about the products and services that company offer in the market (Ducoffe, 1996).

Another point towards online advertising would be its lower costs compared to advertising via traditional media Online advertising can reach and cover a larger target audience and geographical areas compared to traditional advertising at a lower cost (Belch and Belch, 1998), hence, proving its worth in today's Internet saturated world.