SENSITIVITIES ON CONTROVERSIAL PRODUCT’S ONLINE ADVERTISING:
GEN Y MUSLIM PERSPECTIVE

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Submitted in Partial Fulfilment of the
Requirement for the
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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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JANUARY 2015
DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS (INTERNATIONAL BUSINESS)

FACULTY OF BUSINESS MANAGEMENT

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“DECLARATION OF ORIGINAL WORK”

I, Sharifah Nur Iylia Binti Said Abd Karim, (I/C Number: 920603-08-5042)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or for any other degrees.
- This project-paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ____________________________ Date: ________________
LETTER OF SUBMISSION

Date: 9 Jan 2014

Program Coordinator
Bachelor of Business Administration (Hons.) IB
Faculty of Business Management
Universiti Teknologi Mara Melaka Kampus Bandaraya

Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER (IBM 663)

Enclosed here is the research entitled “SENSITIVITIES ON CONTROVERSIAL PRODUCT’S ONLINE ADVERTISING: GEN Y MUSLIM PERSPECTIVE” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara. I hope this report will fulfil the requirement and also achieve the objectives of this study.

Thank you.

Yours faithfully,

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ABSTRACT

Issues of controversial or offensive advertising has been raised due to the responses from the respondents that online advertising is the most annoying advertising. Inspite the fact that it is the best medium to used. As the economic condition fluctuates marketer and entrepreneur feel that it is crucial to do some research on this topic to improve from time to time. For this research, a total of 200 respondents Generation Y Muslim from Universiti Sains Islam Malaysia (USIM) and Polymer Composite Asia staff. From the findings gathered through this research, the researcher concludes that religious perceptions and nature of advertising appeals were seen to be significant towards level of offensiveness controversial product’s online advertising among Generation Y Muslim. Next, top 5 most controversial product’s online advertising also already determined which gambling, cigarettes, alcohol, female contraceptives and religious denominations. Conversely for Generation Y Muslim they already getting top 5 controversial products online advertising were deemed by the respondents to be not offensive or getting high acceptance which is charities, weight loss programs, pharmaceuticals, racially extremist groups and female underwear. As for future researcher, the researcher suggest to study on this topic further and focused on gender differences.