CUSTOMERS’ ATTITUDE TOWARD MESSAGE EFFECTIVENESS ON NEWSPAPER ADVERTISING OF NAZA KIA MALAYSIA SDN. BHD.

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JUNE 2012
Acknowledgement

Assalamualaikum W.B.T.,

Bismillahirrahmanirrahim. First of all I would like to extend a thousand thanks to Allah S.W.T. and Syukur Alhamdulillah because by His permission I was able to prepare and complete this final report. I am heartily thankful to my lecturers and as my advisors, Prof. Madya Yasmin Hassan and Dr. Zurina Ismail, whose encouragement, guidance and support from the early to the final level in the preparation of this report. Besides that they also enabled me to enlarge an understanding for this report. An addition, I also deeply grateful and wish to thank all staffs, Managers and committees of Naza Kia Malaysia Sdn. Bhd. for assist me during my industrial training. I have been exposed to a lot of experience especially in the Advertising & Promotion Department. To my parents, family and classmates who have given their cooperation to support me and help me. Thank you very much! To all the respondents and also Kia Motors customers, that I still remember your response during the questionnaire session, you help me a lot! Without their valuable feedback and cooperation, this study would not have achieved its objectives.
EXECUTIVE SUMMARY

Traditional advertising media such as TV, Radio, Press, and Outdoor advertisements are losing their ability to transfer information and persuade people to buy products but interactive advertising media such as Website, Social Media, interactive TV and mobile devices are getting more powerful. So, the main problem for this study is to study and examine what are the determinants that will increase the level of message effectiveness on newspaper advertising for Naza Kia Malaysia Sdn. Bhd. This research is applying a descriptive research where the researcher investigate whether the independent variable have a relationship with the dependent variable. The independent variable studied are entertainment, informative, irritation, credibility and economic and method use is distributing questionnaire to 235 respondents. The analysis shows that all the independent variable (IV) is significant with dependent variable (DV). From \( R^2 \) it show that 51.4 % explained all the independent variable (IV) which is entertainment, informative, irritation, credibility, economic are highly influence the dependent variable (DV), customers’ attitude toward message effectiveness on newspaper advertising of Naza Kia Malaysia Sdn. Bhd. Meanwhile only 48.6 % are been explain by other factors. All the null hypotheses have been rejected. Based on the result obtain, it can be conclude that newspaper advertising is still relevant to be expand in the industry especially in marketing activity and campaign.
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