



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**“THE STUDY ON CUSTOMERS’ ATTITUDE TOWARDS
ONLINE ADVERTISING IN KTC CONVENTION &
APARTMENT SDN BHD”**

ADRIAN BANUS

2010242796

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
KOTA BHARU CAMPUS**

JUNE 2013

ACKNOWLEDGEMENT

Thanks to God for giving me the strenght, patience and interest in preparing this thesis. I am most gratefull to God for the completion of my research.

Mostly, I would like to extend our gratitude towards my lecturer, sir Nadi @ Latif Bacho for his guidance towards the end of this report. I also would like to thank to my second examiner, Prof. Madya Mohd Nasir Muda because of his guidelines towards my research. Other than that, thank to all my 52 respondents for giving their full cooperation with the questionnaires.

Finally, I would like to dedicate my appreciation to my beloved parent and all of my friends for the greatest help and support for giving me confident to finishing this research successfully. Without the cooperation and greatest support, I would not be able to complete this research as it is.

Thank you very much.

Table of Contents

	Page
DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii

TABLE OF CONTENTS	iv
ABSTRACT	viii

3

CHAPTER 1: INTRODUCTION

1.0. INTRODUCTION	2
1.1. BACKGROUND OF STUDY	3
1.2. PROBLEM STATEMENT	4
1.3. RESEARCH OBJECTIVES	8
1.4. RESEARCH QUESTIONS	8
1.5. THEORETICAL FRAMEWORK	9
1.5.1. Dependent variable	10
1.5.2. Independent variables	10
1.6. RESEARCH HYPOTHESES	12
1.7. SIGNIFICANCE OF STUDY	13
1.8. DEFINITION OF TERMS	14
1.9. LIMITATIONS	15
1.10. SCOPE OF STUDY	16

CHAPTER 2: LITERATURE REVIEW

2.0. INTRODUCTION	18
2.1. ONLINE ADVERTISING	18
2.2. CUSTOMERS' ATTITUDE	20
2.3. TRUST	22
2.4. USABILITY	23

2.5.	INFORMATION	23
------	-------------	----

CHAPTER 3: RESEARCH METHODOLOGY

3.0.	INTRODUCTION	25
3.1.	RESEARCH DESIGN	25
3.1.1.	Exploratory Research Design	25
3.1.2.	Descriptive Research Design	26
3.2.	TYPES OF DATA	26
3.2.1.	Primary Data	26
3.2.1.1.	Questionnaires	26
3.2.2.	Secondary Data	27
3.3.	DATA COLLECTION METHOD	27
3.3.1.	Quantitative Data Collection Method	27
3.4.	MEASUREMENT	28
3.5.	QUESTIONNAIRE DEVELOPMENT	29
3.5.1.	Section A: Demographic Background	30
3.5.2.	Section B (Trust)	30
3.5.3.	Section B (Usability)	30
3.5.4.	Section B (Information)	31
3.5.5.	Section B (Attitude)	31
3.6.	SAMPLING TECHNIQUE	32
3.6.1	Sampling Unit	32
3.6.2	Sample Size	32
3.6.3.	Target Population	32
3.7.	DATA ANALYSIS	33
3.7.1.	Frequency Distribution	33
3.7.2.	Reliability	33
3.7.3.	Pearson Correlation Analysis	34
3.7.4.	Regression Analysis	34

CHAPTER 4: DATA FINDING AND ANALYSIS

4.0.	INTRODUCTION	36
------	--------------	----

ABSTRACT

Advertising is very important to company in order to heighten up its sale. It is because the attractive advertising will create awareness among regular customers and also the potential buyer. Nowadays, the famous advertising used by company all around the world is online advertising. In addition, this type of advertising is only using small capital to conduct it. For example, using social network such as Facebook and Twitter that allow its users to advertise without any payment. In other words, with only small capital, the company can create awareness towards million of people. However, the management of the online advertising will affect negatively to company if it not managed properly.

This is all about the customers' attitude towards online advertising in KTC Convention & Apartment Sdn Bhd. The purpose of this study is to know the factors that influences customers' attitude towards online advertising in KTC Convention & Apartment Sdn Bhd. Trust, usability and information will be the factors that influence customers' attitude towards online advertising and these also are the independent variables for this study. For dependent variable, it will be customers' attitude towards online advertising in KTC Convention & Apartment Sdn Bhd. The respondents would be the customers that used the company's services and visit its online advertising. Data from 52 respondents were taken and used for statistical analysis. The data were collected in Kota Bharu area. Other than that, the questionnaire also had been distributed by KTC' social network (Facebook). Apart from that, the finding and analysis showed that all the factors has influenced customers' attitude towards online advertising in KTC Convention & Apartment Sdn Bhd. The most significant factor was trust. So, trust will give huge effect to customers' attitude. For the last part of this study, the reseacher answered all the research questions. Other than that, this study also did some suggestion and recommendation for KTC Convention & Apartment to increase the awareness of customers toward its online advertising.