



**PERCEPTION AND ACCEPTANCE ON INTERNET ADVERTISING  
AMONG STAFFS IN BETONG RESIDENT OFFICE**

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## Statement of Originality

The work described in this Final Year Project, entitled

**“Perception and Acceptance on Internet Advertising among Staffs in Betong  
Resident Office”**

Is to the best of the author's knowledge that of the author except where due reference  
is made.

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## **ABSTRACT**

### **PERCEPTION AND ACCEPTANCE ON INTERNET ADVERTISING AMONG STAFFS IN BETONG RESIDENT OFFICE**

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The internet has opened up new opportunities for companies to market and sell their product online. Earlier research and academic studies have proven that internet advertising of being perceived as irritating and more or less ignored. With this in mind, marketers have been searching to find new and alternative ways of marketing in addition to the traditional methods. Eventually, when the trend of internet advertising began growing, so did the companies interest towards them. Because of the new possible forms of marketing online, and due to the companies increasing effort of receiving better value regarding their advertisement budget, the purpose of this study is to examine whether the consumers in Betong Resident Office have positive or negative perception and acceptance on internet advertising. Furthermore, this study examined what factors can influence their perception and acceptance towards internet advertising.

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