



**FACTORS INFLUENCING THE ATTITUDE TO  
WATCH ONLINE VIDEO ADVERTISING  
AMONG  
UITM KAMPUS BANDARAYA MELAKA STUDENTS**

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**JANUARY 2018**

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS & MANAGEMENT  
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“DECLARATION OF ORIGINAL WORK“**

I, MOHD AMIRUL BIN FAKIH, Hereby, I 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 any other degrees.
- This project paper is the result of my 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: **January 2018**

## ACKNOWLEDGEMENT

In the name of Allah and the most Beneficent and the most Merciful

Praise to Allah S.W.T the Lord of the universe, for the wisdom, strength and blessings given to me in completing this project paper. Peace and blessing of Allah ne upon His Messenger, Muhammad S.A.W

First and foremost, I would like to give my appreciation towards my advisor, Madam Aemillyawaty bte Abas for helping me throughout the process of finishing my project paper. She has made a significant contribution and provided me with her analytical skill and timely response for the completion of this study.

My special thanks goes to my second advisor, Miss Siti Nurul Aini bte Mohd Rodzi directly and indirectly involve in giving fully corporation and commitment by providing valuable information in making this study possible.

I would like to thanks to my parent, for supporting me mentally and physically not just during finishing this project but also during my whole studies. They give me all the strength to keep on hardworking on my studies and also special gratitude towards my supervisor in my workplace, Dr Nurazree bin Mahmud He has guided me throughout the process and given the permission regarding project paper. His kindness is much appreciated.

Last but not least, a very special thanks to my mother for her endless support as well as to all my wonderful classmates (BM240 5A), students of BBA (Hons) Marketing. Thank you so much for sharing all the experiences. My project paper might not be completed without cooperation received by the student.

## **ABSTRACT**

The purpose of this study is to identify the factors influencing the Attitude to watch online video advertising among UiTM Kampus Bandaraya Melaka student. The research is based on a sample of 274 respondents. The results show that Entertainment, Information, Relaxation, Escape, Passing time and Social interaction have significant influence on Atitude to watch OVA among UiTM Kampus Bandaraya Melaka students.

With internet delivery of video content surging to an unprecedented level, online video advertising is becoming increasingly pervasive. The internet has been the platform for the marketer to widely spread the information about the product. Unlike the forced exposure of consumers to traditional TV commercials and consumers' lack of control over presentation of the message, consumers can choose to view the online video advertising with video playback controls (OVAs) when they want and also control the presentation of OVAs. Consumer now a day mostly have a perception by watching an online video advertising will slow down their data access. This have been the problem form the marketer to have a bigger amount of consumer to visit the site. Over the finding, marketer have the solution by examine the online video advertising could affect consumer emotion and feeling. But the data of the marketer to determine the consumer behavior is limited and this could be a problem for the marketer to develop an effective online video advertising.

Because of that, those marketers have to attract the targeted consumer to watch online video advertising by having an effective video advertising because by having an effective video advertising, the marketer could have a repetition advertising recall, brand recognition and brand awareness from the consumer. Thus, a survey towards attitude of the consumer must be conduct in order to know consumer need and want.

Given that the viewing of OVSS requires active participation by consumers, it is important to examine the factors that influence consumer attitude toward watching online video advertising. The present study investigates those factors and examines the relationships between those factors.

## TABLE OF CONTENTS

	<b>Page</b>
TITLE PAGE	
DECLARATION OF ORIGINAL WORK	
LETTER OF SUBMISSION	
ACKNOWLEDGEMENT	
TABLE OF CONTENTS	
LIST OF FIGURES	
LIST OF TABLES	
ABSTRACT	
<b>CHAPTER 1 INTRODUCTION</b>	
1.1. Introduction	1
1.2. Background Of Study	1-2
1.3. Problem Statement	3
1.4. Research Objectives	5
1.5. Research Questions	6
1.6. Significant Of Study	6-7
1.7. Scope Of Study	7
1.8. Definition Of Term	8-10
1.9. Conclusion	10
<b>CHAPTER 2 LITERATURE REVIEW</b>	
2.1 Introduction	11
2.2 Literature Review	
2.2.1 Attitude Toward Watching Online Advertising	11
2.2.2 Entertainment	12
2.2.3 Information	13
2.2.4 Relaxation	15
2.2.5 Escape	16