



**UNIVERSITI TEKNOLOGI MARA
KAMPUS SAMARAHAN**

**“ A STUDY ON CONSUMERS’ ATTITUDE TOWARD MOBILE
ADVERTISING”**

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(HONS) (MARKETING)**

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LETTER OF SUBMISSION

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27 October 2010.

Madam Hazami Binti Kamarudin,
The Head of Program,
Bachelor in Business Administration (Hons) (Marketing),
Universiti Teknologi Mara, Sarawak.

Dear Madam,

SUBMISSION OF PROJECT PAPER MKT 662

Attached is the project titled **“A STUDY ON CONSUMERS’ ATTITUDE TOWARD MOBILE ADVERTISING”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi Mara (UiTM).

Thank you.

Yours sincerely

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Bachelor of Business Administration with Honors (Marketing)

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

Nowadays advertisement can be in any form of communications. It can be transmitted through electronic media such as television, radio, and many more. The raising of popularity of short message service (SMS) has created a new channel for advertising known as mobile advertising.

“As mobile communication allows communication in an entirely new form, it has also changed the marketers’ world. Interactions between customer and advertiser become increasingly rapid and easy”. (Pavlou and Stewart, 2000). According to Dickinger et al (2004:2), mobile advertising can be defined as providing customers with personalized information that promotes goods, services and ideas by using interactive wireless media such as mobile phone. Mobile advertising is based upon sending information to customers using either short message service (SMS) or multimedia message service (MMS). There are examples of mobile advertisements that consumers usually received everyday such as from Service providers (Digi,Celcom, Maxis), java games and many more.

Attitude toward advertisement is defined as “a learned predisposition to respond in a consistently favorable or unfavorable manner toward advertising in general”. (Mackenzie and Lutz, 1989;p.54). According to Fishbein’s Attitude Theory “a stimulus, such as an SMS advertisement of a particular brand, has an effect in on a consumers’ belief system which influences and leads to the consumers developing a specific attitude towards the advertised brand.