



**SENSITIVITIES ON CONTROVERSIAL PRODUCT'S  
ONLINE ADVERTISING :  
GEN Y MUSLIM PERSPECTIVE**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONORS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
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MELAKA KAMPUS BANDARAYA**

**JANUARY 2015**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Administration with Honors  
(International Business)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH  
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“DECLARATION OF ORIGINAL WORK”**

I, Sharifah Nur Iylia Binti Said Abd Karim, (I/C Number: 920603-08-5042)

Hereby, 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 for any other degrees.
- This project-paper is the result of our 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: \_\_\_\_\_

## **LETTER OF SUBMISSION**

Date: 9 Jan 2014

Program Coordinator

Bachelor of Business Administration (Hons.) IB

Faculty of Business Management

Universiti Teknologi Mara Melaka Kampus Bandaraya

Dear Sir / Madam,

### **SUBMISSION OF PROJECT PAPER (IBM 663)**

Enclosed here is the research entitled "SENSITIVITIES ON CONTROVERSIAL PRODUCT'S ONLINE ADVERTISING: GEN Y MUSLIM PERSPECTIVE" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara. I hope this report will fulfil the requirement and also achieve the objectives of this study.

Thank you.

Yours faithfully,

***SHARIFAH NUR IYLIA BINTI SAID ABD KARIM***

**2011595427**

**BBA (Hons.) INTERNATIONAL BUSINESS**

## **ABSTRACT**

Issues of controversial or offensive advertising has been raised due to the respons from the respondents that online advertising is the most annoying advertising. Inspite the fact that it is the best medium to used. As the economic condition fluctuates marketer and entrepreneur feel that it is crucial to do some research on this topic to improve from time to time. For this research, a total of 200 respondents Generation Y Muslim from Universiti Sains Islam Malaysia (USIM) and Polymer Composite Asia staff. From the findings gathered through this research, the researcher concludes that religious perceptions and nature of advertising appeals were seen to be significant towards level of offensiveness controversial product's online advertising among Generation Y Muslim. Next, top 5 most controversial product's online advertising also already determined which gambling, cigarettes, alcohol, female contaceptives and religious denominations. Conversely for Generation Y Muslim they already getting top 5 controversial products online advertising were deemed by the respondents to be not offensive or getting high acceptance which is charities, weight loss programs, pharmaceuticals, racially extremist groups and female underwear. As for future researcher, the researcher suggest to study on this topic further and focused on gender differences