



UNIVERSITI TEKNOLOGI MARA

**UITM STUDENTS' ATTITUDE TOWARDS ONLINE ADVERTISING
IN KOTA SAMARAHAN**

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ABSTRACT

A company sees Internet advertising as an important medium in reaching out to consumers in 21st Century. The percentage of Internet users around the world are increasing as almost all the transaction can be done through online. Besides, online advertisers need to understand the UiTM students' attitude towards online advertising in order to create effective online advertising.

The aim of this research is to study UiTM students' attitude towards online advertising in Kota Samarahan. This research is to investigate three independent variables which consist of credibility, informative and pleasure towards online advertising.

By using the Statistical Packages for Social Science (SPSS) to analyze 200 questionnaires collected from UiTM students, researcher found that that all the variables expect credibility are significantly related to UiTM students attitude towards online advertising. Among the independent variables, pleasure has the strongest significant relationship with dependent variable of UiTM students' attitude towards online advertising. Besides that, analysis shows that the UiTM students' attitude towards online advertising has the significant relationship with informative.

The target population in this research study is UiTM students who might have possibility exposure to online advertising. The sampling frame comprises internet users in the area Kota Samarahan with the criteria of frequency click on internet advertising is at least once and the hours per week spend online is at least five to ten hours.

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CHAPTER 1

RESEARCH OVERVIEW

1.0 Introduction

The topic of this research study is about UiTM students' attitude towards online advertising in Kota Samarahan. UiTM students' attitudes are about their personal observation, opinion, behaviour and trust towards online advertising. The reason of this research paper is to study the factors that have an effect on UiTM students' attitude towards online advertising. In this research paper, the report includes research background, problem definition, research question and research objectives and followed by significance of the study.

1.1 Research Background

Advertising is defined as a type of communication or activities which its deliver information to consumers' by attract their attention (Ducoffe, 1996). An online advertising is a paid form of communication to offer and promote ideas, goods or services by an identified sponsor (Kotler, 2000).

Internet is a platform to publish an advertisement. An organization can adapt online advertising to create awareness to its product or services that they want to offer to consumers (Aziz, Yasin, & Kadir, 2008). In the year of 1994, the first online advertising appeared on the internet (Rachel, 2011). An online advertising can be included in many types of methods including web banner advertising, blog advertising, promotional advertising, social network advertising and so on (Schlosser, Shavitt, & Kanfer, 1999).

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter is discussing about the factors that influence UiTM students' attitude towards online advertising in Kota Samarahan. This chapter also included literature review and theoretical framework of this study.

2.1 Review of Literature

2.1.1 Attitude toward online advertising

According to Kotler (2000), attitude can be described as an individual's personal thoughts, feelings and act over something or ideas. Attitude can be defined as the whole evaluation that shows the extent of favourable and unfavourable of an individual towards a thing, problem, individual, action and emotional feeling (Hoyer and Macinnis, 2010). Attitudes can be formed based on viewpoint and the way of thinking about information received based on cognitions or beliefs (Hoyer and Macinnis, 2010). Attitude is similar with an emotion which means that an individual shows their feeling positively based on interest towards information, products or action (Solomon, 1999). Thoughts, feelings and behaviour of an individual can affected someone's attitude. Through consumer's positive and negative response it's pointing out towards certain online advertisement (MacKenzie and Lutz, 1989). According to (Schiffman & Kanuk, 2000), from the consumers response, it's either positive or negative attitudes is formed towards online advertising. Consumer's attitude towards online advertising can be a factor to effect consumer's thoughts and feelings (Mehta, 2000).