



THE IMPACTS OF ONLINE ADVERTISING ON CONSUMER
ATTITUDES

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SUBMITTED FOR THE FULLFILMENT OF THE REQUIRMENT
FOR THE DEGREE BACHELOR OF BUSINESS
ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SARAWAK

JUNE 2016

ABSTRACT

The research was undertaken at UiTM Sarawak (Samarahan Campus) and Kota Samarahans' areas to conduct a preliminary study on the impacts of online advertising on consumer attitudes. The respondents were randomly selected from Bachelor Degree students of Marketing programme and general public that available in Kota Samarahans' areas.

The purpose of this study is to identify the key factors of online advertising that influencing consumer attitudes and to examine the relationship between online advertising and consumer attitudes.

The study applies survey research through questionnaires that consisted of three (3) sections. The total populations taken to participate in the questionnaires are 800, which mean the sample size required to fulfil the research study is 260 respondents. The data are analysed using SPSS version 20.0 to find statistically significant association.

This study has given an overview of the impacts of online advertising on consumer attitudes. Overall, the result of this study indicates that that, there are five (5) factors of online advertising that impacted on attitudes including; information, entertainment, credibility, economy, and value.

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CHAPTER 1: INTRODUCTION

1.1. Background of the Study

This study focuses on the key factors of online advertising and the relationship between online advertising and consumer attitudes. A research study on online advertising and users attitudes has found out that this is certainly not a recent issue.

There are many previous researchers that have been done and being discussed regarding the topic. For example, Azizul Yadi Yaakop, Marhana Mohamed Anuar, Khatijah Omar, and Liung (2016) has conducted a research on Consumers' Perceptions And Attitudes towards Advertising on Facebook In Malaysia. Another research regarding this topic was done by Wang and Sun (2010) who examined the beliefs, attitudes, and behavioral responses toward online advertising in three countries.

HotWire sold the very first banner ads to several advertisers in 1994 was the starting point of the use of online advertising (Evans, 2008). However, the acceptances received from the public was a failure, and the advertisers gain no profit, unless loss.

Becoming the most world powerful media advertising, supported by reasons; having internet in a house is a must and having a highest number in audiences, compare with other traditional media (Tayor, 2011). Some data have been collected to show the '*kindnesses*' of the online advertising in boosting up the digital economy of the future. The report were done by (IHS TECHNOLOGY, 2015) shows that most of the publishers generates almost 31% out of their €46 billion investments. This also shown that online advertising has becomes increasingly data-driven and technology-centric.

Internet have three major use, including; mean of communication as to stay connected with peoples, means of getting information, and also content itself (Tsang

CHAPTER 2: LITERATURE REVIEW

2.1. The overview of Online Advertising

In today world, huge number of business started to implement the use of technology in their daily business. The use of technology enables customers to connect to their preferences by only via their smartphone, or any other electronic gadget that has internet connectivity.

Companies use this technologies to market their product, as might as well cutting on their cost on traditional advertisements that more on using labour and cost on producing. The technology that they use to publish on their product online is called online advertising.

Online advertising can be define as delivering the communication on the internet by using some platforms such as web sites, e-mails, ad-supported software, and Internet-enabled smart phone (Bakshi & Gupta, 2013). The online advertising are aim to reach the aim of the companies, which to striving on their sale and profit performance (Kotler & Armstrong, Principles of Marketing, 2010)

Many companies nowadays runs their business by using some kind of help from online advertising in order to achieve several goal, which are to inform, persuade and remind, as well as to build a strong brand awareness among the consumers (Ratliff & Rubinfeld, 2010).

The effectiveness of online advertising can be measure looking on the time taken by customers to give response on the advertisement (Tsang & Tse, 2005). A good online advertisement should be easily get by the customer on what the advertisement about. A good e-advertisements also the one that having a simple creation of messages, but easily got the viewers the real intipation. Without have to work much on making a long commercial break, just to get their messages reach