



اُونِيُوَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACTORS INFLUENCING STUDENT'S ATTITUDE TOWARDS ADVERTISING ON
INSTAGRAM**

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“IN THE NAME OF ALLAH THE MOST GRACIOUS AND THE MOST MERCIFUL”

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ABSTRACT

The objective of this study was to examine the factors influencing student's attitude towards advertising on Instagram. The technology acceptance model and the theory of reasoned action were employed to develop the conceptual framework. Four factors, perceived interactivity, advertising avoidance, credibility and privacy were tested. Data were gathered from 106 respondents of student at UiTM Kampus Bandaraya Melaka using the stratified sampling method and multiple regression analysis was conducted to analyse the data. The result revealed that privacy was the most dominant factor that influence student attitude towards advertising on Instagram. The practical implication of this study ware discussed.

TABLE OF CONTENTS

	Pages
TITTLE PAGE.....	I
ABSTRACT.....	II
ACKNOWLEDGEMENT.....	III
TABLE OF CONTENT.....	IV

CHAPTER 1

INTRODUCTION

Research Background.....	1
Problem Statement.....	2
Research Objective.....	4
Research Questions.....	4
Theoretical Framework.....	5
Research Hypotheses.....	5
Significance of the Study.....	6
Limitation of the Study.....	7
Definition of Terms.....	8
Conclusions.....	10

CHAPTER 2

LITERATURE REVIEW

Online Advertising.....	11
Social Media.....	12
Perceived Interactivity.....	14
Advertising Avoidance.....	16
Credibility.....	17
Privacy.....	18
Attitude towards advertising.....	19
Conclusions.....	19

CHAPTER 3

RESEARCH METHODOLOGY

Introduction.....	20
Research Design.....	20
Population.....	22
Sampling.....	22
Sampling Size.....	22
Sampling Technique.....	23
Data collection Method.....	23
Questionnaire Design.....	25
Conclusion.....	29

CHAPTER 4

DATA ANALYSIS

Introduction.....	30
Frequency of Distribution.....	30
Reliability Analysis.....	35
Descriptive Statistic.....	38
Pearson's Correlations.....	36
Regression Analysis.....	42
Hypothesis Testing.....	44

CHAPTER 5

CONCLUSION AND RECOMMENDATION

Conclusions.....	48
Recommendation.....	49

REFERENCES.....	50
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APPENDICES

a) Questionnaire.....	55
b) SPSS output.....	62