



**FACTORS THAT INFLUENCE CUSTOMER ATTITUDE TOWARD ONLINE
ADVERTISING**

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ABSTRACT

The study is aimed to discover the attitude consumer toward online advertisement. The research link the determinant that consumer toward online advertisements. The study is conducted to find out the factor that triggers the consumer to use online advertisement. The measuring items for the survey are reliable and valid as it value of Cronbach's Alpha are bigger than 0.06 in values. Pearson Correlation, Multiple Linear Regression, ANOVA Test was conducted to find out the relationship of the variables as well as the hypothesis suggested and find the answers for all the research questions. The results showed that informational and hedonics are among the determinants for how the attitude consumer toward online advertisement. It also shows that there is a correlation between the dependent variable and independent variables.

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TABLE OF CONTENTS

| | Page |
|------------------------------|------|
| TITLE PAGE | i |
| DECLARATION OF ORIGINAL WORK | ii |
| LETTER OF TRANSMITTAL | iii |
| ACKNOWLEDGEMENT | iv |
| TABLE OF CONTENTS | v |
| LIST OF FIGURES | viii |
| LIST OF TABLES | ix |
| ABSTRACT | x |

CHAPTER 1 INTRODUCTION

| | |
|--------------------------|-------|
| 1.1 Background of Study | 1-3 |
| 1.2 Problem Statement | 4-6 |
| 1.3 Research Objective | 7 |
| 1.4 Research Question | 7 |
| 1.5 Hypothesis | 8 |
| 1.6 Scope of Study | 9 |
| 1.7 Significant of study | 10 |
| 1.8 Limitation of Study | 11 |
| 1.9 Definition of Terms | 12-14 |

CHAPTER 2 LITERATURE REVIEW

| | |
|---|-------|
| 2.1 Introduction | 15-16 |
| 2.2 Customer attitude toward online advertising | 17 |
| 2.3 Materialism | 18 |
| 2.4 Informative | 19 |
| 2.5 Hedonics/ pleasure | 20 |
| 2.6 Informational response | 21 |
| 2.7 Credibility | 22 |
| 2.8 Theoretical Framework | 23 |

CHAPTER 3 RESEARCH METHODOLOGY

| | |
|---------------------------|-------|
| 3.1 Introduction | 24 |
| 3.2 Research Design | 25 |
| 3.3 Population | 26 |
| 3.4 Sampling design | 27-28 |
| 3.5 Data collection | 27-29 |
| 3.6 Questionnaires design | 27-29 |
| 3.7 Structured Question | 27-29 |
| 3.8 Data Analysis | 30-33 |
| 3.9 Conclusion | 33 |