



A STUDY ON HOW ADVERTISING AFFECT ONLINE
SHOPPING COMPANY (HUMAN FACTORY)

FALICIA INJONG ANAK BUJANG
2010737785

Thesis submitted in fulfilment of the requirements for the
Bachelor of Art and Design (Hons) Graphic
Faculty of Art and Design

JANUARY 2013

LIST OF CONTENT

List of Contents	i
List of Figure	iii
Author's Declarations	iv
Acknowledgements	v
Introduction	1
Chapter 1: Literature Review	4
1.1 Background of Study	5
1.2 Problem Statement	8
1.3 Scope of Study	9
1.4 Significance of Study	10
1.5 Advertising	10
1.6 Summary of Literature Research and Journal	12
1.7 Limitation	13
Chapter 2: Objectives and Research Methodology	14
2.1 Objectives	15
2.2 Methodology	15
2.3 Research Design	16

2.4 Location of Study	17
2.5 Questionnaire Design for Survey	17
2.6 Data collection	18
Chapter 3: Analysis and Findings	19
3.1 Results of Questionnaire	20
3.1.1 Section A: Demographic	21
3.1.2 Section B: Psychographic	25
Chapter 4: Conclusion and Recommendation	32
4.1 Conclusion	33
4.2 Recommendation	34
References	35
Appendix	36

AUTHOR'S DECLARATION

I'm hereby certify that this thesis and the research to which it refers are the product of my own work and that any ideas or quotations from the work of other people, published or otherwise, are fully acknowledged in accordance with the standard referring practices of the discipline.

Signature :

Author : Falicia Injong Anak Bujang

Date : 21 JAN 2013



Human Factory is an online apparel retailer based in Malaysia built on a foundation of love for clothing. It was around 2011 started Human Factory and operates from the basement (still now). Human Factory source for the brand that company and customer absolutely adore. Human Factory is always exploring to expand the range of the brands and products that customers will love.

Human Factory is selling various kind of fashionable tees, handbags and pants. Somehow, we only focus on the tees. Human Factory selling “Threadless” tees which is 100% cotton and worth-buying. The tagline for the company is “be uniquely you” which we hope our customers can get some exciting, vibrant and creative style and fashion for yourself.

Graphic Design is one of the technical aspects to create effective communication and information in advertisement to solve this issue. Graphic design plays an important role on the