



Factors Influencing the Intention to Watch Online Video Advertising

Among UiTM Kampus Bandaraya Melaka Student

FARIS AHMAD BIN ANIS AHMAD

2015144517

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS & MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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Submitted in Partial Fulfilment of the

Requirement for the

Bachelor of Business Administration with Honours (Marketing)

FACULTY OF BUSINESS & MANAGEMENT

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KAMPUS BANDARAYA MELAKA

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS & MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK“

I, FARIS AHMAD BIN ANIS AHMAD, (I/C Number: (940610-05-5579)

Hereby, I declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: **January 2018**

LETTER OF SUBMISSION

JANUARY 2018

Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business & Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 672)

With reference to the above matter, I am student of BBA (HONS) Marketing would like to hand in my project paper entitled “**Factors Influencing the Intention to Watch Online Video Advertising Among UiTM Kampus Bandaraya Melaka Student**” to fulfil the requirement as needed by Faculty of Business & Management, Universiti Teknologi Mara.

Thank You,

Yours Sincerely.

(Faris Ahmad Bin Anis Ahmad)

2015144517

Bachelor of Business Administration (HONS) Marketing

ABSTRACT

The purpose of this study is to identify the factors influencing the intention to watch online video advertising among UiTM Kampus Bandaraya Melaka student. The research is based on a sample of 274 respondents. The results show that attitude toward watching OVA, subjective norm and past watching of OVA have significant influence on intention to watch OVA among UiTM Kampus Bandaraya Melaka student. It involve the process of conducting the research such as in determining the sample, the reliability and validity of questionnaire and including the research design, sampling technique, data collection method also involving primary data, secondary source and data analysis technique. Online video advertising (OVA) is a new forms of advertising which is growing extremely well in recent years and it could generate a large amount of revenue as compared to traditional advertising and it is much lower in cost as compared to other advertising platform. The main objectives of this study is to investigate whether factors (ie: attitude toward watching OVA, subjective norm and past watching of OVA) have impact on influencing the intention of UiTM Kampus Bandaraya Melaka student to watch online video advertising and also to identify the most influential factor that influence the intention of UiTM Kampus Bandaraya Melaka student to watch online video advertising. The strongest relationship is between subjective norm and intention to watch online video advertising.

Key words: Attitude toward watching online video advertising, subjective norm, past watching of online video advertising and also intention to watch online video advertising.