



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**THE INFLUENCE OF ONLINE ADVERTISING IN
ENHANCING CONSUMER'S PURCHASE
INTENTION**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH
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**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA MELAKA**

JULY 2015



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“DECLARATION OF ORIGINAL WORK”

1) NATASSYA BINTI MUHAMMAD REDZA, (I.C Number: 920303-10-6200)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and it is not being concurrently 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 acknowledgement.

Signature: _____ Date: _____

LETTER OF SUBMISSION

July 2015

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
MARA University of Technology
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Sir Madam,

Submission of Project Paper (MKT672)

With reference to the above matter, I as a student of BBA (Hons) Marketing would like to attach my project paper entitled. "Influencing of Online Advertising in Enhancing Consumer Purchase Intention" to fulfill requirement as needed by the Faculty of Business Management Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

Natassya Binti Muhammad Redza.
2013800568

ABSTRACT

The objective of this study was to examine the influence of online advertising in enhancing consumer purchase intention. The technology acceptance model and the theory of reasoned action were employed to develop the conceptual framework. Four factors, website design effectiveness, website security and privacy effectiveness, brand recognition and social media were tested. Data were gathered from 100 respondents of PETRONAS's employees using the stratified sampling method and multiple regression analysis was conducted to analyze the data. The results revealed that social media was the most dominant factors that influence consumers' purchase intention, followed by brand recognition and subjective norm. The practical implications of this study were discussed.

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