



UNIVERSITI TEKNOLOGI MARA

THE EFFECTIVENESS OF TELEVISION COMMERCIAL TOWARD
MALAYSIAN AUDIENCES' BEHAVIOR

AMIRUL ASYRAF BIN AZMAN

2016675538

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AUTHOR'S DECLARATION

I declare that the work in this academic writing was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the result of my own work, unless indicated or acknowledge as referenced work. This writing has not been submitted to any other academic institution or non-academic institution for any other purposes. In the event that my writing is found to violate the conditions mentioned above. I, voluntarily waive the right of conferment of my degree and agree to disciplinary rules and regulations of Universiti Teknologi MARA.

Name : Amirul Asyraf bin Azman

Student ID : 2016675538

Programme : Bachelor of Mass Communication (Hons) Broadcasting

Faculty : Communication and Media Studies

Title : The Effectiveness of Television Commercial toward Malaysian Audiences'
Behavior

Signature :

Date :

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ABSTRACT

Television commercial is one of the medium in promoting product, brand, and also create awareness towards audiences. But, some of the audiences' behaviour was affected by television commercial. This research is about the effectiveness of television commercial toward Malaysian audiences' behaviour. The researcher uses three research objectives in order to proceed with the research which is to study the effectiveness of television commercial towards audience, understand the uses of celebrity endorsement to change audiences' behavior, and also investigate the airtime for audience watch the television commercial. This research uses quantitative research method to collect data which is by using survey. After all the data being collected it will be transfer to the Statistical Package for the Social Sciences (SPSS) and was take out the important data to be discuss in the data analysis and findings. This research gathers all the information needed and conclude the research in the final chapter of this research.