



**RELATIONSHIP OF ADVERTISING ATTRIBUTES TOWARD
GEN Y ATTITUDE AND BEHAVIOUR INTENTIONS TO
ADOPT ONLINE ADVERTISING**

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FACULTY OF BUSINESS MANAGEMENT

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SARAWAK

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ORIGINAL LITERATURE WORK DECLARATION

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Title of Research Project : "Relationship of Advertising Attributes towards Gen Y
Attitude and behavioral intentions of Gen Y to adopt
online advertising"
Field of Study : Marketing

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LETTER OF SUBMISSION

2nd July 2015

The Head of Program

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SARAWAK

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER MKT 669

With gratefulness, I would like to refer to the above matter, I am pleased to forward herewith my final project paper entitled "RELATIONSHIP OF ADVERTISING ATTRIBUTES TOWARD GEN Y ATTITUDE AND BEHAVIORAL INTENTIONS TO ADOPT ONLINE ADVERTISING".

I really hope that this research will fulfill the course as needed by the Faculty of Business Management, MARA University of Technology.

Thank you very much.

Yours sincerely,



(JOSEPHINE JELAWAT AK JAMES JIMMY)

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ABSTRACT

This study was conducted to identify the relationship of advertising attributes towards Gen Y attitude and behavioral of Gen Y to adopt online advertising in UiTM Sarawak. Generation Y are “the first generation spending their entire lives in the globalization environment with rapid internet usage” as compare to older generation. The study aims To examine the relationship of advertising attributes towards Gen Y attitude to adopt online advertising and to determine the subsequent impacts of attitude and behavioral intention to advertising attributes among degree students in UiTM Sarawak. There are four characteristics been identified in advertising attributes that influencing the attitude and behavioral of generation Y to adopt online advertising which are in formativeness, entertainment, irritation and credibility.

This study adopts quantitative approach with collected samples of 250 respondents through direct questionnaires method. SPSS statistical tool was used to test the descriptive statistics. Result show that most of the result tends to go neutral but most relevant factor is goes to in formativeness. Implications, limitations and recommendations for future research are also discussed.

CHAPTER 1

INTRODUCTION

INTRODUCTION

This chapter will be focusing on the relationship of advertising attributes towards Gen Y attitude and behavioral of Gen Y to adopt online advertising. This chapter will be further divide by subsections, which are the background of the study, statement of problem, research question, research objective, scope of study, limitations of study, significance of study, definition of terms and theoretical framework.

1.1 BACKGROUND OF STUDY

Automated collection of the vast stream of electronic data from consumers' use of the internet represents an opportunity for marketing modelers to target their marketing campaigns better. For example, a product campaign can now use data on website browsing behavior to identify the subset of consumers who are likely to respond to an ad.

This large scale collection of data has also heightened consumers' concerns about their privacy. As a result, governments around the world are considering new privacy regulations designed to restrict the collection and use of customer data by the firm. According to Lenard and Rubin, 2009, data and information that been shared to the organization through online by any individual should be protected from time to time so that all the information about an individual are not being misuse.

Online advertising are being used widely all around the world. According to E-marketers 2006, the internet was available to 1 billion people worldwide, and approximately 845 million people used it regularly.

Internet is providing varieties of information that can be use by all people around the world. Organizations are able to provide employment through online advertising. Accurately measuring online advertising thus is essential for advertisers, who employ