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

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Field of Study : Marketing

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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.

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

2.0 INTRODUCTION

Literature review is one of the important parts in a research study. In this literature review, all those related information gathered from various sources. All of the information used in this research would help in fostering high understanding on the subject matter. For instance, the preparation of literature review helps in generating ideas the theoretical background of our study. It also helps in clarifying the subject matter and it helps to identify the main focus of our research.

Apart from that, literature review also facilitates in the process of identifying previous studies on the same subject which had been carried out by other previous researchers. From the previous studies, it will able the comparison results from the theories or findings made by the other researchers with the findings that will be obtained. This literature review gives clear pictures on the design of conceptual framework. Besides, it also helps in generation ideas on designing the questionnaires. As such, this chapter provides a review on literature online advertising, attitudes towards advertising, behavioral intentions, generation Y, entertainment, informativeness, irritation and credibility.

2.1 ONLINE ADVERTISING

Technology has changed the lives of people around the world today where internet have become integral part of life (Advertising, 2012). Thus it is not surprising that majority of people carry mobile devices for faster communication and keep updated to the latest news happening all times. Every mobile device is linked to an individual and is always on hand. This make the connected devices are accessible through all the hours of media and have great immediacy. According to MCMC (2009), a research by Orange UK (2007) found that the internet has the potential to be the most accessible media as it is most used during the middle part of the day. Internet is used as a communication channel which is highly interactive and effective in adding interactivity