



**CONSUMER ATTITUDE TOWARDS MOBILE
ADVERTISING IN THE HEALTHCARE SECTOR
IN KOTA KINABALU.**

**NICOLETTE BERNARD
2016523805**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS IN (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU SABAH**

JUNE 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

WITH HONORS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

1. Nicolette Bernard, Matrix Number: 2016523805

Hereby, declare that:

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

Signature: _____



Date: _____

20/6/19

TABLE OF CONTENT

TITLE PAGE	
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	vii
LIST OF TABLES	viii
ABSTRACT	ix
CHAPTER 1: INTRODUCTION	1
1.1 Background of study	1
1.2 Statement of problem	3
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Scope of study	6
1.6 Significant of study	6
CHAPTER 2: LITERATURE REVIEW	7
2.1 Attitudes on mobile advertising	7
2.2 Entertainment	9
2.3 Informativeness	10
2.4 Credibility of Message	11
2.5 Research framework	12
2.6 Research hypotheses	12
CHAPTER 3: METHODOLOGY	13
3.1 Source of data	13
3.2 Research design	14
3.3 Research instrument	15
3.4 Sampling	16

LIST OF TABLES

Table 3.1	The measurement for Entertainment	19
Table 3.2	The measurement for Informativeness	20
Table 3.3	The measurement for Credibility of Message	21
Table 3.4	The measurement for Consumer Attitude	22
Table 4.1	Gender	23
Table 4.2	Age Group	24
Table 4.3	Race	25
Table 4.4	Level of Education	26
Table 4.5	Occupation	27
Table 4.6	Have you received any health advertisements on your mobile device in the past three (3) months?	28
Table 4.7	Cross Tabulation Gender * Occupation	29
Table 4.8	Cross Tabulation Age Group * Level of Education	30
Table 4.9	Summary of Scale Reliability Analysis (n=200)	31
Table 4.10	Pearson Correlation Analysis	32
Table 4.11	Descriptive Statistics: Univariate Data Analysis	33
Table 4.12	Result of Multiple Regression Analysis	36

ABSTRACT

As the development of technology improves throughout the year, advertising companies are becoming more creative with their advertising strategy in order to attract more target audience and opens up more opportunity for companies to create their advertising campaign through the social network site, especially here in Malaysia. Healthcare provider nowadays have found ways to promote their service offerings not just through traditional advertising, but digital advertisements as well especially in the mobile platform. The purpose of this research is to investigate the factors that affect the consumer attitude on mobile advertising in the healthcare sector in Kota Kinabalu. The focused elements are entertainment, informativeness and credibility of message. A total of 200 completed responses were collected in an online survey. The result of this study will be valuable for marketers who wishes to explore knowledge and experiences on the relationship between consumer attitude and mobile advertising, especially in the healthcare sector. The data analysis techniques that will be used in this research are reliability test, Pearson correlation test and multiple regression analysis. The results found that all independent variables have a significant relationship with the dependent variable.