



TEENAGERS ATTITUDE TOWARDS MOBILE
ADVERTISEMENT WITHIN SECONDARY
SCHOOL IN LAHAD DATU DISTRICT: THE
CASE OF SEK. MEN. KEB. AGASEH LAHAD
DATU

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ABSTRACT

The purpose of this research is to analyze the teenagers' antecedent attitude and also to identify the major dominant antecedents of teenagers' attitude toward the mobile advertisement. By using the Theory Reasonable Action (TRA) method, the researcher able to know what the consumers (teenagers) related attitude toward mobile advertisement. Thus there were 200 respondents selected by the researcher to be the sample size of this research.

From the finding of the research the researcher founded that there were three level of attitude of teenagers such as Entertainment, Irritation and Perceived Usefulness to gather the data need for the research. The researcher also found out that most of the respondents will agree that perceived usefulness in the mobile ads as their major usage on receiving information and gaining benefit from it. As the significant of the study, both researcher and respondent gaining valuable knowledge on boosting their understanding of consumer behavior on mobile advertisement in the future. Hence the objectives of this research have been achieved.