



**MUSIC CONSUMPTION IN ADVERTISING AND HOW IT
INFLUENCES THE AFFECTIVE ATTITUDE: A MALAYSIAN
PERSPECTIVE**

MOHAMMAD HASRUL BIN ABDUL RAHMAN

2009923593

PERAKMILIK
Perpustakaan
Universiti Teknologi MARA (UiTM) Sabah
Beg Berkunci 71
88997 Kota Kinabalu, Sabah

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SABAH

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VII ABSTRACT

The purpose of this study is to investigate whether the music consumption in advertisement; with a specific focus in Malaysia, are influencing the consumer attitude or did it change the consumer's behavior, since it become a major trend nowadays with every marketers looking forward towards relating their products and music. The study will involve the Malaysia consumers in measuring their attitude towards a specific advertisement. The research intended to comply the argument that stated later in the paperwork by Murray & Murray (1996), different countries have systematic difference of information carried in different countries on accepting the music in advertisement. Using questionnaire, the research will investigate the respondent affective attitude regarding the music use in advertising, based on the model of consumer response to music in advertising (listening situation, musical stimulus, and listener characteristic) by Lantos & Cranton (2012).