



**"STREAMYX ADVERTISING STRATEGY AND
CUSTOMER'S PURCHASE INTENTIONS"**

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ABSTRACT

Purpose – The purposes of this paper is to identify the impact of Streamyx advertising strategy towards the customer's purchase intentions, to identify the most influential advertising media to the customers, and also to identify the advertising message that customer search the most in Streamyx advertising.

Methodology – A questionnaire was designed and answered by Streamyx's customers through the telephone interview. Systematic sampling technique was used whereby every 5th names on the customer's list is selected.

Findings – Based on the research findings, it clearly shows that advertising strategy give impact to the customer's purchase intentions. The three variables; type of advertising, advertising message, and advertising repetition, give influence to the customers in term of their purchase intentions and make further purchase decisions. Furthermore, the findings also identify that both television and internet are the most effective media to influence the customer's purchase intentions. In addition, based on the finding also, customers search the price information the most in Streamyx advertisement.

Research limitations – Customer may have different interpretation towards the Streamyx advertising thus affecting their purchase intentions. Competition from other broadband provider may also affect the effectiveness of advertising as well as the customer's purchase intentions. Future research needs to replicate this study in order to get additional impact of advertising strategy towards customer's purchase intentions and improve the limitations.