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SOFIA BINTI KAMIN

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ABSTRACT

This research has been conducted in order to determine what are the brand personalities that represent the PETRONAS TV advertisement and how it influence the response of its audience where this is a case study of PETRONAS CarigaliSdn. Bhd. Staff. The three main objectives of this research are:

- i. To identify what are the personalities that represent the PETRONAS based on the TV advertisement.
- ii. To investigate the attitude among PCSB-SBO Staffs towards brand personality of PETRONAS TV advertisement.
- iii. To obtain opinions or future recommendations from PCSB-SBO staffs.

A theoretical framework which previously developed by Aaker, 1997 is used as a guideline for the entire research because this framework contained the brand personality that is going to be investigated and explained. Other than descriptive statistic, Chi Square, Reliability test and Cross – Tabulation have shown the most essential results that determine the achievement of the research objectives. Next, conclusion and recommendation explained what can be concluded from the research and what can be improved if there is a future research being done.