



BACHELOR IN ADMINISTRATIVE SCIENCE (AM228)
FACULTY OF
SCIENCE ADMINISTRATIVE AND POLICY STUDIES

**A STUDY OF CONSUMER'S PERCEPTION REGARDING THE
IMPACT OF TELEVISION ADVERTISEMENTS**

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Semester 6

ABSTRACT

A study of consumer's perception regarding the impact of television advertisement is to ensure that the consumer know either they are really affected by the television advertisement. The research that has been conducted by us is to ensure that which type of people will easily get influenced by the television advertisement. As we can see now the consumer is easily get influenced especially the youth because they believe that all that has been advertised by the television can be trusted and they feel that they are having a good believe toward the advertisement. The relationship between the consumer perceptions with demographic factor is significance especially between the education level and health. This is clearly can be seen that the educate people will know about a real advertisement and cares about their health. Besides that, our research will determine the factors that might influence consumer perception toward the exaggerate advertisement. For the first finding it is clearly seen that the youth is the one who very influence toward the advertisement. As for the second finding it is to see the relationship between the consumer perceptions with demographic factor. So for the second finding it shows that gender is the factor that shows the relationship with demographic factors. The second finding is to develop and select the most recommendation that will improve the quality or add value in advertising. This is because by this objective we know what the mean that has been shown is and youth has a highest mean. Our research is based on the finding on the three objective and a recommendations by the respondent also important.

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Chapter 1

Introduction

1.1 Introduction

This chapter focuses the background of a study of the consumer perceptions regarding the impact of television advertisement which will be discussed in the further chapter. Thus, these chapters focus on the background of the study, the problem statement and state the research objectives. Moreover in this study also states the research question and the information regarding the scope of study. Beside that in this study also explains the significant of study and lastly discusses about the definition of terms.

1.2 Background of study

Advertising is the non personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media (Bovee, 1992). That advertisement usually can affect the consumer and yet can give the public to have those attitudes that is bad. Watching television is the first after-school activity for many children around the world. Usually the children will look at the television when they arrive home. This attitude assures that the children can easily be influence with those advertisements and make them become lazy to do the task. While children are watching television they are bombarded with a seemingly unlimited number of commercials and recent research indicates that children are often unable to make a distinction between the commercials and their regular programming (Hawkins and Mothersbaugh, 2010).

CHAPTER 2

Literature Review

2.1. Introduction

The impact of television is vital because of its high potential as an audio and visual communicator. Television or famously known as TV enables the creative man or women to communicate by combining motion, sounds, words, color, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. TV advertisement usually plays a role either introducing reinforcing the familiarity to the product and also convincing to purchase the product. Advertisement is among the most visible of the marketing strategy and has been the subject of great deal of attention to gain customer.

2.1.1 Consumer Perception

The term perception can be defined as the ability to derive meaning. Derived from the word perceived, it refers to the ability to giving meaning to whatever is sensed by our sense organs. It is the process through which an individual interprets ones sensory impressions to give meaning to them Shiffman defines it as the process by which selects, organizes, and interprets stimuli into a meaningful and coherent of the world.

In television advertisement, a person is caught by a new packaging of a familiar brand, he pick up other stimuli on the package through his sense, as well as organizes other facts from internal and external sources like dealer or packaging and etc, so as to