



**A STUDY ON EXAMINING THE RELATIONSHIP OF
ADVERTISING TOWARDS CONSUMER BUYING BEHAVIOR
USING AIDA CONCEPT**

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ABSTRACT

In today's era advertisement it is very importance as it is the essence of any product or brand. On the other hand the consumer buying behaviour research has acknowledged the importance of consumer buying perception in consumer behaviour. Any business can get on the road of success when it attracts and retains the consumers with profit and this goal is achieved when company builds a strong consumer perception for its product or service. A persuasive advertisement and positive consumer perception, tempts the customer, and all this momentarily influence the buying behaviour of customer. Hence, the purpose of this present study is to examining the relationship of advertising towards consumer buying behavior.

Specifically, the study focuses on the factor that influence the consumer buying behavior among consumers and examining the relationship of advertising tools that leads to consumer to purchase the product. Primary data for the study was collected by means of self-administrated questionnaire and supported by sufficient number of secondary data from previous thesis, journal and books. For the purpose of this study, self-administrated questionnaire were collected from 340 consumers at Kota samarahan area. Meanwhile, result constructed through multiple regression analysis proven that desire has the most influence on consumer buying behavior while for the .Thus, last objective of this study was answered.

Accordingly, some recommendations for future are included with respect to the finding of this study. This study finding is to gain a comprehensive understanding which will be achieved through this study.

CHAPTER 1

1.1 INTRODUCTION

Nowadays, advertisement it is very importance as it is the essence of any product or brand. Besides, advertisement can lead it to the epitome of success or to the diminishing layers of its existence (Malik, Ghafoor, Qbal, Unzila, & Ayesha, 2014). When the suitable advertising can be well implement it also can attract a large number of the target audience .Apart from that, advertisement can be done through different media and Some of majorly used are print medium (newspapers, magazines, and brochures), outdoor medium (billboards, events) and broadcast medium (television, radio. the internet). On the other hand the consumer buying behavior has acknowledged the significant of consumer buying perception in consumer behavior. Any business can get on the road of success when it attracts and retains the consumers with profit and this goal can be achieve when company builds a strong consumer perception for its product or service. Consumer perception plays crucial role in determining the behavior of every customers. Consumer perception can be built through multiple ways which include appearance, feel of the product, price, and quality and to fulfill the satisfaction to the customers that based on the product and previous experience. Apart from that, the mindset of customers can also be form through different sessions by interviewing the customers, by giving them an opportunity to express their views, to be perceived better. The reason is to make sure the consumers feels confidence and good about the product. A persuasion of the advertisement and positive consumer mindset, tempts the customer, and all this can influence the buying behavior of customer.

CHAPTER 2

LITERATURE REVIEW

2.1 Advertising

Advertising is played an important role in promotional mix strategy of organization because its ability to communicate factual information stated by (Hadjiphanis, The effect of advertising on cypriot consumer behaviour, 2011) .Besides, advertising as “ a non-personal paid form where ideas, concepts, products or services, and information are promoted through media (visual, verbal, and text)by an identified sponsor to persuade or influence behavior” (Ayanbimipe, Alimi, & Ayanwale, 2005). Besides, Advertisers also are trying to spread the information about products in target market to all the audiences especially for the latest product before or on the launching date of the new product in the market as a way to create awareness among the customers. Therefore, the existing of advertising is done to create likeness, attraction and influence buying behavior in positive way and to build attitude-towards-the ads, is an interesting theory of advertising often used to understand the buying behavior of different customers stated by (Hadjiphanis, The effect of advertising on cypriot consumer and the effect of advertising on cypriot consumer behaviour, 2011).Advertiser are trying to spread maximum information about product in the market. Therefore, popularity is the aim of advertising stated by (Namakumari & Ramaswami, 2004). Meanwhile, the effective advertisement influences the attitude towards brand and finally leads to purchase intention stated by (Lafferty & Goldsmith, 2002). It is also an opinion that advertising is used to establish basic awareness of product or service in the mind of potential customers and to build knowledge about it stated by (R, 1991)