



**FACTORS INFLUENCING ADVERTISING FROM AN
ISLAMIC PERSPECTIVE: CASE OF WANGSA MAJU**

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ABSTRACT

This project paper's main objective is to study what are the factors that can influence advertising from an Islamic perspective in Wangsa Maju. The independent variables for the project paper are culture factors, control factors and emotion factors. The sample of this study will comprise of 100 respondents of teachers at SMK Wangsa Maju where a set of questionnaire will be distribute to each of the respondents. This project paper also will use a multiple regression analysis; correlations analysis, and descriptive analysis and will be conducted in SPSS 22 computer software.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

In this introduction chapter, eight main areas of interest will be discussed. The first section will be the introduction. The second section will be the overview of the study. The third part will be problem statement and the next, is research objections. The fifth is research questions. The sixth section will be significance of study. The seventh section will be scope of study and the last section will discussed on the limitation of study.

1.2 OVERVIEW/BACKGROUND OF THE STUDY

Advertising or can be written as advertizing is a type of marketing communication that produce by a companies to promote or sell their business's product or services. Advertising can be define as marketing in term of giving ideas/information, about organizations, peoples and also places. A lot of ads can be seen or heard through an internet, radio, television, magazines, newspapers, and billboards. An advertisement should give beneficial information to the consumers or buyers.