
PREFACE

As Internet is getting its presence in this technological era, the usage of Web is getting more common among the current generation. Not to deny that, with the advancement of technology nowadays, Internet is almost connected to every aspect of our daily life, regardless of time and location. This eventually grabs the attention of marketers of which Internet has become a potential platform for the market opportunity. This is where Internet advertising started to gain recognition in various forms of media.

Thereby, this has brought up our attention to conduct a research on the factors affecting attitude towards Internet advertising. Other than determining the effectiveness of Internet advertising, the acceptance level of consumers is also being evaluated. In regards to this, we have looked into few factors including entertainment, informativeness as well as credibility to study the impact on Internet advertising.

The outcome of this research will be useful for marketers to improve on the implementation of Internet advertising. Certain features such as the factors examined would be beneficial to apply in the content of online advertisements to create value towards the consumers. After all, marketers could better understand on the consumer needs so as to satisfy their desire meanwhile achieving efficiency on promoting their brands.

ABSTRACT

In line with the usage of Web as an advertising medium, the attitude of consumers is significant in determining the effectiveness of Internet advertising. Throughout the research, the positive attitude of consumers has been examined in relation to Internet advertising. The elements of entertainment, informativeness and credibility have been reviewed in accordance with the previous studies. The focus of the research is centered on the factors affecting attitude of consumers towards Internet advertising.

With respect to this, a survey has been conducted to obtain the consumers' viewpoint towards the online advertising. Our target respondents are from a wide range of demographics while the research is centred on Klang Valley area. The data obtained is then analysed using the Statistical Packages of Social Science (SPSS). As a result, we found out that all the factors are significant and positively related with attitude. Meanwhile, the element of entertainment has the highest impact towards Internet advertising.

Based on the research, we have come out with few implications that are valuable to the marketers in improving the current online advertising method. Recommendations have also been stated in regards to the limitation found on the research study. Since Internet advertising is gaining exposure in the market, this indirectly leads to the increasing intensity of competition. Thus, the quality of advertisements has become a concern in indicating the advertising performance, which will be better in capturing the consumers' confidence.