

Title of Thesis	The Study Of Consumers' Attitude Towards Online Advertising In Miri
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ABSTRACT

The purpose of this research is to study and research about the factors that affect consumers' attitude towards online advertising and their influences on consumers' informational responses.

For this research, 30 questionnaires were distributed; all were returned and utilized for this research. The sample was limited to a population that was easily accessible. A questionnaire was developed and used to gather data for this research. The data for the research was analyzing using tables by finding the percentage.

Based on the data analyzed, most of the respondents are in neutral position regards credibility of online advertisement. In addition, they are generally agree that online advertising are informative. Besides, they generally agree that online advertisements bring hedonism / pleasure to them. Other than that, they have a positive attitude towards materialism and online advertisement.

Therefore, marketers should put more on-site customer reviews to increase the credibility of online advertising. Besides, marketers should provide a good source of updated and timely sales information to keep customers up to date. Other than that, they should try to be more creative, provide more innovative ideas through online advertising to really stand out from the competitors. Moreover, the similar research should be conducted in other town or city for future research.