Title of Thesis	To Study the Influence of Advertising on Customer's Buying Decision in Miri
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ABSTRACT

The purpose of this research is to study and research about the influence of advertising on customer's buying decision in Miri.

Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services etc. The purchase process is a decision – making process under risk. The greatest product or service in the world won't make money unless consumers know it exists, with the help of the communication people will get to know about the existing products and also the upcoming products & services which the company will communicate to its target audience using advertising. Advertising plays a very important role in today's age of competition, Advertising is one hang which has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customer. Advertising will not only generate stimuli in the consumers mind but also leads to spread the message of that advertising in the masses, which will have a directly impact on the profitability and sales of the company. Companies are using different mediums to attract different kinds of customers, it does this via television, print (newspapers, magazines, journals etc.), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorship, posters, clothes, events, colors, sounds, visuals and even people (endorsements). Advertising helps in educating people thus, advertising plays a very important role in society.

For this research, 50 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.