

Title of Thesis	A Study on the Effect on Online Advertisement on Young Female Perception on Healthy-Looking
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ABSTRACT

Healthy-looking has its own portrayal in online advertisement nowadays. The portrayal of healthy-looking in online advertisement may indirectly affect the young female's perception of healthy-looking. The perception of healthy-looking that had been shaped may also affect their self-esteem. Hence, the goal of this study research is identified the effects of online advertisement on young female's perception of healthy-looking. In this study the researcher decided to choose quantitative way will be used in this study and the sampling method will be simple method sampling. This study will be targeting 50 young female students aged between 19 to 25years old in IBS College as respondent of the survey. From the research study, researcher can find out whether healthy-looking advertisement effects among young female's audience. Also, understand perception of healthy-looking from online advertisement toward young female audience and the influences of online advertisement toward young female. Furthermore, researcher can examine what type of online healthy-looking advertisement information value toward young female.