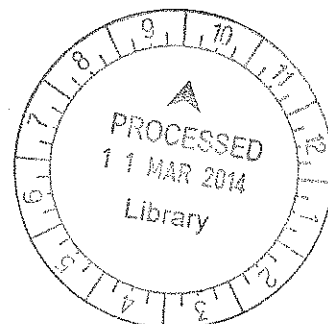


INTI INTERNATIONAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

EVALUATE ON THE RELATIONSHIP BETWEEN ADVERTISING CLUTTER AND GENERATION Y NEGATIVE ATTITUDE TOWARD TELEVISION ADVERTISING

FOR REFERENCE ONLY



Author : Yan Yuzhen

Student No : I08002657

Supervisor : Ms Faziha Binti Abd. Malik

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Abstract

Negative attitude towards television (TV) advertising issues also known as 'advertising avoidance' are getting serious since recently years which challenges the effectiveness of TV advertising and also the companies choose the advertising channel through TV. Advertising clutters are one of the most important factors which lead the negative attitude towards TV advertising. However, there some advertising companies still unaware about the reason of advertising avoidance especially TV advertising. And the generation Y as new leading group which is the main target group for all kind of industry. However, research on the elements influences generation Y negative attitude towards TV advertising is limited, especially the negative attitude through advertising clutters. Therefore, this study was to adopt advertising clutters factors and generation Y negative attitudes toward TV advertising. It was to evaluate the relationship between advertising clutters and generation Y negative attitude towards TV advertising, which advertising clutters factors have positive influence generation Y built negative attitude towards TV advertising, and which have the strongest influence on generation Y built negative attitude towards TV advertising. And this study has also to look at the difference between demographic factors and generation Y built negative attitude towards TV advertising. To complete this research, a survey method using self – administered questionnaires we carried out to gather data from 385 respondents who are generation Y in university. The result shows the TV advertising excessiveness and annoyance/irritation have positive influence generation Y negative attitude towards TV advertising, and only Indian respondents are have more negative attitude towards than other race in Malaysia. Finally, the last chapter has provided discussion and recommendations.

Key words: Negative attitude towards TV advertising, advertising clutters, generation Y, demographic.

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Finally, I appreciate all the respondents who devoted their precious time in completing me survey. Without them, this study would not be analysis and complete in the short – time.

Yan Yuzhen

November, 2013

Student's Declaration

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List of Abbreviations

DVR	–	Digital Video Records
HDD	–	Hard Disk Drive
OMAC	–	Out – Of – Home Marketing Association of Canada
PLS	–	Partial Least Square
PVR	–	Personal Video Records
SEM	–	Structural Equation Modelling
SPSS	–	Statistic Package For Social Science
STB	–	Digital Set Top Box
TV	–	Television
VIF	–	variance inflation factors
TOL	–	tolerance
HD	–	high-definition
YoY	–	year over year

CHAPTER 1

INTRODUCTION

1.1. Chapter Summary

Promotion is one of the most important factors used to attract the audiences' attention and establish the customers' loyalty. In the marketing area, promotion plays a critical role in communicating with the customer in the 4P's theory, which includes price, product, promotion and place. The traditional television (TV) advertising is the most common and popular media used to transfer the information in marketing management. However, audiences have significantly decreased in recent years and generation Y is a new generation who is growing up, replacing generation X and leading the world. So the generation Y group are not only the new world leaders, but also the main customer group of consumers. Before discussing the elements that affect the generation Y negative attitudes towards TV advertising, it is imperative to have a better understanding of the background of TV advertising environment from the market behaviour and generation Y attitudes.

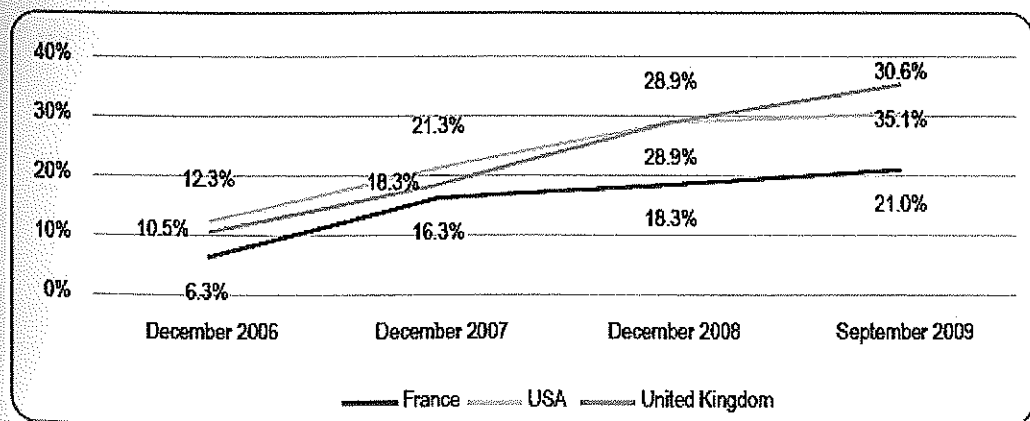
Therefore, the first chapter will cover the deliberation on the problem statement that links to the research questions and research objectives, hypothesis and assumption, the limitation and the significance of the study.

1.2. Study Background

Due to the technology development, many new technologies were innovated and popularly used in people's life, such as the video recorder, which function's to record the memorable moments. The personal video records (PVR) and

digital video records (DVR) are popularly used in people's life, which is a stand-alone unit that combines a digital set top box (STB) with an internal hard disk drive (HDD) on which it records TV content in digital format, eliminating the need for tapes or disks (Harvey Norman, 2011). The most notable function of PVR and DVR is its ability to substitute the television transmission directly and the function not only allows the audiences watching them become more flexible, but also provide skip function which the audiences do not prefer. Thus, the PVR and DVR have the tendency to reduce the audiences' watching time. So, this kind of devices becomes popular, and the number of owners is continuously increasing. According to the statistics shown in figure 1.1, the penetration rate of PVR within TV Households has significantly increased to 21% from 2006 to 2011 in France. From 2006 to 2011, the penetration rate of PVR within TV Households has significantly increased from 12.3% to 30.6% in the USA. In the United Kingdom, the penetration rate of PVR within TV Households has also significantly increased to 35.1% from 10.5% in 2011 in the mature TV market (Borgne, 2012). The increased of penetration rate of PVR was strongly influences the audience's attitude towards television, and also efficiency helps the audiences avoid advertisements.

Figure 1.1: Penetration rate of PVR within TV households in the US, France and the UK (in billion EUR).



Source: IDATE report (Borgne, 2012)