

**BUILDING UP A FAVOURABLE CUSTOMER PURCHASE ATTITUDE BY
PRESENTING DIGITAL MESSAGES**

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“I hereby declared that I had read through this project paper and in my opinion, this project paper was adequate in term of scope and quality, which is fulfilling the requirement of Bachelor of Technology Management (High-Technology Marketing)”

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DECLARATION OF ORIGINAL WORK

“I hereby declare that the work of this research is my independent works except for the quotations summaries that have been duly acknowledged”

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Date : _____

DEDICATION

I would like to dedicate the appreciation to my family members who supported me in terms of spiritual and financial, beloved supervisor and panel who guided me throughout the research and course mates that assisted me through the journey of research.

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Without any hesitations I would like to express my gratitude and appreciations to all those who gave me the possibility to complete this report. A special thanks to my final year project supervisor, Sir Ir. Budiono Hardjono, whose help, stimulating suggestions and encouragement, helped me to coordinate my project especially in writing this report. Furthermore, I highly appreciated the time that he willing to spend with me although he has busy work schedules.

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ABSTRACT

Nowadays, technology advancement has enabled internet penetration into every part of our lives, and we are spending more time on the internet. Newspaper, radio, and TV were the early media to advertise the products, but now the internet advertisement is growing at faster growth rate as compared to the growth of traditional advertisement. This had increased the possibilities that people exposed to the digital advertising. Digital advertising act as an important factor in order to build up favourable purchase attitude and further increase their purchase intention. A successful digital message will usually motivate purchases and encourage their post-purchase thus will build brand loyalty towards the products/services. The purpose of this research is to study how to set up an attractive message that appeal in digital advertising which can build up a favourable purchase attitude and hence it might increase customer purchase intention. A digital messages content include verbal, non-verbal, semiotics and symbolism, combination of verbal and non-verbal, and combination of all digital messages. In this study, researcher has chosen the descriptive study which be able to describe the variables. Quantitative research design is been chosen by the researcher as the methodological method and done by using questionnaire and distributed to total 400 sample size. The results after analysed shows that all of independent variables have positive relationship with dependent variable. However, there were not all hypothesis been accepted during this study. As conclusion, the most important factor that can build up customer purchase attitude was the combination of all digital messages.

Keywords: *Digital message, Customer purchase attitude, Digital advertising*

ABSTRAK

Pada masa kini, kemajuan teknologi telah membolehkan penembusan internet ke dalam setiap bahagian kehidupan kita, dan kami menghabiskan lebih banyak masa di internet. Akhbar, radio, dan TV adalah media awal untuk mengiklankan produk, tetapi kini iklan internet berkembang dengan kadar pertumbuhan yang lebih cepat berbanding dengan pertumbuhan iklan tradisional. Ini telah meningkatkan kemungkinan orang ramai mendedahkan iklan digital. Pengiklanan digital bertindak sebagai faktor penting dalam usaha untuk membangunkan sikap pembelian yang lebih baik dan meningkatkan lagi niat pembelian mereka. Mesej digital yang berjaya biasanya akan memotivasi pembelian dan menggalakkan pembelian selepas itu akan membina kesetiaan jenama terhadap produk / perkhidmatan. Tujuan penyelidikan ini adalah untuk mengkaji bagaimana untuk membina mesej yang menarik dalam pengiklanan digital yang dapat meningkatkan sikap pembelian dan seterusnya dapat meningkatkan niat pembelian pelanggan. Kandungan mesej digital termasuk lisan, bukan lisan, semiotik dan simbolisme, kombinasi lisan dan bukan lisan, dan kombinasi semua mesej digital. Dalam kajian ini, penyelidik telah memilih kajian deskriptif yang dapat menerangkan pembolehubah. Reka bentuk penyelidikan kuantitatif telah dipilih oleh penyelidik sebagai kaedah metodologi dan dilakukan dengan menggunakan kuesioner dan diedarkan kepada jumlah sampel sebanyak 400. Keputusan selepas dianalisis menunjukkan bahawa semua pembolehubah bebas mempunyai hubungan positif dengan pembolehubah bergantung. Walau bagaimanapun, tidak semua hipotesis diterima semasa kajian ini. Kesimpulannya, faktor yang paling penting yang boleh membina sikap pembelian pelanggan ialah kombinasi semua mesej digital.

Kata kunci: *Mesej digital, Sikap pembelian pelanggan, Pengiklanan digital*

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ABBREVIATION

VDM	=	Verbal Digital Message
NVDM	=	Non-Verbal Digital Message
Semiotics	=	Symbolism and Semiotics
V@NV	=	Combination of Verbal and Non-verbal Digital Message
C.All	=	Combination of All Digital Message
IV	=	Independent Variable
DV	=	Dependent Variable
IMC	=	Integrated Marketing Communication
DMA	=	Direct Marketing Communication
CD	=	Consumers-Direct
PR	=	Public Relation
PRISA	=	Public Relation Institute of South Africa
TPB	=	Theory of Planned Behaviour
UTeM	=	Universiti Teknikal Malaysia Melaka
UTC	=	Urban Transformation Centre
SPSS	=	Statistical Package for Social Science
ANOVA	=	Analysis of Variance
<i>df</i>	=	Degree of Freedom
n	=	Number of Sample
P	=	Probability

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Nowadays, technology advancement has enabled internet penetration into every part of our lives, and we are spending more time on the internet (Mei Lee, Hui Loo, Siew Peng, & Gek Xian, 2014). This had increased the possibilities that people exposed to the digital advertising. Newspaper, radio, and TV were the early media to advertise the products, but now the internet advertisement is growing at faster growth rate as compared to the growth of traditional advertisement. Digital advertising act as an important factor in order to build up favourable purchase attitude and further increase their purchase intention. People tend to use online technology to find out some potential, so companies needs to adopt by increasing their attention towards the digital message that appeal in their advertising. The purpose of this research is to study how to set up an attractive message that appeal in digital advertising which can build up a favourable purchase attitude and hence it might increase customer purchase intention.

1.1 Background of study

Social media growing very rapidly and is changing the way that people used to communicate with each other. In 2011, 2.4 billion accounts were created on social media (Cretti, 2015). The power of social network had forced companies to adapt their strategy into a digital advertising in order to reach the millions of consumers that use

social media on a daily basis (Cretti, 2015). Takemura (2012) states that digital advertising not only include search or display advertisements, but also any type of marketing communication that advertising agencies may execute with the use of web, social media and/or mobile technology (Management Association, 2017). Companies often use the digital advertising to create their customer favourable purchase attitude by presenting digital messages. An attractive digital message usually mixture of pictures and messages that represent the companies' product/service and deliver it to their target customers. A successful digital message will usually motivate purchases and encourage their post-purchase thus will build brand loyalty towards the products/services. A digital messages content include verbal, non-verbal, semiotics and symbolism, combination of verbal and non-verbal, and combination of all digital messages.

Attitudes have behavioural, evaluative and effective components whether it comes to positive or negative reaction towards the object. The appeal of the attitudes can be seems to correspond to the purchase intention of customers. If they make the purchase after they been approached to the digital message, then it will be consider as favourable purchase attitudes towards the products/services. The message appeal in the digital advertising plays an important roles to create the positive feelings to make the purchase. On the other hand, the digital message will also give an impact to the customer attitude and purchase decision. Customer purchase attitude can either believe to, depends on, neutral, or prejudice. These will be further explain at chapter 2 literature review.

1.2 Problem Statement

The Malaysia advertising landscape is gradually shifting its traditional media to the new media advertising (Malaysian Communications and Multimedia Commissions, 2009). Nowadays the trend of using online communication more than last times due to easiness of online connection and cost efficiency. However, researcher face difficulty in examining this topic as there is lack of relevant information based on the Malaysia context (Mei Lee et al., 2014).

A wide range of promotional messages to promoting a product is displayed on a daily basis to consumers. Advertisers are trying their hardest to promote their messages in a new way in order to capture more customer attention (Heinonen & Rozenveld, 2013). Consumers respond less to traditional forms of advertising, clients demand more and more, and better results from their advertising expenses (Belch & Belch, 2003). So, what messages they have to adapt into a digital advertising in order to fulfill the clients demand and most important is to create a favourable purchase attitude that lead to purchases. These question researcher would want to know more about it in this study.

1.3 Research Question

Refer to the above problem statement, some research questions can be derived as follow:

- I. What is the influence of verbal digital message towards the customer purchase attitude?
- II. What is the influence of non-verbal digital message towards the customer purchase attitude?
- III. What is the influence of semiotics and symbolism digital message towards customer purchase attitude?
- IV. What is the influence of combination of verbal and non-verbal digital message towards customer purchase attitude?
- V. What is the influence of combination of all digital message towards customer purchase attitude?

1.4 Research Objectives

Based on the above research questions, this study aim to have the objectives to reach.

- I. To determine the influence of verbal digital message towards the customer purchase attitude.

- II. To determine the influence of non-verbal digital message towards the customer purchase attitude.
- III. To determine the influence of semiotics and symbolism digital message towards customer purchase attitude.
- IV. To determine the influence of combination of verbal and non-verbal digital message towards customer purchase attitude.
- V. To determine the influence combination of all digital message towards customer purchase attitude.

1.5 Scope of Study

There are lots of mechanics in marketing communication with customers. In this study, researcher narrow down the specific to digital messages appeal in advertising while others like direct marketing are not included in this study. Digital marketing brings along the brand attitudes and customer attitude which these both can further create a favourable purchase attitudes of customers. A customer behaviour can be determined by the attitudes, in turn is the intention to purchase towards the products/services. Attitudes contains positive and negative feelings towards the object. In this study, researcher just focus on the favourable or in the other word positive attitudes that appeal through the digital messages.

1.6 Limitation of Study and Key Assumption

In this study, researcher overcome some limitation of the research. Some of the customers they might have a favourable attitudes towards the products/services, but they are not necessary will make the purchase. Besides that, not all of the respondents in this research can represent as the correct and exact model answer for everyone since some of them might not be the professional or expert in this field. Researcher will distribute the survey form through online. However, there is a limitation of the online sources since all of the background of respondents cannot be explored.

The researcher supposing has to approach some advertising agencies in order to specify the criteria on how a digital messages can create a favourable attitudes but researcher just focus on the end users who explore to digital advertising. In this study, researcher just focus on three states of Malacca, Selangor, and Wilayah Persekutuan Kuala Lumpur, Malaysia and assume that it can represent all over Malaysia regarding to their populations, digital knowledge and modern society they have. Besides this, researcher only focus on age group between 15 and 45 years old and assume that the respondents of these age groups are all familiar access to internet and adopt to the digital technology such as computer, mobile devices and digital devices.

1.7 Significant of Study

This research will help companies and those marketers to develop and figure out the important of presenting an attractiveness message in digital advertising which they wish to deliver to their target audience. It also help companies to study the relationship between a digital message and purchase attitude of customers. A positive purchase attitude might motivate customer purchase and hence it will increase the sales of the companies and brand awareness. Companies can deliver their marketing message to the audience as digital advertising can be easy access and it is huge coverage. It also will benefit the companies as digital message in advertising are much cost efficiency than traditional advertising like newspaper and magazine. Academically, the findings in this research can contribute some new understanding how digital messages can influence the customer purchase attitude.

1.8 Summary

In this chapter, researcher discussed about the background of study and problem statement. Findings of the problem statement enable researcher to determine research question. Research question will then help researcher to set the objectives of research. Besides that, researcher revealed the importance of this study and the scope of study. In this chapter, researcher discussed about the limitation of study and some key assumption had make by researcher in this research.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter, researcher will discuss about the digital messages which represent the independent variable (IV) and customer purchase attitude which is dependent variable (DV). The review will first describe the big scope of the IV which start from integrated marketing communication (IMC) then narrow down to digital advertising and discuss about the variable of digital messages. Besides, the researcher also discuss about the customer purchase attitude. Moreover, the relationship between digital messages and customer purchase attitude will be discuss and review in this chapter. Finally, researcher will came out a framework to relate the IV and DV. Researcher also made some hypothesis based on the IV to figure out the most significant relationship and impact to the DV. Throughout the review of literature in this chapter, it helped to develop a clear vision with better understanding on the influence of IV to have an impact towards DV.

2.1 Integrated Marketing Communication (IMC)

Integrated marketing communication is the combination of all marketing communication efforts by integrating all the promotional tools in order to meet a common set of communication objectives. IMC is critical to ensure that all the brands'