

**UNDERSTANDING FACTORS OF PERSUASIVE COMMUNICATION
THAT INFLUENCE THE EFFECTIVENESS
OF INTERNET ADVERTISEMENT**

by
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Abstract

The advance of globalization has unfailingly brought along with it, the world of advertisements as well. The role of advertisements in contributing to the improvement of the public standard of living, from every angle, could not be denied. Further development of internet technologies brought about new waves to fill up the real potential of advertisements as an alternative channel for conveying messages, which combining quality and cost reduction. Certain attributes of advertisement especially through the internet may contradict with our cultural values and identities. This study examines three important aspects. Firstly, what are the factors that leads users to the advertisement websites. Secondly, the strength of relationship between advertisement persuasive attributes and the level of effectiveness. Finally, the factors that influences the choice of users in different mass media as medium of advertisements will also be examined. It is hope that the above factors could assist advertisers to produce more effective and appropriate advertisement websites. A simple random sampling method was used among 1200 students of tertiary education throughout the country by using self-administered questionnaire. The feed-back from respondents hopefully can contribute to the establishment of a form of advertisement that is effective and harmonious both to our Malaysian culture and this region.

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