

Master of Business Administration

**MALAYSIAN ATTITUDE TOWARDS
STANDARDISATION VERSUS ADAPTATION:
A STUDY OF PRINT ADVERTISEMENTS**

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**Submitted to the Graduate School of Business
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In partial fulfillment of the requirements for the Degree of
Master of Business Administration
June 2010**

**Malaysian Attitude towards Standardisation
versus Adaptation:
A Study of Print Advertisements**

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June 2010

ACKNOWLEDGEMENT

I would like to take this opportunity to acknowledge the assistance, guidance and encouragement from everyone who have supported me throughout this research project. Without their guidance and supports, I would have never been able to accomplish my research project successfully as part of the fulfillment of the requirements for the Degree of Master Business of Administration.

First and foremost, I would like to express my deepest gratitude to my research project supervisor, Dr. Yusniza Kamarulzaman, for her continuous support throughout the whole progress of this research project. Her constant valuable ideas, comments and encouragement had considerably assisted and enriched the research paper. Without her time, guidance, support, advice and expertise, this research project would not be possibly done successfully.

Besides that, I would like to also thank all of the participants for their valuable time, kind assistance and support in participating in the surveys conducted as part of this research project. Their opinions have provided the statistics necessary for both this research, as well as future research in the field of attitude towards the print advertisements. Last but not least, I would like to say my appreciation to my family members and friends for their knowledge sharing and comments in which had helped me to enrich my research project towards a better quality work.

ABSTRACT

Global advertising has becoming essential with the popularity of businesses penetrating into international market. This has indirectly created high demand of marketing products and services offering internationally. Therefore, understanding consumers' favourable attitude towards advertising would be the key factor in sustaining effective international marketing. For instant, the globally well known brand "Coca-Cola" which has gotten its image recognized globally due to its standardisation strategy, has said that going localised is the essential key to success by the company's CEO in Financial Times (27 march 2000). For that reasons, identifying and understanding of these key factors towards whether to standardise or to localise the advertisement would be the objective of this research. At the same time, brand familiarity and execution styles are also being analysed in this study. This research will be focusing on standardised versus localised advertisement of print advertisements from the perspective of Malaysian consumers' context.

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