**Project Title: The Influence of Advertisement on Customer Loyalty in Money Remittance Services**

**Objective:** To investigate the impact of advertising strategies/channels on customer loyalty within the money remittance industry and provide insights for optimizing marketing efforts.

**Research Questions:**

1. How do different advertising channels (online, traditional, social media) influence customer awareness and loyalty in money remittance services?
2. Can the content and messaging of advertisements affect customer perceptions and loyalty?
3. Are there specific demographic segments more responsive to certain advertising channels?

Data Collection

1. Primary
2. Secondary

**DATA ANALYSIS**

**1.Descriptive statistics**

**2.Inferential statistics**

**Research Question 1:**

**How do different advertising channels (online, traditional, social media) influence customer awareness and loyalty in money remittance services?**

**Null Hypothesis (H0):**

There is no significant difference in customer awareness and loyalty among different advertising channels.

**Alternative Hypothesis (H1):**

There is a significant difference in customer awareness and loyalty among different advertising channels.

**Research Question 2:**

**Can the content and messaging of advertisements affect customer perceptions and loyalty?**

**(H0):**

The content and messaging of advertisements have no significant effect on customer perceptions and loyalty.

**(H1):**

The content and messaging of advertisements have a significant effect on customer perceptions and loyalty.

**Research Question 3:**

**Are there specific demographic segments more responsive to certain advertising channels?**

**(H0):**

There is no significant difference in responsiveness to advertising channels across demographic segments.

**(H1):**

There is a significant difference in responsiveness to advertising strategies across demographic segments.

**Problem statement**

**Problem Statement:**

In the current era of digital transformation, where consumer behaviors are increasingly shaped by online interactions, the decision of [Remittance Company] to abstain from online advertising raises concerns about its ability to effectively reach and engage its target audience. As a data analyst, the objective is to communicate the pivotal role that online advertising plays in establishing brand visibility, fostering customer trust, and driving overall business growth. By elucidating the benefits and opportunities afforded by online advertising channels, this analysis aims to enlighten [Remittance Company] on the strategic advantages it might be missing out on, ultimately guiding them towards a more comprehensive and contemporary marketing approach aligned with the preferences and habits of the modern consumer.