

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

In this Chapter 1, this research will be discussing on the background of Internet advertising and problem of using the Internet as a platform for advertising in this current trend. This research will also determine significant factors that affect the attitude of consumers on Internet advertising and determine whether the factors are having positive or negative impact on the Internet advertising. Besides, this research will determine the importance to study the attitude of consumers towards Internet advertising as consumers may have different perception on this viewpoint between the previous trend and the current trend with more advanced technologies. A brief layout of the overall research will be mentioned in this Chapter 1 as well.

1.1 Research Background

Since its commercialization more than 20 years ago, the Internet has brought about remarkable alterations in the ways many things are done. It has modified how traditionally businesses connect with their customers and, the communication channels and strategies used to communicate products and brands to consumers. Many businesses have jumped into the bandwagon of promoting and selling online. These are success stories but also many lessons learned.

Among the first to study how advertising might be incorporated on the Web, Berthon et al. (2006) described it as a new platform for communicating with consumers. Many researchers separate advertisements in conventional media (print, radio, television) and web-based advertising, highlighting the differences between these two general categories of media (Schlosser, Shavitt & Kanfer, 1999; Tan & Chia, 2012).

Today, the Internet has torn viewers away from contemporary media and caused media fragmentation by becoming the new mainstream. Online advertising is seen as paid impersonal commercial content in the form of video, audio or print that is directed to Internet users (Wolin, Kargaonkar, & Lund, 2002). It includes the following types: company logos, banners, pop-up message, email messages and highlighted text-based links to official websites (Ducoffe, 1996; Schlosser et al., 1999). Being interactive in nature, Internet users are able to access information selectively, hence, free to filter and sidestep advertisements.

In Malaysia, the four pillars of national transformation towards achieving Vision 2020 would continue to fuel potential of the country in Information and Communication Technologies (ICT), creating, in future, a greater culture of intensive Internet use and penetration. Opportunities can be seen in fibre network and fourth generation (4G) mobile networks being rolled out countrywide to expand the currently matured infrastructure and facilitate the transition to a knowledge-based society (Performance Management & Delivery Unit [PEMANDU], n.d.). Therefore, as penetration and coverage become wider, the Internet will pose with greater significance as a medium of advertising in Malaysia.

1.2 Problem Statement

Previous studies among researchers across the globe yield different perceptions on Internet advertising. As concluded by Mahmoud (2013), some researchers viewed it positively as a constructive advertising medium while others face a dilemma due to considerable difficulty in gauging the effectiveness of Internet advertising, namely through exploring issues such as audiences' beliefs, attitudes, and reactions towards Internet as a medium for advertising.

Thus, the aim of this research is to study the factors - namely informativeness, entertainment and credibility - that shape the attitudes of consumers towards Internet advertising, providing further exploration into the determinants that affect the favorability of the Internet as an advertising medium.

1.3 Research Objectives

There are some major studies that we would like to justify for our research:

1.3.1 General Objective

To examine the relationship between factors of entertainment, informativeness, credibility, and attitude of Klang Valley's consumers towards Internet advertising.

1.3.2 Specific Objectives

1. To examine the relationship between entertainment and attitude of Klang Valley's consumers towards Internet advertising.
2. To examine the relationship between informativeness and attitude of Klang Valley's consumers towards Internet advertising.
3. To examine the relationship between credibility and attitude of Klang Valley's consumers towards Internet advertising.

1.4 Research Questions

Based on our research, some questions have been created to test the relevancy of our research objectives:

1.4.1 General Question

How do factors of entertainment, informativeness and credibility influence on attitude of Klang Valley's consumers towards Internet advertising?

1.4.2 Specific Objectives

1. How do entertainment influence on attitude of Klang Valley's consumers towards Internet advertising?
2. How does informativeness influence on attitude of Klang Valley's consumers towards Internet advertising?
3. How does credibility influence on attitude of Klang Valley's consumers towards Internet advertising?

1.5 Hypotheses of the Study

H_1 : There is a positive relationship between entertainment and attitude of Klang Valley's consumers towards Internet advertising.

H_2 : There is a positive relationship between informativeness and attitude of Klang Valley's consumers towards Internet advertising.

H_3 : There is a positive relationship between credibility and attitude Klang Valley's consumers towards Internet advertising.

1.6 Significance of the Study

Usage of Internet has increased tremendously in this modern era with modern technologies. The Internet has allowed people to communicate instantly with each other around the world and it has changed the method people view the information ("Why Internet Marketing is Important," 2014). With the advent of the Internet, Internet advertising can reach to consumers much easier and faster compared to the traditional advertising such as print media, televisions and others. Today, if a business is not advertised on the Internet, it is considered virtually non-existent to the consumers ("The Importance of Internet Advertising," 2014). Thus, through Internet advertising, business owners and companies are able to trace what strategies work and what strategies do not work. If a company is not using Internet advertising, the competitors may gain the advantage of grabbing more target customers and allow them to gain more favorable profits in return.

Furthermore, Internet advertising is a much cheaper form of advertising than the traditional methods where the companies may be required to pay huge amounts for advertising purpose. It is effective because it allows direct responses for both the company and consumers (Kamboj, 2008). On the other hand, consumers are able to easily access to the Internet to view the Internet advertisements through computers, tablets, laptops and even by just using their smartphones. Every Internet advertisements viewed by consumers are mostly up-to-date information because the Internet allows the company to update their information easily and flexibly.

Thus, through this research, marketers are able to determine the effectiveness of using Internet advertising as part of their company's strategy. Marketers would also be able to determine the importance of choosing suitable content in Internet advertising by understanding the attitude of consumers and design advertisements accordingly to gain the attention of target consumers. The discovery of determining the attitude of consumers toward Internet advertising will allow marketers to indicate the potential opportunities and challenges in creating Internet advertisements to embrace the importance of using the Internet as one of their promotional tools. As the number of Internet users continues to grow, the Internet would be one of the favorable and beneficial medium for companies to reach wider audience cost efficiently.

Through Internet advertising, consumers may be able to obtain more detailed information about the company's products and/or services rather than using the traditional media which may only able to capture their mind for a temporary time frame. This provides more benefits to the consumers in terms of time and cost as they are able to view the information with just few clicks through computers or mobile devices. Consumers are also able to determine the criterions that affect their attitudes toward Internet advertising.

1.7 Chapter Layout

Throughout the study, the research consists of five chapters which contain the research overview, literature review, research methodology, data analysis as well as discussion, conclusion and implications.

Chapter 1

In this chapter, the overview of the research which contains the research background and problem statement of the study has been discussed. Besides, the construct of research objectives, research questions and hypotheses will be used as a guide for the

following chapters. The significance of the research has also been determined to pinpoint the purpose of the study.

Chapter 2

This chapter will be discussing mainly on the literature review of the topic by analyzing the previous studies of the other researchers. A few of relevant theoretical models will be included as the foundation in creating the proposed conceptual framework. The study on both the independent variables and dependent variable will then form a base to develop the proposed conceptual framework and hypotheses. This is to determine whether the hypotheses and the framework created are valid or not.

Chapter 3

This chapter focuses on the research methodology, the research design, sampling design and methods for data collection. It will describe the tools used to carry out data collection and analysis on responses from target respondents such as Likert scale used for measuring the level of attitude of Klang Valley's consumers towards Internet advertising. This chapter also includes the pilot test to determine the reliability of the factors that influence the attitude of consumers and determine whether the survey questionnaire is workable and answerable. Few measurement scales will be used in constructing the survey questionnaires. Descriptions of data processing for the research is also included before proceed to the following chapter.

Chapter 4

This following chapter will be analysing the data collected from the questionnaires given to the respondents. The result and interpretation of the analysis are also discussed in this chapter. Tables and graphs are used to support the explanation of the result. Reliability analysis is used to determining the possibility of the hypotheses

developed. On the other hand, few inferential analyses are used in determining how the sample data affect the independent variables and dependent variable.

Chapter 5

A summary of statistical analyses will be described in this chapter which have been discussed in previous chapter, Chapter Four. The last chapter will wrap up the major statistical findings in determining the validation of the hypotheses developed in Chapter One and discuss its implications. Limitations to the research will be mentioned from the progress of the research and relevant suggestions to improve subsequent studies will also be mentioned as deemed necessary.

1.8 Conclusion

In conclusion, research background about Internet advertising and the penetration of Internet and advertising in Malaysia are described in this chapter. The dilemma of effectiveness and issues towards Internet advertising are mentioned in problem statement. Research objectives, research questions and hypotheses are developed in this study. The significance to study the importance of Internet advertising is also being described. Every layout of the research is mentioned and will be proceed to the following chapter of literature review for the variables.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Prior study has been revised and taken into consideration for this research. This chapter will start with the literature review by including the findings related beliefs about and attitudes towards Internet advertising on this study. A review of relevant theoretical model will be included and followed by the proposed conceptual framework based on the research objectives. Lastly, hypothesis for this research will be formulated.

2.1 Review of the Literature

2.1.1 Attitude

2.1.1.1 Internet Advertising

Generally, Internet advertising refers to a type of advertising which facilitates the interaction and communication among Internet users, regardless of the factor of time and distance (McMillan, 2004; McMillan, Hwang & Lee, 2003). On the other hand, McGhie (2004) proposed that Internet advertising indicates the concern of advertisers and media parties in utilizing the Internet medium for an output that is commercially worth. Meanwhile, Schlosser, Shavitt and Kanfer (1999) defined Internet advertising as the business content developed on Internet for the purpose of introducing the goods or services to the end users.

In fact, the capability of Internet advertising is determined by its nature of interactivity, which aids communication and responses along the process of interaction, available in graphics, videos, audios and so forth (McMahan, 2005). It can also be delivered by means of a short message via e-mail or to the extent of useful information stated in the official Website (Schlosser et al., 1999). Based on IAB (2005), corporate Websites, banner ads as well as sponsorships are among the types of Internet advertising commonly adopted.

2.1.1.2 Attitude

Basically, attitude is discussed as the willingness to give reaction towards a particular stimulus and is conveyed when the substance is being aware of (Oppenheim, 1999). Other than that, Shih (1998) regarded attitude as the perception of good or bad towards a substance based on experience that will then lead to a cause of action. Besides, Fishbein & Ajzen (1975) further supported that attitude is a tendency to perceive a constant responses of likable or unlikable regarding a certain object.

In fact, attitude serves as a significant predictor towards the measure of approval or refusal as well as success or failure on a new object (Irvin, 2003). It is also classified into various level of intensity, started from personality to value, followed by attitudes and lastly to superficial level (Oppenheim, 1999). According to Yuan (2006), attitude consists of three views, namely cognitive which based on thoughts and beliefs towards an object, affective which refers to assessments and feelings towards an object while conative which is the action and behaviour towards the object.

2.1.1.3 Attitude towards Internet Advertising

On the other hand, the elements of entertainment, informativeness as well as credibility have been proved to be the significant indicators regarding its value and act as a key towards the effectiveness of Internet advertising (Brackett & Carr, 2001). This statement is further validated by Tsang, Ho and Liang (2004). Similarly, Chowdhury, Parvin, Weitenberner and Becker (2006) have also adopted the same variables in their research to study the attitudinal factors towards Internet advertising.

Throughout the research, entertainment has been selected as it creates value to the customer in the meanwhile enhances consumer loyalty, as proposed by (Chowdhury, Parvin, Weitenberner & Becker, 2006). This is supported by Bauer, Barnes, Reichardt and Neumann (2005) that consumers perceived online advertisements that is entertaining in a more positive manner. Besides, informativeness is justified as being relevant to the consumers' interest while offering timely and useful information (Siau & Shen, 2003; Milne & Gordon, 1993). This is agreed by Chowdhury, Parvin, Weitenberner and Becker (2006) where online advertisements that are informative tend to affect the attitude of consumers positively. In addition, credibility is evaluated on the message content as well as the reputation of the company, stated by Goldsmith, Lafferty & Newell (2000). Verified by Chowdhury, Parvin, Weitenberner and Becker (2006), online advertisements that are credible have a positive impact on the consumers' attitude.

2.1.2 Entertainment

According to Oxford English Dictionary, entertain in its earliest usage meant "to hold mutually; to hold entwined". The word comes from Latin, inter, which mean among and tenere, meaning hold (Shusterman, 2003). Besides,

entertainment can be defined as “any activity designed to delight and to enlighten through the exhibition of the fortunes or misfortunes of others, but also through the display of special skills by other and/ or self” (Zillmann & Bryant, 1994). On the other hand, Oliver (2008) also defined that entertainment as enjoyment correlates with what she terms “tender affective states”, which are associated with feelings of sympathy, warmth, kindness and understanding. People tend to seek particular types of entertainment depending on their moods as a sort of regulator. Hence, people tend to perceive entertainment as part of “seeking mood changes for the better” by terminating bad moods and switching to good moods (Zillmann & Bryant, 1994).

Entertainment plays important role in Internet advertising where the message conveyed are concise and funny and eventually can immediately capture the consumers' attention (Katterbach, 2002). A high degree of pleasure and involvement during the interaction with computer-based media leads to positive affect and mood of consumer (Hoffman & Novak, 1996). Entertainment services are able to increase customer loyalty and add value to its customer and this would be leading to a positive consumers' attitude. Internet advertisements with games and prizes offered to the customers able to attract and keep customers. As cited in Azeem and Haq (2012), Lehmkuhl states that Internet advertisements with interactive games features enable to involve consumers more deeply and make them more familiar with the products or services that advertised.

Furthermore, entertainment value is able to be obtained through fun, recreation and excitement experience with Internet advertising (Rubin, Perse & Powell, 1985). Customers tend to enjoy the Internet advertisements with entertainment value rather than a dull normal advertisement. If an advertisement without entertainment, customers may become bored, “once we

had heard them, the advertising messages start to get boring” (Sutherland & Sylvester, 2000).

Hence, it can be concluded that entertainment will positively affect the attitude of Klang Valley's consumers towards Internet advertising.

H_1 : There is a positive relationship between entertainment and attitude of Klang Valley's consumers towards Internet advertising.

2.1.3 Informativeness

Web advertisements may be regarded as possibly beneficial in term of allowing access of information, for example, through simple click-through and capable of swift action on consumer interests (Aziz & Ariffin, 2010).

Quality of the information content on corporate websites directly affects customers' perceptions of the company itself and its offerings (Azeem & Haq, 2012; Kaasinen, 2003; Siau & Shen, 2003), hence, it is important that these information received by consumers through online media demonstrate qualitative features, such as precise, prompt, useful information (Siau & Shen, 2003; Milne & Gordon, 1993). As the audience respond positively to advertisements conveying relevant incentives (Milne & Gordon, 1993; Varshney, 2003), information becomes an extremely worthy attraction in online marketing (Varshney, 2003).

Different expectations of informative attribute vary according to the advertising media (Speck & Elliott, 1997), and information perceived by every other consumer may be different. However, this information garnered through advertisements functions to portray the image of the product (Natarajan, Balasubramanian, Balakrishnan, & Manickavasagam, 2013). Therefore,

researchers, Ducoffe, Wolin et al., Wang et al., and Wang & Sun (as cited in Natarajan, Balasubramanian, Balakrishnan, & Manickavasagam, 2013), have found product information to be noteworthy in influencing consumer's attitude.

Response to advertisements and how much advertising can convince the audience have immediate link with the extent consumers enjoy viewing the advertisement, its informational worth, and its perceived deceptiveness (James and Kover, 1992; Mehta, 2000).

Most importantly, conventional evaluations on the effectiveness of advertising, in terms of information and entertainment value, were found applicable to Internet advertising as well due to consistency shown in attitudinal framework (Ducoffe, 1996).

Therefore, it can be concluded that informativeness of an online advertisement positively influences consumer attitude towards it.

H₂ : There is a positive relationship between informativeness and attitude of Klang Valley's consumers towards Internet advertising.

2.1.4 Credibility

In the words Pavlou and Stewart (2000), whose opinion is agreed by Haghirian and Madlberger (2009), credibility represents the 'predictability and fulfillment of implicit and explicit requirements of an agreement' (online document). Credibility also can be defined as the believability of the addressor and the perception in listener's mind (Adler & Rodman, 2000). Besides, two key components can be determined in evaluating credibility which are the trustworthiness and the expertise. Trustworthiness captures the perceived

goodness or morality of the source while expertise captures the perceived knowledge and skill of the source (Fogg, Marshall, Laraki, Osipovich, Varma, Fang, Paul, Rangnekar, Shon, Swani & Treinen, 2001).

Furthermore, credibility of an advertisement is influenced by several different factors, especially by the company's credibility and the bearer of the message (Goldsmith, Lafferty, & Newell, 2000). Some researches focus on the characteristics that make sources or information worth to be believed, while others examine the characteristics that make sources or information likely to be believed (Flanagin & Metzger, 2007).

In particular to Web advertising, Brackett and Carr (2001) noted that credibility has sufficient relevance to the advertising value of an Internet advertisement. The medium used to advertise also determines advertising credibility as a study by Marshall and Na (2001) concluded that messages delivered through the Web are not as credible as those on printed media with the exception of support from brands. In order to allow the users to fully informed credibility decisions, they must be fluent in technology of digital networks, or become aware of potential biases in network technology itself (Lankes, 2008).

Azeem and Haq (2012) are of the opinion that credibility holds the second position in terms of the strongest indicator of attitude towards Internet advertising among other factors such as information, entertainment, economy, and value corruption, hence, leading to a higher tendency for positive attitudes when one establishes credibility on Internet advertising.

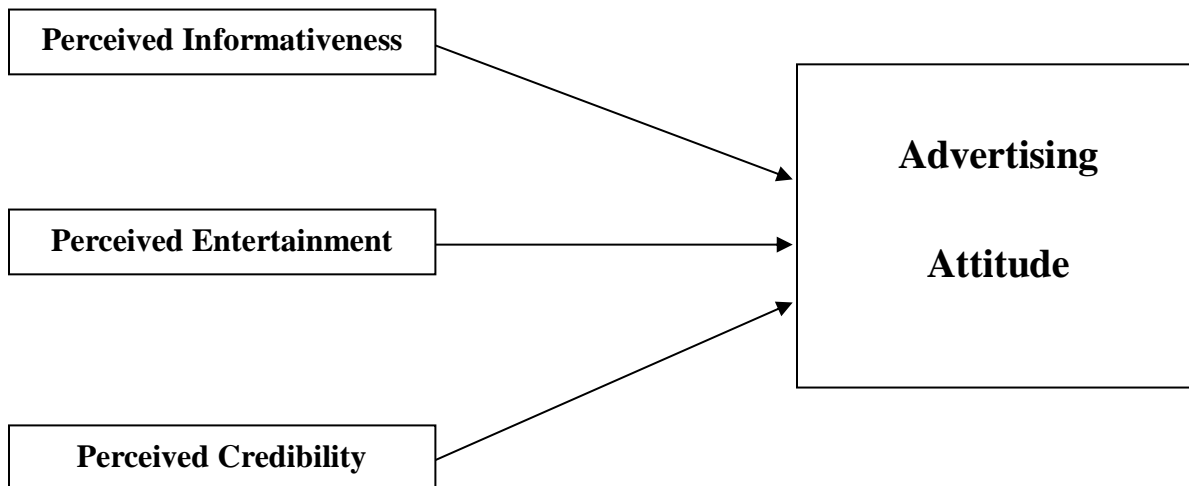
Therefore, it can be predicted that credibility of messages transferred to Internet advertisements will positively influence consumer attitude toward the advertisement.

H_3 : There is a positive relationship between credibility and attitude of Klang Valley's consumers towards Internet advertising.

2.2 Review of Relevant Theoretical Models

2.2.1 Liu & Jang (2013) Model

Figure 2.1: Conceptual Model of Factors Affecting Consumer's Perceived Advertising Value and Attitude toward Mobile Advertising



Adapted from: Liu & Jang (2013). *Factors affecting consumer's perceived advertising value and attitude toward mobile advertising: Focus on company-factors and consumer-factors*. Asian Journal of Business and Management Sciences.

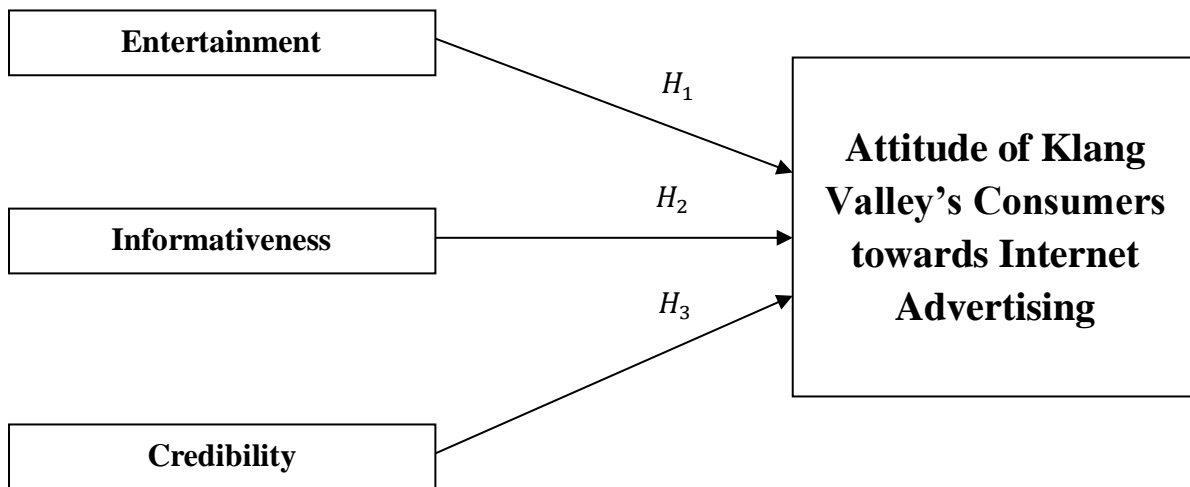
The model above is the research framework adapted and applied by researchers Liu & Jang (2013). Although the focus the study was on mobile

advertising, however, many factors on attitude towards Internet, mobile and social media advertising were used interchangeably by many researchers, which will be listed in the next section. Furthermore, the original framework by Liu & Jang (2013) contained company-factors and consumer-factors moderating the variable of credibility. These two types of factors will be excluded from this research due to our main focus being the impact of factors that influence attitudes towards Internet advertising.

Informativeness, entertainment and credibility are the independent variables studied. The researchers' concluded that the all the factors' relationships with advertising attitude are positive and of significance.

2.3 Proposed Theoretical / Conceptual Framework

Figure 2.2: Proposed Conceptual Framework for the Factors Affecting Attitude of Klang Valley's Consumers towards Internet Advertising



Source: Developed for the research.

2.3.1 Summary of Researchers Supporting Research Variables

Table 2.1: Summary of the Authors Supporting the Factors Affecting Attitudes
(List is Not Exhaustive)

Factor/Variable	Authors
Entertainment	Tsang, Ho, & Liang, 2004; Chowdhury, Parvin, Weitenberner, & Becker, 2006; Ünal, Ercis, & Keser, 2011; Mahmoud, 2013; Nila & Raman, 2013; Natarajan, Balasubramanian, Balakrishnan, & Manickavasagam, 2013;
Informativeness	Tsang, Ho, & Liang, 2004; Chowdhury, Parvin, Weitenberner, & Becker, 2006; Aziz & Ariffin, 2010; Ünal, Ercis, & Keser, 2011; Mahmoud, 2013; Nila & Raman, 2013; Natarajan, Balasubramanian, Balakrishnan, & Manickavasagam, 2013;
Credibility	Tsang, Ho, & Liang, 2004; Chowdhury, Parvin, Weitenberner, & Becker, 2006; Ünal, Ercis, & Keser, 2011; Chandra, Goswami, & Chouhan, 2013; Mahmoud, 2013; Nila & Raman, 2013; Natarajan, Balasubramanian, Balakrishnan, & Manickavasagam, 2013;

Source: Developed for the research.

The above is a compilation of some researchers who support the study of the independent variables, namely entertainment, informativeness and credibility.

*Note: Researchers may include different variations of the phrase used for each of the three variables above; however, they refer to similar terms.

2.4 Hypotheses Development

H_1 : There is a positive relationship between entertainment and attitude of Klang Valley's consumers towards Internet advertising.

H_2 : There is a positive relationship between informativeness and attitude of Klang Valley's consumers towards Internet advertising.

H_3 : There is a positive relationship between credibility and attitude of Klang Valley's consumers towards Internet advertising.

2.5 Conclusion

This chapter has included the reviews of literature on the factors affecting Klang Valley's consumers towards Internet advertising which are entertainment, informativeness and credibility. This chapter also discussed the theoretical model used by previous researchers and the proposed conceptual framework that developed from the research questions and research objectives. Development of hypotheses relationship between the independent variables and dependent variable were discussed. The following chapter will be discussed on research techniques and methods used for this study.

CHAPTER 3: METHODOLOGY

3.0 Introduction

In this chapter, several methodology used will be illustrated to collect a relevant and reliable information for the current study. Research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis are mentioned in this methodology.

3.1 Research Design

In this research, Quantitative Analysis research is used to determine the reliability of all variables towards Internet advertising. Quantitative research method is used where the researchers use the postpositivist claims for developing knowledge, employ strategies of inquiry such as surveys and experiments and collect data on predetermined instruments that yield statistical data (Creswell, 2003). Quantitative research is also appropriate in this research to test a theory or explanation and tends to create more reliable and objective research. For instance, the problem is identifying factors that influence an outcome, the utility of an intervention, or understanding the best predictors of the outcomes (Creswell, 2003).

Exploratory research is chosen in this research project. The purpose is to determine the relationship among the variables. Exploratory study is used to seek the new insights, to ask questions and to assess phenomena in a new light (Saunders, Lewis & Thornhill, 2009). Exploratory research is appropriate because it is an initial research, which forms the basis of more conclusive research. This method enables in determining the research design, sampling methodology and data collection method (Singh, 2007). Nargundkar (2003) also mentioned that exploratory study can be used

for making major decisions about the way that we are going to conduct our next study although the sample size may be smaller.

3.2 Data Collection Methods

This section includes the method of primary data collection and the secondary data collection for the research. Primary data is categorized under section 3.2.1 and secondary data is categorized under 3.2.2.

3.2.1 Primary Data

In this research project, survey questionnaires method is used to distribute and collect our research data. The data collected is act as primary data because the survey questionnaires are distributed to every different individual with different views of perspective. The questionnaire was developed to collect the primary data from consumers in Klang Valley, Malaysia. All participants chosen were asked to answer the questions regarding entertainment, informativeness and credibility towards Internet advertising, and also attitude.

3.2.2 Secondary Data

Journals from several researchers regarding the attitude of consumers towards Internet advertising are used as part of literature review. Each independent variable is adopted by different researchers from different journals. For instance, the items from independent variable of entertainment are adopted from International Journal of Mobile Marketing, Asian Journal of Business Management and Sciences and Vilnius Gediminas Technical University

(VGTU) Press Technika. For the items from independent variable of informativeness and credibility, and dependent variable of attitude are adopted from International Journal of Mobile Marketing, International Journal of Electronic Commerce and Asian Journal of Business Management.

3.3 Sampling Design

3.3.1 Target Population

The main target population is the Internet users in Klang Valley. The reason for choosing Internet users is due to the appropriateness of respondents as they are the visitors of Internet sites. Participants that have the experience on viewing online advertisements before are chosen to answer the survey questionnaires. This is to ensure that they provide a relevant and accurate viewpoint towards the survey conducted. Target respondents are ranged from different demographics, including gender, age, race, marital status, income level, educational level and occupation centred in Klang Valley. A wide range of demographics could contribute various opinion and responses towards the study.

3.3.2 Sampling Frame and Sampling Location

Since the research is using a non-probability sampling technique, so a sampling frame will not be required. Among the alternatives of non-probability sampling techniques, convenience sampling has been selected to conduct the research. In other words, the survey questionnaire is distributed randomly to the Internet users in Klang Valley.

The survey is conducted in Klang Valley area, which consists of universities, offices, residential areas and so on. This option is made for the ease of accessibility towards the respondents since the research is conducted in Kuala Lumpur and Selangor. By doing so, it able to eliminates the factor of distance to reach participants of the whole Malaysia. Furthermore, the survey questionnaire is distributed physically, thus reaching the respondents on the spot is also another concern. In addition, Klang Valley is a city that has a high Internet penetration in Malaysia (Nge, Wilson, Leong, Ngerng, 2012). Therefore, participants can be easily obtained just around Klang Valley area. This also eases the collection of data for the research.

3.3.3 Sampling Elements

The target respondents that take part in the survey are from a wide range of Internet users, which constitutes of students, employees, public and so forth. Students have been targeted because they are among the users with a high Internet usage (Mamun Mostofa, 2011). Since the survey is aimed to include participants of various age groups, hence the participation of public is required. The participants are not restricted to any demographic groups as long as they have seen the online advertisements. The purpose of using a diversified range of respondents is to get an accurate response while to avoid any biases.

3.3.4 Sampling Technique

In the research, non-probability sampling technique has been adopted for the study. It refers to the selection of sample based on convenience or personal judgement (Zikmund, Babin, Carr & Griffin, 2013). The objective for using this technique is to ease the conduct of research as no sampling frame is

required. Thus, respondents can be easily selected according to own judgment meanwhile for convenience purposes.

In regards to non-probability sampling, convenience sampling method has been used due to its suitability on the research. It is outlined as including respondents who are most conveniently available (Zikmund, Babin, Carr & Griffin, 2013). Since the participants are of a wide range of Internet users in Klang Valley, the survey questionnaire can be randomly distributed to any readily available respondents to take part. Generally, the respondents are determined by the member's preferences in which they are free to approach any participants for the survey distribution. The questionnaire can also be get back easily once the respondents have completed it. This is efficient as it only consumes a short period of time.

3.3.5 Sampling Size

Throughout the research, the sample size contains 200 respondents. 200 sets of survey questionnaires will be distributed according to the required range of sample size for quantitative research. Roscoe (1975) proposed that a sample size within the range of 30 to 500 is the most appropriate for research studies. Moreover, with time constraint as one of the causes, a total respondent of 200 has been determined for this research, which is within the recommended range of sample size for research study.

3.4 Research Instrument

3.4.1 Questionnaire Design

The type of survey questionnaire that has been adopted is self-administered questionnaire. It refers to a type of survey where questions are read and answered by the respondents (Zikmund, Babin, Carr & Griffin, 2013). The reason for choosing this is due to the ease of distribution. Since the study is regarding the attitude of consumers towards Internet advertising as a whole, which is not restricted to certain demographics, hence physical distribution will be beneficial in reaching a larger exposure of consumers. This could also reduce the risk of respondent bias as participants of different age groups can be approached to take part in the survey.

The whole survey form is stated in English and was distributed to respondents who have come across Internet advertising. A cover page that stated the introduction and objective of the research is included in the front page of the survey questionnaire. Basically, the survey questionnaire is divided into 2 main sections, namely Section A and Section B, with a total of 6 pages. Section A is mainly about the demographics of respondents, such as gender, age, race, marital status, monthly gross income, highest educational level and occupation. Meanwhile, Section B is referring to the measure of several factors in affecting attitude towards Internet advertising, which includes entertainment, informativeness, credibility as well as attitude which serve as the variables of the study.

3.4.2 Pilot Study

The pilot study is conducted with 25 respondents in prior to the actual survey. Malhotra (2008) stated that the sample size range from 15 to 30 respondents is best suitable for pilot test. The pilot study is scheduled to be done within a week. Before distributing the questionnaires to the participants, they are first

greeted with an introductory statement that outlines the purpose of the research study. Followed by that, participants are also acknowledged on their concern towards Internet advertising, which to make sure that they have viewed and experienced any form of online advertisements before filling up the survey forms. This is important as it indicates the relevancy of the results. Respondents from different demographics are targeted to test on their attitudes towards Internet advertising. They are guided on the spot for any queries. The valuable feedback provided by respondents is also used to improve in the current questionnaire. The result of pilot study is analyzed as a reference in proceeding to the actual distribution of survey questionnaire.

3.4.3 Actual Survey

The distribution of survey questionnaires is conducted using the same procedures as the pilot study. 200 target respondents have been taken part in the survey. A time frame of 3 weeks was allocated to complete the questionnaire distribution. A total of 290 survey questionnaires have been distributed, of which 200 questionnaires have been collected back from the respondents. This is because some of the questionnaires are distributed to the residential areas, where the questionnaires are placed at the respondents' mailbox and they are required to return back to the stated home address after completed the survey. However, 90 survey questionnaires are ended up to be not responded. In other words, the response rate of the survey is 69%.

3.5 Constructs Measurement

Operationalization process and the different levels of scale measurement for the research are described in this section. Operationalization is the process of identifying scales that correspond to variance in a concept that will be involved in a research

process (Zikmund, Babin, Carr & Griffin, 2013). Zikmund et al. (2013) also mentioned that scales are used to provide a range of values that correspond to different values in concept being measured.

Besides, few measurement scales will be described in this research in designing the survey questionnaire such as nominal scale, ratio scales and 5-point Likert scale.

3.5.1 Measurement Scales

For Section A, nominal scale is used to measure the demographics profile of participants which consist of gender, race, marital status, highest educational level and occupation. Ratio scale has been used in measuring the age and monthly gross income or monthly allowance of participants. On the other hand, items for age and monthly gross income in Section A have used ratio scale because it incorporates all the properties of nominal, ordinal and interval scales with additional attribute if representing absolute quantities. It also provides iconic measurement with a meaningful absolute zero that represents a point on the scale where there is an absence of the given characteristic.

Nominal scales are used in majority questions in Section A by assigning a value to the object for the purpose of identification or classification purpose only. Hence, nominal scales are extremely useful which mean the numbering system simply identifies things (Zikmund et al., 2013).

In Section B, 5-point Likert scale is used for the three independent variables which included Entertainment, Informativeness and Credibility and also the dependent variable of Attitude of Klang Valley's consumers towards Internet advertising. It is being used as interval scale with the scale from strongly disagree (=1) to strongly agree (=5) in determining how strongly the participants agree or disagree with the items indicated in the survey

questionnaire. Typical Likert Scale is measured with five responses alternatives - strongly disagree, disagree, neutral, agree and strongly agree. The 5-point Likert Scales is appropriate when the respondents that do not have enough knowledge to response the items, might minimize the unresponse rate by selecting the midpoint of “neutral” to indicate the sense of “undecided” or “do not know” (Raaijmakers, Hoof, Hart, Verbogt, & Wollebergh, 2000). This also able to avoid forcing respondents to select agree or disagree alternatives that would lead to misleading conclusion, if they really hold neutral opinions on the particular items (Raaijmakers, et al., 2000).

3.5.2 Origin and Measurement of Construct

The origin and the measurement of all the constructs used in the research are being described in Table 3.1.

Table 3.1: Explanation of Origin Construct

Variables	Items	Authors	Scale
Entertainment	1. I feel that receiving mobile advertisements is interesting.	Chowdhury, Parvin, Weitenberner, & Becker, 2006; Liu & Jang, 2013; Mahmoud , 2013	Likert
	2. I feel that receiving mobile advertisements is entertaining.		Likert
	3. I feel that the content-designs of mobile advertisements are pleasant.		Likert

	4. I feel that looking at Internet advertising is exciting.		Likert
Informativeness	1. I feel that Internet advertising usually provides information I need.	Tsang, Ho, & Liang, 2004; Chowdhury, Parvin, Weitenberner, & Becker, 2006; Aziz & Ariffin, 2010	Likert
	2. I feel that Internet advertising is good source for timely information.		Likert
	3. I feel that Internet advertising helps me keep up-to-date about product or service I need.		Likert
	4. I feel that Internet advertising is convenient source of product or service information.		Likert
Credibility	1. I think that content provided by Internet advertising is credible.	Tsang, Ho, & Liang, 2004; Chowdhury, Parvin, Weitenberner, & Becker, 2006; Liu & Jang, 2013	Likert
	2. I think that Internet advertising is worth of being trusted.		Likert

	3. I think that Internet advertising can be used as reference for purchasing.		Likert
	4. I think that Internet advertising is impressive.		Likert
Attitude towards Internet Advertising	1. I like Internet advertising.	Tsang, Ho, & Liang, 2004; Chowdhury, Parvin, Weitenberner, & Becker, 2006; Liu & Jang, 2013	Likert
	2. I like to look at Internet advertising.		Likert
	3. I think Internet advertising is useful.		Likert
	4. I think using Internet advertising is good idea.		Likert
	5. I am satisfied with Internet advertising.		Likert
	6. I perceive Internet advertising positively.		Likert

Source: Developed for the research.

3.6 Data Processing

Critical for increasing the accuracy of data analysis is the proper transformation of raw survey responses into useful, informative data. The first step is to screen the data for respondent and non-respondent errors through a process of data checking. In the context of this research, questionnaire is distributed physically. Therefore, non-respondent errors may include misrepresentation of survey responses by the individual entering the data electronically for analysis purpose (Zikmund, Babin, Carr, & Griffin, 2013). Checking of data is done continuously from the beginning until the end of the data transformation process.

Zikmund et al. (2013) defines editing as a "process of checking and adjusting data for omissions, consistency, and legibility." To enhance the wholesomeness, readability, certain data will have to be re-established by the editor including obvious answers for missing data, contradicting information and others. An example of contradictory response that was found in this study is the non-matching age and education level. In this case, the respondent has provided the age of 15 years old, but selected Diploma for his education level. It is important to mention here that the choices of 'Secondary School' and 'Diploma' are located above and below one another in the questionnaire. Therefore, it is highly probable that the respondent accidentally ticked the wrong column, which is why editing is needed.

According to Zikmund et al. (2013), coding is to assign numerical scores or to categorise adjusted data using a representation. As the survey contains demographic and other general information which is not yet represented by any symbol, classification has to be done, for example, labelling 'Single' as '1' and 'Married' as '2'. Furthermore, as respondents were asked about the product categories they were exposed to on Internet advertisements, answers that are of the same essence but expressed using separate words are grouped under one class.

Through editing and coding, physical data is changed into a computerised form. This is an essential step to enable extraction of meaning out of the data later on using statistical software applications such as SPSS.

3.7 Data Analysis

To carry out inferential analysis, SPSS Statistics (formerly Statistical Package for the Social Sciences) version 19.0 is used for the data analysis of this research. This statistical software is widely applied for business-related studies. Following are some of the measures used to describe the data, ensure reliability and test the hypotheses.

3.7.1 Descriptive Analysis

Descriptive statistics are used to describe and summarize the demographic information of the 200 survey respondents in this study. Mean and standard deviation are examples of the suitable measures of central tendency and dispersion used for the analysis. This is so that how demographically similar or disperse the sample is can be projected. Furthermore, range is also being determined to capture the highest and the lowest response for selected questions as deemed appropriate, for example, age. Besides that, data is also portrayed in percentage terms to facilitate better understanding of the demographic properties of our respondents.

3.7.2 Scale Measurement

One of the elemental components involved in assessing a measurement tool is reliability, which reviews how consistent the tool is able to measure (Tavakol

& Dennick, 2011). Reliability tests are done each of the 5 variables. Due to the use of Likert scale for the questionnaire, Cronbach's Alpha is chosen as the best suitable measure to ascertain the reliability of the scale. This test indicates the degree of convergence of a certain shared meaning between items of a variable (Zikmund et al., 2013). The level commonly known as 'acceptable' refers to alpha levels between 0.70 and 1.00, however, it should be noted that the number of items and dimensions can impact the interpretation of alpha levels (Grau, 2007).

3.7.3 Inferential Analysis

First of all, bivariate statistical analysis is used to test the hypotheses in this research because two types of variable – dependent variable and independent variable – are involved. Pearson Correlation analysis is appropriate for investigating the association between each of all the independent variables – entertainment, informativeness, and credibility – with the dependent variable of attitude towards Internet advertising. This statistical measure investigates how consistent the effect of variation on one variable is with another corresponding variable (Zikmund et al., 2013). By determining the correlation coefficient, the strength and direction of relationships can be identified to test the hypotheses.

On the other hand, to analyse and establish whether there is a significant relationship between multiple independent variables and dependent variable, Multiple Regression analysis is used to test the hypotheses. Multiple Regression analysis allows the three independent variables to be tested simultaneously. Hence, the factors that influence the model, and have significant relationship with the dependent variable can be predicted using this measure. This measure is chosen because it can concurrently determine the how what impact the three independent variables will have on consumer

attitudes towards internet advertising. Alpha is set at 5% or 0.05 as the level of significance. This is because 5% level allows reasonable possibility of detecting indicators that can raise scientific interest (Wong, 2013).

3.8 Conclusion

This chapter describes how the research is being carried out based on the research design, data collection methods, sampling design and research instrument. Construct measurement, data processing and data analysis are mentioned for this study. The next chapter, Chapter Four, will be analyzing the collected data after the distribution of survey questionnaires. Various statistical analyses and inferential analyses will be interpreted for this research.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Chapter Four will further discuss on the analyses of the data collected for the research project using Statistical Package for the Social Science (SPSS Statistics), software version 19.0. The first part of this chapter describes the descriptive analysis for the descriptions of respondent demographic profile which included gender, age, race, marital status, monthly gross income or allowances per month, highest educational level and occupation.

The next part mentions on the central tendencies measurement of constructs which describing the independent variables and dependent variable. Reliability analysis in scale measurement is measured using Cronbach's Alpha. Lastly, inferential analyses such as Pearson Correlation Analysis and Multiple Regression Analysis are conducted based on the sample data.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

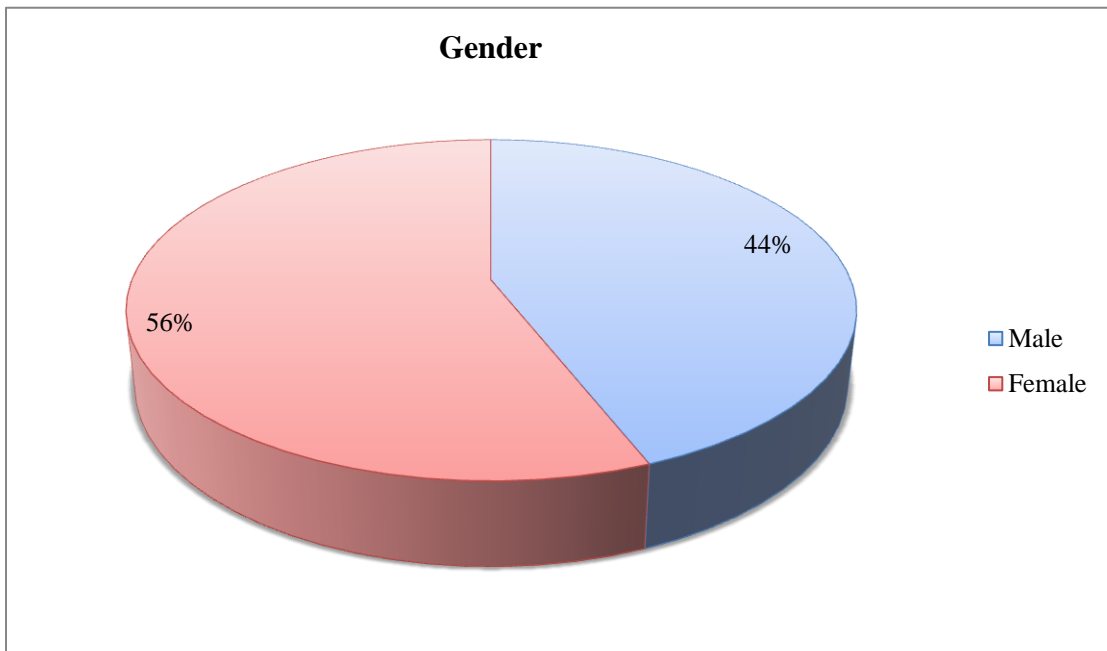
Gender

Table 4.1: Gender of Respondents

Gender	Frequency	Percentage (%)
Male	88	44.0
Female	112	56.0
Total	200	100.0

Source: Developed for the research.

Figure 4.1: Gender of Respondents



Source: Developed for the research.

In a total of 200 respondents, there are 88 male respondents and 112 female respondents that participated in the research. Female accounted for more respondents than male, which amounted for 56.0% and 44.0% of respondents respectively.

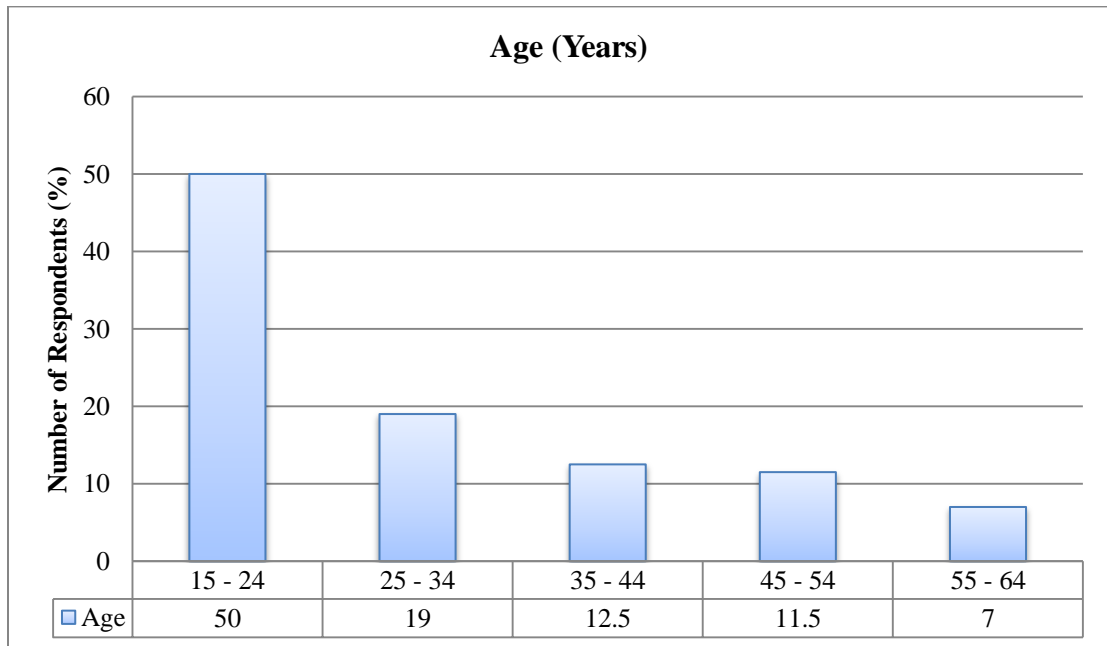
Age

Table 4.2: Age of Respondents

Age (Years)	Frequency	Percentage (%)
15 - 24	100	50.0
25 - 34	38	19.0
35 - 44	25	12.5
45 - 54	23	11.5
55 - 64	14	7.0
Total	200	100.0

Source: Developed for the research.

Figure 4.2: Age of Respondents



Source: Developed for the research.

In the overall research, there are 100 respondents at the age of 15 to 24 years, 38 respondents at the age of 25 to 34 years, 25 respondents at the age of 35 to 44 years, 23 respondents at the age of 45 to 54 years while 14 respondents at the age of 55 to 64 years. The age group of 15 to 24 years occupied the most respondents, which consisted of 50.0% of the respondents. The following age group is 25 to 34 years with 19.0% of the respondents, then the age group of 35 to 44 years with 12.5% of the respondents. Subsequently, the age group of 45 to 54 years contains 11.5% of the respondents. The age group of 55 to 64 years occupied the least respondents, which consisted of only 7.0% of the total respondents.

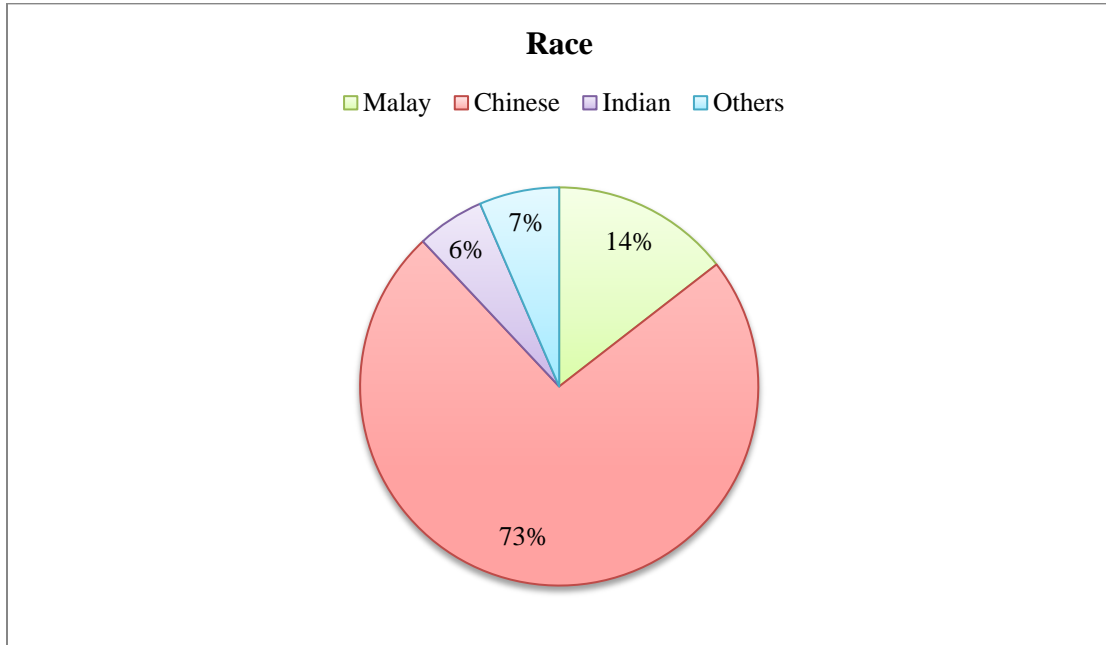
Race

Table 4.3: Race of Respondents

Race	Frequency	Percentage (%)
Malay	29	14.5
Chinese	147	73.5
Indian	11	5.5
Others	13	6.5
Total	200	100.0

Source: Developed for the research.

Figure 4.3: Race of Respondents



Source: Developed for the research.

In the entire 200 respondents, there are 29 respondents in Malay, 147 respondents in Chinese, 11 respondents in Indian and 13 respondents from other races took part in the research. Majority of the respondents are in Chinese, which accounted for 73.5% of the total respondents. This is followed by the Malay respondents, with a total of 14.5% respondents. Meanwhile, respondents in Indian and other races comprised for almost the same number of respondents, with 5.5% and 6.5% respectively.

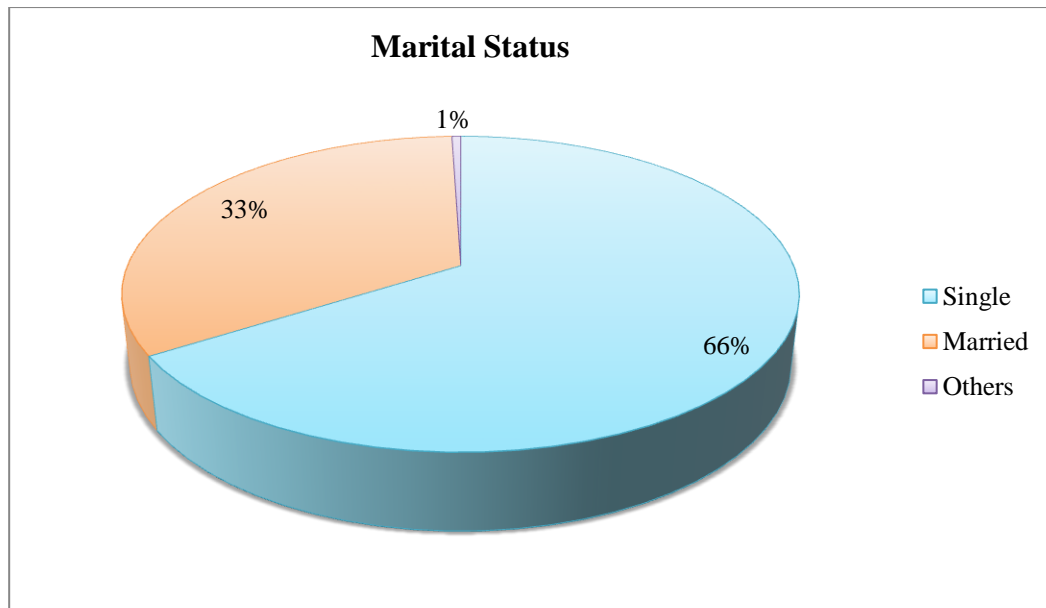
Marital Status

Table 4.4: Marital Status of Respondents

Marital Status	Frequency	Percentage (%)
Single	132	66.0
Married	67	33.5
Others	1	0.5
Total	200	100.0

Source: Developed for the research.

Figure 4.4: Marital Status of Respondents



Source: Developed for the research.

In the sum of 200 respondents, there are 132 respondents that are single, 67 respondents that are married and 1 respondent that is of other marital status involved in the research. Single respondents are more than those married,

which constituted with 66.0% and 33.5% of respondents respectively. Meanwhile, only 0.5% of the respondents consist of other marital status.

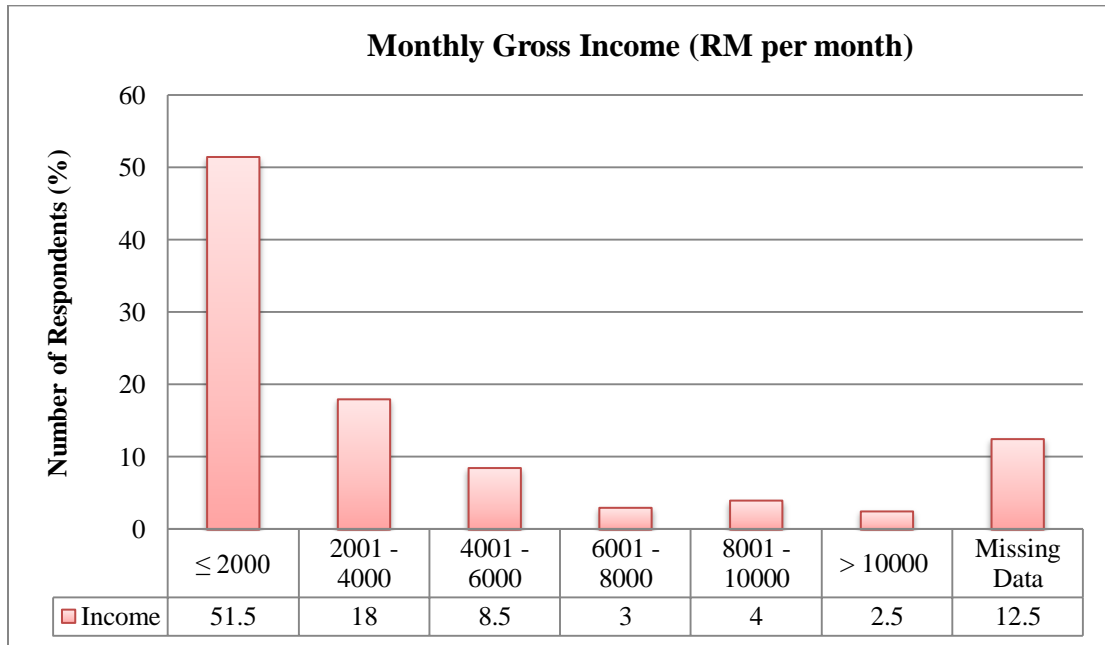
Monthly Gross Income or Allowance per month

Table 4.5: Monthly Gross Income of Respondents

Monthly Gross Income (RM per month)	Frequency	Percentage (%)
≤ 2000	103	51.5
2001 - 4000	36	18.0
4001 - 6000	17	8.5
6001 - 8000	6	3.0
8001 - 10000	8	4.0
> 10000	5	2.5
Missing Data	25	12.5
Total	200	100.0

Source: Developed for the research.

Figure 4.5: Monthly Gross Income of Respondents



Source: Developed for the research.

Throughout the research, there are 103 respondents with the income less than or equals to RM 2,000 per month, 36 respondents with monthly income of RM 2,001 to RM 4,000, 17 respondents with monthly income of RM 4,001 to RM 6,000, 6 respondents with monthly income of RM 6,001 to RM 8,000, 8 respondents with monthly income of RM 8,001 to RM 10,000 whereas 5 respondents with the income more than RM 10,000 per month. Most of the respondents possessed an income or allowance less than or equals to RM 2,000 every month, which composed by 51.5% of the respondents. The following monthly income is RM 2,001 to RM 4,000 with 18.0% of the respondents, then monthly income of RM 4,001 to RM 6,000 with 8.5% of respondents. Subsequently, monthly income of RM 8,001 to RM 10,000 covers 4.0% of the respondents and the next is monthly income of RM 6,001 to RM 8,000 with 3.0% of respondents. The least respondents possessed an income or allowance more than RM 10,000 per month, which composed by only 2.5% of the total respondents. However, there is a missing data of 25

respondents who are not willing to reveal their monthly income or allowance, which consisted of 12.5% of the respondents.

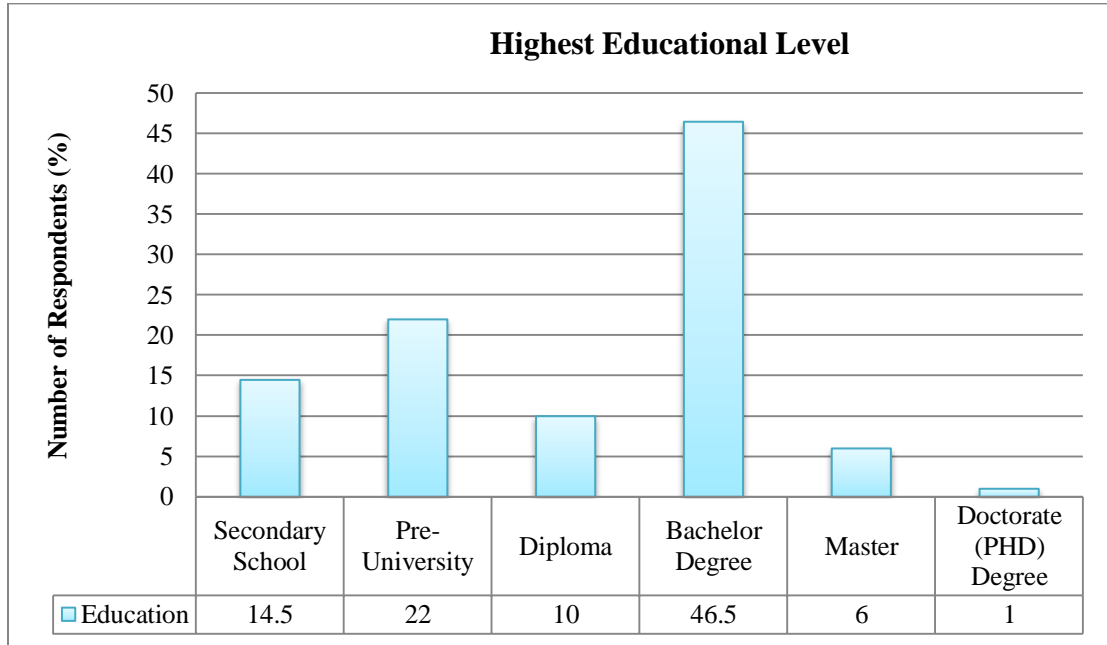
Highest Educational Level

Table 4.6: Highest Educational Level of Respondents

Highest Educational Level	Frequency	Percentage (%)
Secondary School	29	14.5
Pre-University	44	22.0
Diploma	20	10.0
Bachelor Degree	93	46.5
Master	12	6.0
Doctorate (PHD) Degree	2	1.0
Total	200	100.0

Source: Developed for the research.

Figure 4.6: Highest Educational Level of Respondents



Source: Developed for the research.

Based on the research, 29 respondents from secondary school, 44 respondents from Pre-University, 20 respondents from Diploma, 93 respondents from Bachelor Degree, 12 respondents from Master as well as 2 respondents with the highest educational level of Doctorate (PhD) Degree. Bachelor Degree held the most respondents with 46.5% of respondents, followed by Pre-University with 22.0% respondents. The next is secondary school with 14.5% of respondents, followed by Diploma with 10.0% of respondents and subsequently Master with 6.0% of respondents. Doctorate (PhD) Degree held the least respondents with only 1.0% of the total respondents.

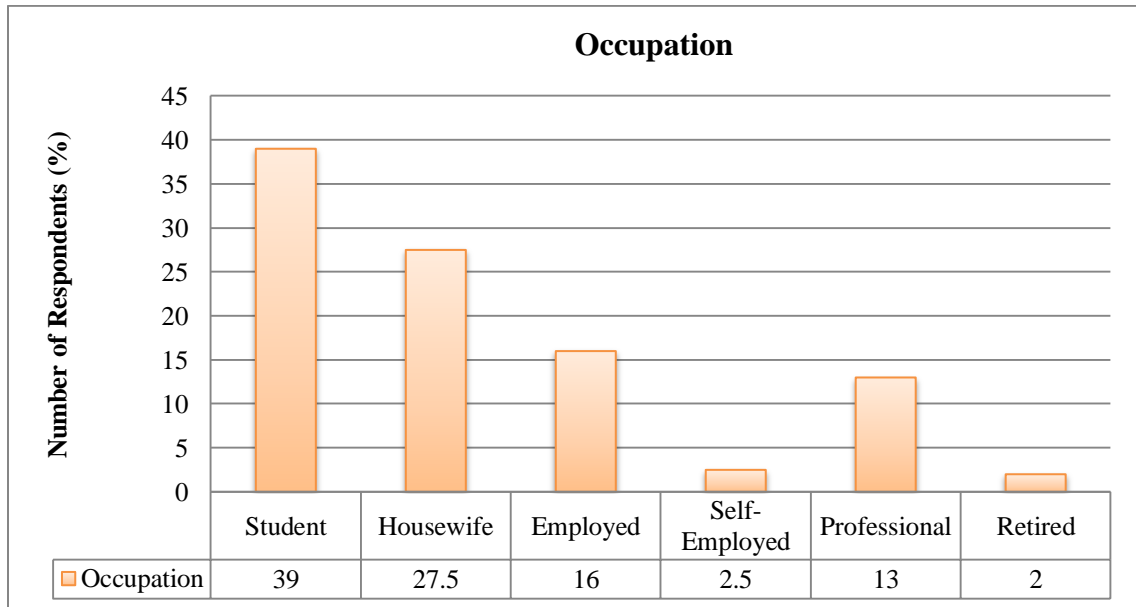
Occupation

Table 4.7: Occupation of Respondents

Occupation	Frequency	Percentage (%)
Student	78	39.0
Housewife	55	27.5
Employed	32	16.0
Self-Employed	5	2.5
Professional	26	13.0
Retired	4	2.0
Total	200	100.0

Source: Developed for the research.

Figure 4.7: Occupation of Respondents



Source: Developed for the research.

According to the research, 78 respondents are student, 55 respondents are housewife, 32 respondents are employed, 5 respondents are self-employed, 26 respondents are professional as well as 4 respondents are retired from their occupation. Student contributed the major respondents with 39.0% of respondents, followed by housewife with 27.5% of respondents. The next is employed with 16.0% of respondents, followed by professional with 13.0% of respondents and subsequently self-employed 2.5% of respondents. Retired contributed the minor respondents with only 2.0% of the total respondents.

4.1.2 Central Tendencies Measurement of Constructs

Table 4.8: Descriptive Statistics for Variables

	Variables	N	Mean	Standard Deviation
IV1	Entertainment	200	2.8638	0.85574
IV2	Informativeness	200	3.3138	0.86020
IV3	Credibility	200	3.0013	0.72660

Source: Developed for the research.

Based on the descriptive statistics, Informativeness has the highest mean with 3.3138. This is followed by Credibility with a mean of 3.0013. Entertainment accounts for the lowest mean which is 2.8638.

Meanwhile, Informativeness has the highest standard deviation with 0.86020. This is followed by Entertainment with a standard deviation of 0.85574. Credibility accounts for the lowest standard deviation which is 0.72660.

4.2 Scale Measurement

The second objective for the research in data analysis includes the reliability analysis by providing the Cronbach's Alpha in order to determine the possibility of hypotheses developed.

4.2.1 Reliability Analysis

Reliability is an indicator in measuring the internal consistency which concerns the homogeneity of the measure. A measure is considered reliable when different attempts at measuring something converge on the similar result (Zikmund et al, 2013). Cronbach's Alpha is commonly used method to measure the reliability of the variables in determining the internal consistency of multiple-item scales. Coefficient alpha ranges in from value of 0, indicates as no consistency, to 1, indicates the complete consistency (Zikmund et al, 2013). Reliabilities which less than 0.60 are considered poor reliability, above 0.60 and those in range of 0.70 are considered as acceptable, while the reliabilities that over 0.80 are considered having good reliability. For the research, the Coefficient of Cronbach's Alpha that is more than 0.60 will be adopted. The higher the value of Cronbach's Alpha which near to 1, the better the internal consistency reliability.

Table 4.9: Reliability Analysis

	Variables	Cronbach's Alpha	Mean	Standard Deviation	Number of Items
IV1	Entertainment	0.887	2.8638	.85574	4
IV2	Informativeness	0.897	3.3138	.86020	4
IV3	Credibility	0.865	3.0013	.72660	4
DV	Attitude of Klang Valley's Consumers toward Internet Advertising	0.935	3.0925	.84683	6

Source: Developed for the research.

Based on the Table 4.9, the value of Cronbach's Alpha of Entertainment is 0.887; Informativeness is 0.897 and Credibility is 0.865. The value of Cronbach Alpha's for the dependent variable (DV) of attitude of Klang Valley's consumers toward Internet advertising is 0.935. Hence, the Cronbach's Alpha for the research is more than 0.80 which indicated that the measurement scales for the three independent variables (IVs) and dependent variable (DV) are good in reliability analysis.

4.3 Inferential Analyses

In this section of data analysis, inferential analyses are used to make inferences or statistics to project the characteristics from a sample to an entire population (Zikmund et al., 2013). The purpose of inferential analyses is applied in order to determine the relationships between the three independent variables and the dependent variable. This includes the Pearson Correlation analysis and Multiple Regression analysis.

4.3.1 Pearson Correlation Analysis

Table 4.10: Pearson Correlation

		Entertainment	Informativeness	Credibility	Attitude of Klang Valley's Consumers towards Internet Advertising
Entertainment	Pearson Correlation	1	.764**	.688**	.803**
Informativeness	Pearson Correlation		1	.727**	.796**
Credibility	Pearson Correlation			1	.784**
Attitude of Klang Valley's Consumers towards Internet Advertising	Pearson Correlation				1

N = 200

** Correlation is significant at the 0.01 level (2-tailed).

Source: Developed for the research.

Based on the research, there is strong relationship between the three independent variables (IVs) and dependent variable (DV), which is the range of .07 and above. The relationship between entertainment and attitude of Klang Valley's consumers towards Internet advertising is 0.803, which is 80.3% positively related. The relationship between informativeness and attitude of Klang Valley's consumers towards Internet advertising is 0.796, which is 79.6% positively related. On the other hand, the relationship between credibility and attitude of Klang Valley's consumers towards Internet advertising is 0.784, which is 78.4% positively related.

Thus, the relationship between entertainment and attitude of Klang Valley's consumers towards Internet advertising is stronger than the relationship between informativeness and attitude of Klang Valley's consumers towards Internet advertising and the relationship between attitude of Klang Valley's consumers towards Internet advertising. Among the three independent variables, the independent variable of entertainment has the highest percentage of strong relationship with the attitude of Klang Valley's consumers towards Internet advertising while credibility has the lowest percentage of strong relationship with the attitude of Klang Valley's consumers towards Internet advertising.

4.3.2 Multiple Regression Analysis

Table 4.11: ANOVA (b)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.288	3	36.763	222.275	.000 ^a
	Residual	32.417	196	.165		
	Total	142.705	199			

a. Predictors: (Constant), IV3, IV1, IV2 (Credibility, Entertainment, Informativeness)

b. Dependent Variable: DV (Attitude of Klang Valley's Consumers towards Internet Advertising)

Source: Developed for the research.

Table 4.12: Coefficients (a)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.003	.128		-.027	.978		
IV1	.360	.055	.363	6.576	.000	.380	2.635
IV2	.272	.058	.276	4.726	.000	.340	2.945
IV3	.388	.061	.333	6.413	.000	.429	2.329

a. Dependent Variable: DV (Attitude of Klang Valley's Consumers towards Internet Advertising)

Source: Developed for the research.

Table 4.13: Model Summary (b)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	.879 ^a	.773	.769	.40669	.773	222.275	3	196	.000

a. Predictors: (Constant), IV3, IV1, IV2 (Credibility, Entertainment, Informativeness)

Source: Developed for the research.

The research showed that entertainment, informativeness and credibility are the independent variables (IVs) and attitude of Klang Valley’s consumers towards Internet advertising is the dependent variable (DV). The multiple regression model is statistically significant where F equals to 222.275, R Square (R²) equals to 0.773 and the p-value is 0.000. This indicates that 77.3% of the variation in attitude of Klang Valley’s consumers towards Internet advertising can be explained by entertainment, informativeness and credibility.

Furthermore, in multiple regression coefficients, we can determine the factors whether they are significant predictor for attitude of Klang Valley’s consumers towards Internet advertising. When the significant level of the variable is less than 0.05, this shows that the particular factor is the significant predictor for the research model.

Entertainment, credibility and informativeness have significant level of 0.000. Thus, all the three independent variables are the significant predictor for attitude of Klang Valley’s consumers towards Internet advertising, which having the significant level less than 0.05. The most significant predictor in overall on this research project is entertainment.

4.4 Conclusion

In conclusion, descriptive analysis is described to determine the demographic profile of respondents. The data collected from survey questionnaires will be measured in central tendencies construct measurements. Moreover, scale measurement of reliability analysis is used to analyze the reliability of all the factors of Klang Valley's consumers towards Internet advertising. In addition, Pearson Correlation analysis is used to examine the association between the independent variables and dependent variable. Lastly, Multiple Regression analysis is used to analyze the relationship between the independent variables and dependent variable.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter Five will firstly summarize the statistical findings including the summary of descriptive analysis and summary of inferential analysis that have been discussed in the previous chapter. The following part will discuss on the major findings. Next, implications of the study, limitations of the research and recommendations for the future research will be discussed. Lastly, conclusion for the overall research will be described.

5.1 Summary of Statistical Findings

After tabulation of the results, it is found that slightly more than half of the respondents are female, forming 56% of the sample. Exactly half of the sample are young adolescents are aged 15 to 24 years, followed by those aged 25 to 34 who take up nearly one-fifth of the sample size. The rest of the age categories have 25 or less number of respondents each, with the least being those aged 55 and above.

A large majority of the sample are Chinese. Malay, Indian and other races (in decreasing order) make up the rest of the 26.5% of the sample. Approximately one-third of the respondents have married. Also, majority of the respondents have low income or allowance, at less or equals to than RM 4,000 per month. This is likely because our respondents are mostly below the age of 35. The other income categories have less than 10% each. However, missing data have been found to take up 12.5% of the sample for income as respondents are unwilling to divulge their personal information. Furthermore, Bachelor Degree is the highest education most respondents

have. Pre-University and secondary school come in second and third, respectively. Students make up a third of the sample while retirees have the least number of respondents.

In addition, the descriptive statistics recorded Informativeness as having the highest average and standard deviation, at 3.3138 and 0.8602 respectively, among other independent variables. Entertainment has the lowest mean (2.8638) while Credibility has the lowest extent of deviation (0.7266). In terms of reliability, all the independent variables have good reliability (over 0.80 Cronbach's alpha) and the dependent variable recorded excellent reliability with internal consistency measured at 0.935.

Pearson Correlation conducted on all the variables showed that the 3 independent variables are strongly related to the dependent variable. The highest positive correlation exists between Entertainment and Attitude (0.803). Moving on, the R square shows that 77.3% of the variation in Attitude towards Internet advertising can be explained by the three independent variables. The model is also significant at 0.000. Other than that, Entertainment has the highest beta among the three independent variables, signifying that it has the most impact on the dependent variable. Lastly, the coefficients also shows that all three independent variables significantly predict Klang Valley's consumers attitude towards Internet advertising ($0.000 < p\text{-value} = 0.05$).

5.2 Discussion of Major Findings

Table 5.1: Summarized Results of Hypotheses Testing

Hypotheses	Supported?	Null Hypotheses
H1: There is a positive relationship between <i>entertainment</i> and attitude of Klang Valley's consumers towards Internet advertising.	Yes. (Sig. = 0.000, p<0.05)	Reject.
H2: There is a positive relationship between <i>informativeness</i> and attitude of Klang Valley's consumers towards Internet advertising.	Yes. (Sig. = 0.000, p<0.05)	Reject.
H3: There is a positive relationship between <i>credibility</i> and attitude of Klang Valley's consumers towards Internet advertising.	Yes. (Sig. = 0.000, p<0.05)	Reject.

Source: Developed for the research.

With reference to the questions that are asked earlier in this study, which subsequently led to the formation of hypotheses as proposed answer to them, it can now be concluded that all three resulted to be significant, and positively relates to consumer's attitude towards Internet advertisements.

To express "seeking mood changes for the better" (Zillmann & Bryant, 1994), the larger role entertainment has on Internet advertising today is to convey brief funny messages that can capture people's attention. The positive relationship found in this study, as evidenced empirically by its significance level of 0.000 which is lower than 0.05 p-values, is supported by the same results from other studies (Hoffman & Novak, 1996; Bauer et al., 2005; Ünal, Ercis, & Keser, 2011; Tsang, Ho, & Liang, 2004).

The second factor, Informativeness, is also questioned regarding its influence in affecting Klang Valley's consumers' attitude towards Internet advertising. In line with previous researchers' (Azeem & Haq, 2012; Kaasinen, 2003; Siau & Shen, 2003)

findings of positive relationships quality information can have on consumer perceptions, the hypothesis generated for this variable is also supported in this study. The significance level of 0.000 clearly allow the null hypothesis to be rejected, and hence, the establishment a positive significant relationship with the dependent variable. These consistencies of results shown upon attitudinal frameworks by researchers (Ducoffe, 1996; Milne & Gordon, 1993) confirm its importance in affecting consumer attitudes.

Lastly, the third hypothesis which is directed at the third research question is also found to be valid and supported. The significance level shown in the final SPSS results is substantially smaller than the p-value of 0.05 at 95% confidence level. Researchers have acknowledge the relevance of credibility to attitudes formed regarding Internet advertising (Chowdhury, Parvin, Weitenberner, & Becker, 2006), especially higher tendency to portray positive attitudes once a consumer perceives Internet advertising to be credible and trustworthy (Azeem & Haq, 2012; Chandra, Goswami, & Chouhan, 2012; Mahmoud, 2013).

5.3 Implications of the Study

The attraction to study advertising on the Internet lies on the fact that it has a unique ability to cater to marketing needs using a combination of the strengths associated with traditional media such as broadcast and paper-based form of communication. Therefore, it is crucial to find out what determines the attitude of consumers towards Internet advertising. This study have, hence, been carried out to test whether positive relations are formed when entertainment, informativeness, and credibility are associated with attitude towards Internet advertising in consumers. The result shows that all three are equally significant predictors of attitude and positively relates with it.

Hence, the main implication this study brings about is the creation of awareness on the importance to harness the benefit from factors known to foster promising attitudes from Internet surfers who have been exposed to advertising online. Through investigating what best contributes to or changes a consumer's evaluation, marketers can enhance and tailor their marketing activities to retain and capitalize on the favourable perceptions of customers. For example, since consumers find timely information to be helpful in creating positive interest towards Internet, marketers can enhance the appeal of an Internet advertisement by placing it strategically when consumers will most likely need it. Credibility will also have to be strengthened since it can imply trustworthiness, which will be able to retain customers longer. To increase positive feelings towards Internet advertisements, marketer can add entertaining elements such as interesting pictures since there is a positive relationship between entertainment and attitude.

Because there are always certain disadvantages of one or any other type of media platform, rather than being pulled down by the drawbacks, marketers should focus on staying on the good side 'good' customers – those who exhibit positive responses – and attempt to improve their likability of their Internet advertising. Good relationship with these customers can form a useful connection to remedy lacking details.

5.4 Limitations of the Study

Our research was lacking in certain areas due to multiple constraints.

One of the limitations include the research was not being done specifically on one particular form of Internet advertising, hence, creating confusion for respondents regarding to which type of Internet advertising they should focus on, and also, failing to take into account of how different presentations of Internet advertising may affect consumers' attitude. Nevertheless, it must be mentioned that consumers cannot help but be exposed to multiple types of advertising simultaneously while surfing the net,

therefore, this concurrent exposure can combine to form total experience of Internet advertising rather than focusing on any specific type. Nevertheless, some advertisements such as pop-ups can divert more attention, thereby creating distinct attitudes or experience towards this type of advertising.

Furthermore, all of our independent variables are centered only on how micro-level individual 'values' are affecting the attitude of consumers. As part of the environment, firm-related factors, for example product and service variety or brand, could also impact the formation of different attitudes pertaining to Internet advertisements. On the other hand, factors concerning the economy and society are also not taken into consideration. This ignores the impact environmental factors, which are inseparable from the business ecosystem; have on individual perceptions and attitudes.

Moving on, the third area this research is lacking in is the use of a demographically representative sample. Because convenience sampling method is used, and other resource constraints are present as well, the goal of collecting a sample that can infer the real population demographics of consumers in Klang Valley is not successfully achieved. As a result, there are too many respondents who are aged 21 and of Chinese race. Therefore, the results may be considered less valid. The research would have a lower external generalizability for other similar research settings.

5.5 Recommendations for Future Research

As for the limitation on the non-specific form of Internet advertising, specific forms of Internet advertising should be determined in future research as due to the availability of different various forms of Internet advertising in this modern technology trend. For instance, the research can include the display advertising, social network advertising, mobile advertising or affiliate marketing to determine how respondents react towards this specific Internet advertising rather on general view towards Internet advertising. Hence, the future research should individually

investigate the attitudes of respondents on different types of Internet advertising forms in separate researches.

For the limitation on independent variables that are centered only on how micro-level individual 'values' are affecting the attitude of consumers, researchers in future may include the environment or firm-related factors in order to determine the perspective of business view instead of determining the individual viewpoints. Other important cues that related to the firm should be taken into consideration as it may display a different impact on Internet advertising. For instance, the company factors such as prior permission, incentives and the form of advertisement (Liu, & Jang, 2013) could be included to determine the aspect on organization. Thus, this may allow the marketers and/or practitioners to determine the importance of Internet advertising towards the organizations.

As this research has used the convenience sampling that unable to fully represent the Klang Valley's population, a better sampling method should be applied in order to achieve the goal of collecting sample that able to represent the Klang Valley's populations. By doing so, this enables to make the research findings to be more generalize and able to achieve higher external validity of the research. Therefore, the future research should be able to represent the percentage of the actual population based on the research sampling size and sampling location in order to avoid similar limitation of the study occur.

5.6 Conclusion

In this last chapter, this research begins with the summary of statistical analysis along with the summary of descriptive analysis and inferential analysis. Besides, the discussion of major findings is discussed and included the summary of hypotheses tested on the variables. Implications for the Klang Valley's consumers towards Internet advertising and limitations for the research are clearly mentioned in this

chapter. Lastly, recommendations for the research are provided for the future improvement of Klang Valley's consumers towards Internet advertising.

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APPENDICES

Appendix 3.1: Survey Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)
FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)**

Dear respondent,

We are undergraduate students pursuing Bachelor of International Business (Hons) degree from the Faculty of Accountancy & Management (FAM) at Universiti Tunku Abdul Rahman (UTAR). We are currently conducting a research about the **factors affecting attitude towards Internet advertising** as required by our course. This survey aims to find out the attitude of Klang Valley's consumers towards Internet advertising.

This questionnaire consists of three sections. Please answer ALL questions in ALL sections. Completion of this form will only take you approximately 5 - 10 minutes. Your acceptance to participate in this survey is sincerely appreciated. Thank you for your time and effort.

We assure that all information you provide to us will be kept private and confidential, and used solely for academic purpose. Should you have any enquiry, please do not hesitate to contact us via our email below:

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SECTION A: DEMOGRAPHICS

Please tick (✓) the appropriate box or fill in the blank for each of the questions given below.

1. Gender:

- Male Female

2. Age: _____ years

3. Race:

- Malay Chinese Indian Others (*kindly specify*): _____

4. Marital Status:

- Single Married Others (*kindly specify*): _____

5. Monthly gross income or allowance per month: *approximately*

RM _____ / month

6. Highest educational level:

- | | |
|---|---|
| <input type="checkbox"/> Secondary School | <input type="checkbox"/> Pre-University |
| <input type="checkbox"/> Diploma | <input type="checkbox"/> Bachelor Degree |
| <input type="checkbox"/> Master | <input type="checkbox"/> Doctorate (PHD) Degree |

7. Occupation:

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Student | <input type="checkbox"/> Housewife |
| <input type="checkbox"/> Employed | <input type="checkbox"/> Self-employed |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Retired |

SECTION B: FACTORS AFFECT ATTITUDE TOWARDS INTERNET ADVERTISING

The lists below are the measurement items about your attitude towards Internet advertising. For each of the following statements, kindly circle the number that represents your opinion the most.

Entertainment

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I feel that receiving Internet advertising is interesting.	1	2	3	4	5
2. I feel that receiving Internet advertising is entertaining.	1	2	3	4	5
3. I feel that content-design of Internet advertising is pleasant.	1	2	3	4	5
4. I feel that looking at Internet advertising is exciting.	1	2	3	4	5

Informativeness

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I feel that Internet advertising usually provides information I need.	1	2	3	4	5
2. I feel that Internet advertising is good source for timely information.	1	2	3	4	5
3. I feel that Internet advertising helps me keep up-to-date about product or service I need.	1	2	3	4	5
4. I feel that Internet advertising is convenient source of product or service information.	1	2	3	4	5

Credibility

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I think that content provided by Internet advertising is credible.	1	2	3	4	5
2. I think that Internet advertising is worth of being trusted.	1	2	3	4	5
3. I think that Internet advertising can be used as reference for purchasing.	1	2	3	4	5
4. I think that Internet advertising is impressive.	1	2	3	4	5

<u>Attitude</u>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I like Internet advertising.	1	2	3	4	5
2. I like to look at Internet advertising.	1	2	3	4	5
3. I think Internet advertising is useful.	1	2	3	4	5
4. I think using Internet advertising is good idea.	1	2	3	4	5
5. I am satisfied with Internet advertising.	1	2	3	4	5
6. I perceive Internet advertising positively.	1	2	3	4	5

Thank you for your participation.

All responses will be kept private and confidential.

Appendix 4.1: Gender of Respondents

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	88	44.0	44.0	44.0
Female	112	56.0	56.0	100.0
Total	200	100.0	100.0	

Appendix 4.2: Age of Respondents

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15	2	1.0	1.0	1.0
16	1	.5	.5	1.5
17	5	2.5	2.5	4.0
18	4	2.0	2.0	6.0
19	1	.5	.5	6.5
20	9	4.5	4.5	11.0
21	46	23.0	23.0	34.0
22	10	5.0	5.0	39.0
23	8	4.0	4.0	43.0
24	14	7.0	7.0	50.0
25	5	2.5	2.5	52.5
26	5	2.5	2.5	55.0
27	2	1.0	1.0	56.0
28	5	2.5	2.5	58.5
29	2	1.0	1.0	59.5
30	9	4.5	4.5	64.0
31	3	1.5	1.5	65.5
32	4	2.0	2.0	67.5
33	1	.5	.5	68.0
34	2	1.0	1.0	69.0

35	7	3.5	3.5	72.5
36	1	.5	.5	73.0
37	2	1.0	1.0	74.0
38	3	1.5	1.5	75.5
39	1	.5	.5	76.0
40	6	3.0	3.0	79.0
41	1	.5	.5	79.5
42	2	1.0	1.0	80.5
43	1	.5	.5	81.0
44	1	.5	.5	81.5
45	4	2.0	2.0	83.5
46	2	1.0	1.0	84.5
47	1	.5	.5	85.0
48	1	.5	.5	85.5
49	2	1.0	1.0	86.5
50	2	1.0	1.0	87.5
51	4	2.0	2.0	89.5
52	2	1.0	1.0	90.5
53	4	2.0	2.0	92.5
54	1	.5	.5	93.0
55	6	3.0	3.0	96.0
58	3	1.5	1.5	97.5
59	1	.5	.5	98.0
61	1	.5	.5	98.5
62	1	.5	.5	99.0
63	1	.5	.5	99.5
64	1	.5	.5	100.0
Total	200	100.0	100.0	

Appendix 4.3: Race of Respondents

Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	29	14.5	14.5	14.5
Chinese	147	73.5	73.5	88.0
Indian	11	5.5	5.5	93.5
Others	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Appendix 4.4: Marital Status of Respondents

MaritalStatus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	132	66.0	66.0	66.0
Married	67	33.5	33.5	99.5
Others	1	.5	.5	100.0
Total	200	100.0	100.0	

Appendix 4.5: Monthly Gross Income of Respondents

MthlyG.Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 100	24	12.0	13.7	13.7
200	8	4.0	4.6	18.3
280	1	.5	.6	18.9
300	6	3.0	3.4	22.3
400	2	1.0	1.1	23.4
500	7	3.5	4.0	27.4

600	6	3.0	3.4	30.9
650	1	.5	.6	31.4
800	3	1.5	1.7	33.1
900	2	1.0	1.1	34.3
1000	15	7.5	8.6	42.9
1100	1	.5	.6	43.4
1200	4	2.0	2.3	45.7
1300	2	1.0	1.1	46.9
1500	5	2.5	2.9	49.7
1600	1	.5	.6	50.3
1800	3	1.5	1.7	52.0
2000	12	6.0	6.9	58.9
2200	1	.5	.6	59.4
2300	1	.5	.6	60.0
2500	7	3.5	4.0	64.0
2800	1	.5	.6	64.6
3000	19	9.5	10.9	75.4
3500	1	.5	.6	76.0
4000	6	3.0	3.4	79.4
4500	1	.5	.6	80.0
5000	11	5.5	6.3	86.3
5500	2	1.0	1.1	87.4
6000	3	1.5	1.7	89.1
7500	1	.5	.6	89.7
8000	5	2.5	2.9	92.6
8250	1	.5	.6	93.1
9000	1	.5	.6	93.7
10000	6	3.0	3.4	97.1
12000	1	.5	.6	97.7
18000	1	.5	.6	98.3
20000	2	1.0	1.1	99.4
50000	1	.5	.6	100.0
Total	175	87.5	100.0	
Missing System	25	12.5		
Total	200	100.0		

Appendix 4.6: Highest Educational Level of Respondents

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Secondary School	29	14.5	14.5	14.5
Pre-University	20	10.0	10.0	24.5
Diploma	44	22.0	22.0	46.5
Bachelor Degree	93	46.5	46.5	93.0
Master	12	6.0	6.0	99.0
Doctorate (PHD) Degree	2	1.0	1.0	100.0
Total	200	100.0	100.0	

Appendix 4.7: Occupation of Respondents

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	78	39.0	39.0	39.0
Housewife	55	27.5	27.5	66.5
Self-employed	5	2.5	2.5	69.0
Employed	32	16.0	16.0	85.0
Professional	26	13.0	13.0	98.0
Retired	4	2.0	2.0	100.0
Total	200	100.0	100.0	

Appendix 4.8: Descriptive Statistics for Variables

Descriptive Statistics

	Mean	Std. Deviation	N
IV1	2.8638	.85574	200
IV2	3.3138	.86020	200
IV3	3.0013	.72660	200
DV	3.0925	.84683	200

Appendix 4.9: Reliability Analysis for Entertainment

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.887	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
E1	8.53	6.592	.797	.838
E2	8.68	6.651	.807	.835
E4	8.44	7.524	.661	.888
E5	8.72	6.585	.754	.856

Appendix 4.10: Reliability Analysis for Informativeness

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.897	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I1	10.18	6.983	.762	.870
I2	9.87	6.656	.828	.846
I3	9.85	6.667	.770	.868
I6	9.86	7.247	.727	.883

Appendix 4.11: Reliability Analysis for Credibility

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.865	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C2	9.15	5.120	.723	.825
C3	9.29	4.921	.756	.811
C4	8.67	4.936	.678	.843
C5	8.91	4.886	.705	.831

Appendix 4.12: Reliability Analysis for Attitude of Klang Valley's Consumers towards Internet Advertising

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AT1	15.72	17.911	.825	.921
AT2	15.73	17.495	.795	.926
AT3	15.29	18.285	.811	.923
AT4	15.08	18.371	.791	.925
AT5	15.53	18.411	.826	.921
AT6	15.44	18.489	.807	.923

Appendix 4.13: Pearson Correlation Analysis

Descriptive Statistics

	Mean	Std. Deviation	N
IV1	2.8638	.85574	200
IV2	3.3138	.86020	200
IV3	3.0013	.72660	200
DV	3.0925	.84683	200

Correlations

		IV1	IV2	IV3	DV
IV1	Pearson Correlation	1	.764**	.688**	.803**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
IV2	Pearson Correlation	.764**	1	.727**	.796**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
IV3	Pearson Correlation	.688**	.727**	1	.784**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200

DV	Pearson	.803**	.796**	.784**	1
	Correlation				
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 4.14: Multiple Regression Analysis

Correlations

		DV	IV1	IV2	IV3
Pearson Correlation	DV	1.000	.803	.796	.784
	IV1	.803	1.000	.764	.688
	IV2	.796	.764	1.000	.727
	IV3	.784	.688	.727	1.000
Sig. (1-tailed)	DV	.	.000	.000	.000
	IV1	.000	.	.000	.000
	IV2	.000	.000	.	.000
	IV3	.000	.000	.000	.
N	DV	200	200	200	200
	IV1	200	200	200	200
	IV2	200	200	200	200
	IV3	200	200	200	200

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	IV3, IV1, IV2 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: DV

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.879 ^a	.773	.769	.40669	.773	222.275	3	196	.000

a. Predictors: (Constant), IV3, IV1, IV2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.288	3	36.763	222.275	.000 ^a
	Residual	32.417	196	.165		
	Total	142.705	199			

a. Predictors: (Constant), IV3, IV1, IV2

b. Dependent Variable: DV


Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.003	.128		-.027	.978		
	IV1	.360	.055	.363	6.576	.000	.380	2.635
	IV2	.272	.058	.276	4.726	.000	.340	2.945
	IV3	.388	.061	.333	6.413	.000	.429	2.329

a. Dependent Variable: DV

Appendix 6.1: Record of Meeting with Supervisor

(APPENDIX B)

 UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
UNDERGRADUATE RESEARCH PROJECT

Record of Meeting with Supervisor

Meeting No: 1 Group No: 15

Research Project Title:
Factors Affecting Attitude of Klang Valley's Consumers towards
Internet Advertising

Members present: Members absent:

Chew Zhi Y; _____
Faridah Abdullah Chong _____
Leong Wing Kan _____

Date of the meeting: 5/6/2014

Issues discussed during the meeting:
- Discussed project topic choices
- Reviewed main journal and supporting journals
- Decided to change to more suitable topic
(Previous topic chosen is more related to social science)

Faridah Abdullah Chong _____
Group Leader's Name: Supervisor's Name: Mr Low Chin Kian

[Signature] _____
Group Leader's Signature: Supervisor's Signature: [Signature]

Undergraduate Research Project Page 38 of 63 Faculty of Accountancy and Management



(APPENDIX B)
UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
UNDERGRADUATE RESEARCH PROJECT

Record of Meeting with Supervisor

Meeting No: 2 Group No: 15

Research Project Title:
Factors Affecting Attitude of Klang Valley's Consumers towards
Internet Advertising

Members present: Chew Zhi Yi
Faridah Abdullah Chong
Leong Wing Kan

Members absent:

Date of the meeting: 18/6/2014

Issues discussed during the meeting:
- Discussed the selected topic
- Reviewed main journal and supporting journals
- Required to come out with a few main journals
- Suggested to compile a list of literature findings

Faridah Abdullah Chong
Group Leader's Name:
[Signature]
Group Leader's Signature:

Mr Low Chin Kian
Supervisor's Name:
[Signature]
Supervisor's Signature:



(APPENDIX B)
UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
UNDERGRADUATE RESEARCH PROJECT

Record of Meeting with Supervisor

Meeting No: 3 Group No: 15

Research Project Title:

Factors Affecting Attitude of Klang Valley's Consumers towards
Internet Advertising

Members present:

Chew Zhi Yi
Faridah
Leong Wing Kan

Members absent:

Date of the meeting: 26/6/2014

Issues discussed during the meeting:

- Reviewed literature findings
- Reviewed independent variables (IV), research model and dependent variables
- Proceed for Chapter 1 and 2 (Draft)

Faridah Abdullah Chong
Group Leader's Name:

[Signature]
Group Leader's Signature:

Mr Low Chin Kian
Supervisor's Name:

[Signature]
Supervisor's Signature:



(APPENDIX B)
UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
UNDERGRADUATE RESEARCH PROJECT

Record of Meeting with Supervisor

Meeting No: 4 Group No: 15

Research Project Title:

Factors Affecting Attitude of Klang Valley's Consumers towards
Internet Advertising

Members present:

Chew zhi Yi
Faridah Abdullah Chong
Leong Wing Kan

Members absent:

Date of the meeting: 22/9/2014

Issues discussed during the meeting:

- Reviewed Chapter 1 and 2 (Draft)
- Required to amend survey questionnaire
- Required to amend Chapter 1 and 2
- Proceed to Chapter 3 (draft)
- Briefly discussed Chapter 3

Faridah Abdullah Chong
Group Leader's Name:

[Signature]
Group Leader's Signature:

Mr Low Chin Kian
Supervisor's Name:

[Signature]
Supervisor's Signature:



(APPENDIX B)
UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
UNDERGRADUATE RESEARCH PROJECT

Record of Meeting with Supervisor

Meeting No: 5 Group No: 15

Research Project Title:
Factors Affecting Attitude of Klang Valley's Consumers towards
Internet Advertising

Members present:	Members absent:
<u>Chew Zhi Yi</u>	_____
<u>Faridah</u>	_____
<u>Leong Wing Kan</u>	_____
_____	_____
_____	_____

Date of the meeting: 17/10/2014

Issues discussed during the meeting:

- Reviewed the amended survey questionnaire
- Proceed to pilot testing distribution
- Discussed on turn-it-in account
- Required to amend Chapter 3
- Briefly discussed survey questionnaire distribution method
and target population

Faridah Abdullah Chong
Group Leader's Name:

Mr Low Chin Kian
Supervisor's Name:

[Signature]
Group Leader's Signature:

[Signature]
Supervisor's Signature:



(APPENDIX B)
UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
UNDERGRADUATE RESEARCH PROJECT

Record of Meeting with Supervisor

Meeting No: 6 Group No: 15

Research Project Title:
Factors Affecting Attitude of Klang Valley's Consumers towards
Internet Advertising

Members present:	Members absent:
<u>Chew Zhi Yi</u>	_____
<u>Faridah Abdullah Chong</u>	_____
<u>Leong Wing Kan</u>	_____
_____	_____
_____	_____

Date of the meeting: 20/10/2014

Issues discussed during the meeting:
- Reviewed the pilot test result
- Proceed to the survey questionnaire distribution as the variables
have good reliability analysis
- Reviewed Chapter 2 and Chapter 3
- Proceed to Chapter 4 and Chapter 5
- Briefly discussed on Chapter 5

<u>Faridah Abdullah Chong</u>	<u>Mr Low Chin Kian</u>
Group Leader's Name:	Supervisor's Name:
<u>[Signature]</u>	_____
Group Leader's Signature:	Supervisor's Signature: