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**EXPLORING MOBILE SOCIAL MEDIA
ADVERTISING TOWARDS PURCHASE INTENTION:
THE ROLES OF DUCOFFE'S WEB ADVERTISING
MODEL, CREDIBILITY, AND INCENTIVES**

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We hereby declare that:

- 1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- 2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- 3) Equal contribution has been made by each group member in completing the FYP.
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Table of Contents

	Page
Copyright Page	ii
Declaration	iii
Acknowledgement	iv
Dedication	v
Table of Contents	vi
List of Tables	x
List of Figures	xi
List of Appendices	xii
List of Abbreviations	xii
Preface	xiii
Abstract	xiv
CHAPTER 1 INTRODUCTION	1
1.0 Introduction	1
1.1 Research Background.....	1
1.1.1 The Concepts of Mobile Social Media Advertising.....	2
1.2 Research Problem.....	3
1.3 Research Objectives	6
1.3.1 Overall Objective.....	6
1.3.2 Specific Objective	6
1.4 Research Questions	4
1.4.1 Specific Questions	6

1.5 Research Significance	7
CHAPTER 2 LITERATURE REVIEW.....	9
2.1 Review of Variables	9
2.1.1 Dependent Variable: Purchase Intention	9
2.1.2 Independent Variable 1: Informativeness.....	10
2.1.3 Independent Variable 2: Entertainment	11
2.1.4 Independent Variable 3: Irritation.....	12
2.1.5 Independent Variable 4: Credibility	13
2.1.6 Independent Variable 5: Incentives	14
2.2 Review of Relevant Theoretical Model.....	16
2.3 Hypothesis Development	18
2.3.1 Relationship between Informativeness and Purchase Intention	18
2.3.2 Relationship between Entertainment and Purchase Intention	10
2.3.3 Relationship between Irritation and Purchase Intention	22
2.3.4 Relationship between Credibility and Purchase Intention	23
2.3.5 Relationship between Incentives and Purchase Intention	24
2.4 Proposed Conceptual Framework	25
CHAPTER 3 RESEARCH METHODOLOGY.....	27
3.0 Introduction	27
3.1 Research Design	27
3.2 Sampling Design	28
3.2.1 Target population.....	28
3.2.2 Sampling Frame.....	29

3.2.3 Sampling Technique.....	29
3.2.4 Sampling Size.....	29
3.3 Data Collection Method	30
3.3.1 Primary Data.....	30
3.3.2 Secondary Data.....	30
3.4 Data Analysis	31
3.4.1 Descriptive Analysis.....	31
3.4.2 Frequency Distribution.....	31
3.4.3 Scale Measurement	32
3.4.3.1 Nominal Scale.....	32
3.4.3.2 Interval Scale	33
3.4.3.3 Ratio Scale	33
3.4.4 Reliability Test.....	34
3.4.5 Pilot Test.....	35
3.4.6 Inferential Test.....	36
3.4.6.1 Pearson’s Correlation Analysis.....	37
3.4.6.2 Multiple Regression Analysis.....	38
CHAPTER 4 DATA ANALYSIS	40
4.0 Introduction	40
4.1 Descriptive Analysis	40
4.1.1 Demographic Analysis of Respondent Profile	40
4.2 Scale Measurement	51
4.2.1 Reliability Test.....	52
4.2.2 Inferential Analysis	54

4.2.2.1 Pearson Correlation.....	54
4.2.2.2 Multiple Linear Regression.....	55
CHAPTER 5 DISCUSSIONS, CONCUSION, AND IMPLICATIONS	60
5.1 Discussion on Findings Obtained.....	60
5.1.1 The Relationship between Informativeness and Purchase Intention.....	60
5.1.2 The Relationship between Entertainment and Purchase Intention	61
5.1.3 The Relationship between Irritation and Purchase Intention	61
5.1.4 The Relationship between Credibility and Purchase Intention	62
5.1.5 The Relationship between Incentives and Purchase Intention	63
5.2 Implication of Study	64
5.2.1 Managerial Implication	64
5.2.2 Theoretical Implication	65
5.3 Limitation of Study	66
5.4 Recommendation for Future Research	67
5.5 Conclusion.....	68

List of Tables

Table 1.1	Overall Objective	6
Table 1.2	Specific Objective	6
Table 1.3	Specific Research Objective	7
Table 3.1	Summary of Likert Scale Used to Evaluate Variables.....	33
Table 3.2	Principles of Coefficient size for Cronbach’s Alpha_	35
Table 3.3	Pilot Test	36
Table 3.4	Rules of thumb in Pearson Correlation	38
Table 4.1	Gender of Respondents	40
Table 4.2	Age of Respondents	42
Table 4.3	Qualification of Respondents.....	44
Table 4.4	Occupation of Respondents	46
Table 4.5	Respondents using social media apps on smartphone	48
Table 4.6	Respondents seen advertisements on social media apps on smartphone	49
Table 4.7	States of respondents	50
Table 4.8	Reliability Test-Cronbach’s Alpha	52
Table 4.9	Pearson Correlation.....	54
Table 4.10	Strength of Relationship	55
Table 4.11	ANOVA	56
Table 4.12	Coefficients	57

List of Figures

Figure 2.1	Ducoffe Web Advertising Model (1995).....	16
Figure 2.2	Proposed Conceptual Framework.....	25
Figure 3.1	Questions for Nominal Scale Answer.....	32
Figure 3.2	Questions for Ratio Scale Answer	34
Figure 4.1	Gender of Respondents	41
Figure 4.2	Age of Respondents	43
Figure 4.3	Qualifications of respondents	45
Figure 4.4	Occupation of Respondents	47
Figure 4.5	Respondents using social media apps on smartphone	48
Figure 4.6	Respondents seen advertisements on social media apps on smartphone	49
Figure 4.7	States of respondents.....	51

List of Abbreviations

ANOVA	Analysis of Variance
CR	Credibility
DV	Dependent Variable
EN	Entertainment
IN	Informativeness
IR	Irritation
IV	Independent Variable
PI	Purchase Intention
SMA	Social Media Advertising
SPSS	Statistical Package for Social Science

List of Appendices

Appendix 1.0 Questionnaire78
Appendix 2.0 Reliability Test.....82
Appendix 3.0 Demographics84
Appendix 4.0 Turnitin Report.....87

PREFACE

The topic of this research is “Exploring Mobile Social Media Advertising towards Purchase Intention: The Roles of Ducoffe’s Web Advertising Model, Credibility and Incentives”. Researchers have chosen this topic to explore and further explain the determinants that will impact on consumers’ purchase intention towards mobile social media advertisements.

Thus, there are five variables that consumers will evaluate their experiences towards mobile social media advertising. These variables play a crucial role in influencing consumers’ purchase intention towards mobile social media advertising.

Abstract

With the proliferation of mobile social media users, mobile social media advertising (mobile SMA) have become among the most widely used promotional media among marketers. This paper provides theories that will further explain the determinants of mobile SMA which will affect consumers' purchase intention. The Web Advertising Model introduced by Ducoffe (1995) has been adopted as the framework for this research. The adopted model by Ducoffe (1995) for this study has been expanded to consider two more additional variables which are credibility from Mackenzie & Lutz (1989) and incentives from Varnali, Yil & Toker (2012). The variables proposed to determine the purchase intention of consumers towards mobile SMA are Informativeness, Entertainment and Irritation which are the original components of the Web Advertising Model, while credibility and incentives are the additional proposed variables. A total of 280 survey questionnaires have been collected from mobile social media users in the 5 major states of Malaysia. Advertisers are able to retrieve valuable insights of the effects and causes of consumer purchase intention towards mobile SMA. The techniques used in the data analysis for our study are reliability test, Pearson correlation test, together with multiple regression analysis. Based on the outcomes obtained, every variables are proved to be significantly related to the consumers' purchase intention towards mobile SMA. Incentives has the strongest significance for purchase intention of consumers towards mobile SMA.

Keywords: Consumers, Purchase Intention, Mobile, Social Media, Advertising, Ducoffe Web Advertising Model (1995), Informativeness, Entertainment, Irritation, Credibility, Incentives

CHAPTER 1

RESEARCH OVERVIEW

1.0 Introduction

Chapter 1 is going to propose the discussion of the background along with purpose of our research. The introductory chapter will include four sub-sections which are background of research, problem statement, purpose and question of research, together with research significances.

1.1.1 Research Background

Developments grow swiftly in mobile where specifically involves young generation have brought out advance communication platform for marketers to target their audiences (Salem, Althuwaini, & Habib, 2018). According to Ducoffe (1995), there are three features were chosen to be a starting point which are informativeness, irritation, and entertainment for how the customer evaluate the advertising value. Based on the previous researches (Kim, Kim, & Park, 2010; Chen, Qi Mei , & William, 1999; Clifford, S, Chen, & Wells, 2002), mentioning that Ducoffe had been generally focused on the structural features of web advertisement. After all, the web advertisement might be wide-ranging for the company to explore. Consequently, more specifically research we can attempt to explore which is the user who specifically use mobile to surf SMA.

Social network is a trending and dynamic media that marketers and consumers are striving to extend their communications through this channel. This has led to an

increasing development in how marketers advertise their products and how they communicate the message with the final consumers (Shareef M. A., Mukerji, Dwivedi, Rana, & Islam, 2019). Social media is a media that enables users to create and share or to participate in social networking and for mobile SMA, it basically is a SMA on mobile (Akar & Topcu, 2011). As you can see, the technology has been changed a lot from the past until recent. This eventually change the marketers advertise their product or services (Dwivedi, Kapoor, & Chen, 2015).

In the growth of social network industry, advertisements can be communicated through a social network by using several application and platforms such as Google Plus, Facebook, YouTube, Instagram, and Twitter can now be easily accessed via mobile devices (Hew, Tan, Lin, & Ooi, 2017). Organizations are allowed to post their advertisements on these social media applications and reach a number of target audiences rapidly (Wan, Lu, Wang, & Zhao, 2017).

1.1.2 The concepts of Mobile Social Media Advertising

Social media platforms have developed a defining scope for any brands or products to advertise through the creation of attention, exposure and perception. Through these following factors, consumers will be able to create an opinion and finally create their own “value” towards the advertised brand or product (Kim & Ko, 2010). According to Chaffey (2017), there are 1.968 billion people accessing social media platforms on their mobile devices, which is equivalent to 26.6% of world population (Tan, Hew, Ooi, Wong, & Lee, 2018). Smith (2019) additionally revealed that there are approximately one million new mobile social media users are being added on a daily basis, and that 38% of organizations are spending 20% or more of their advertising budget on SMA. Tan et al (2018) further concluded that the exponentially increasing technological advancement in wireless communication and mobile devices have increased the numbers of users accepting mobile devices in recent years. The factors of flexibility,

ubiquity, and personalization have also contributed to the adoption of mobile devices. Thus, mobile devices can be seen to become a vital part in consumers' lives (Sanchez-Prieto, Olmos-Miguelanez, & García-Peñalvo, 2016).

Smartphone SMA may attempt to attract users into their nearby local shop and away from opponent's shop as they are exposing themselves on the social media more often fit customer's criteria (Fong, Fang, & Luo, 2015). In the pre-purchase stage, user regularly reviews on the purchases on social media, where the advertiser can set mobile advertising on targeted user's friends to see alongside the evaluation. (Grewal, Bar, Spann, & Zubcsek, 2016)

1.2 Research Problem

Given the growing trend in the usage of social media in Malaysia, there is lack of research related social media and its perception of users towards it (Yaakop , Anuar , Omar, & Liaw, 2012). For example, prior researches are conducted from a perspective of a Western and related studies from Malaysian consumer's point of view are lacking (Sarwar , Haque, & Yasmin, 2013). Moreover, the effectiveness in the employment of personalization in mobile advertising can determine whether it is a success or a failure (Xu , Liao, & Li, 2008). For instance, there were several researches on the influence of SMA on purchase intention performed by Alalwan (2018), Dehghani and Tumer (2015), Schivinski and Dabrowski (2014), and Jung , Shim , Jin, and Khang (2015). However this research is only conducted towards respondents in Jordan, Cyprus, Poland and South Korea respectively. The behaviors of consumers online are greatly affected by the consumers' cultural beliefs, and hence, it may not be applicable for Malaysian customers who have varying cultures (Shareef M. A., Mukerji, Dwivedi, Rana, & Islam, 2019). Additionally, m-advertising may viewed differently by its users in other

countries as compared to Malaysia due to the diverse backgrounds of customers as compared to other nations (Lo, Lee , Loo , Sellvam , & Thiviya , 2014). Hence, our study aims to enhance the previous studies by exploring the elements of informativeness, entertainment, irritation, credibility and incentives from a viewpoint of Malaysian.

Ducoffe web advertising model is applied on previous studies was not comprehensive enough to define factors of mobile SMA as it does not consider the impacts of advertising incentives and credibility on consumers (Ducoffe, 1995; Lee, Byon, Ammon, & Park, 2016; Kim, Kim, & Park, 2010; Shareef M. A., Mukerji, Dwivedi, Rana, & Islam, 2019; Dehghani, Niaki, Ramezani, & Sali, 2016). Therefore, we propose an addition of two more factors which are credibility and incentive to better illustrate the purpose of our study. Credibility is included as it improves consumers' believability towards the product's benefits (Settle & Golden , 1974) and has a significant influence on customer intention and attitudes when exposed to an advertisement (Tsang, Ho, & Liang, 2004). Advertisement filled with monetary incentives enable marketers to capture consumers' attention towards the advertising message (Kim & Han, 2014). Thus, the aim of this study is to explore mobile SMA through the Ducoffe Web Advertising model with the addition of the two variables mentioned as this framework has not been performed in Malaysia. Through our research, we can develop a deeper understanding towards the determinants that affect the purchase intention through the use of the Ducoffe web advertising value model. Additionally, we will be able to explore and discover the viability of employing the Ducoffe web advertising model in gaining a more thorough understanding on mobile social media users' purchase intention.

From the perspective of the industry, Abdullah, Bohari, Warokka and Abdussalam (2011) had determined that more studies associated to the mobile advertising which includes mobile SMA are needed in an effort to simulate progress for the advertising industry in Malaysia. To add on, a study conducted by Bauer, Barnes, Reichardt, and

Neumann (2005) mentioned that mass advertising are considered as spams by consumers so advertisements need to be more personalized which consist of mobile social network advertisements. Aside from that, it is mentioned by Abdullah et al. (2011), it is still in an uncertain state when comes to mobile advertising of products and services, thus gaining a deeper comprehension on the primary influences of the consumer like purchase intentions can be beneficial for marketers. Therefore, our research will give a greater understanding that benefits marketers on the key determinants that affect consumers' purchase intention in the perspective of mobile social network advertising.

1.3 Research Objectives

1.3.1 Overall Objective

Overall Research Objective	To examine the factors of mobile SMA that will affect purchase intention
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1.3.2 Specific Objectives

Specific Research Objectives		Investigation on whether Informativeness on mobile SMA will affect purchase intention
		Investigation on whether Entertainment on mobile SMA will affect purchase intention
		Investigation on whether Irritation on mobile SMA will affect purchase intention
		Investigation on whether Credibility on mobile SMA will affect purchase intention
		Investigation on whether Incentives on mobile SMA will affect purchase intention

1.4 Research Questions

1.4.1 Specific Questions

Specific Questions	Research
	Will mobile SMA Informativeness affect purchase intention?
	Will mobile SMA Entertainment affect purchase intention?
	Will mobile SMA Irritation affect purchase intention?
	Will mobile SMA Credibility affect purchase intention?
	Will mobile SMA Incentives affect purchase intention?

1.5 Research Significance

The final outcome of this research will offer a valuable insight for marketers, brand builders and even corporate managers. This is because, through this study, related parties can understand how consumers access the value of mobile social media which leads to purchase intention. Three elements of informativeness, entertainment and irritation will be studied based on theoretical framework of Ducoffe Web Advertising Model (1995). And additional two elements which are Credibility and Incentives will be based on studies from Mackenzie & Lutz (1989) and Varnali, Yilmaz & Toker (2012) respectively.

In this exponentially advancing technological era, the usage of mobile devices in correlation with SMA has a very massive and trending potential. Moreover, through this study, marketers are able to establish an understanding on consumer attitude towards mobile SMA which will influence the consumers' final purchase intention. With this understanding, they have skills to utilize various advertising trigger points such as our mentioned 5 elements appropriately to advertise their products or services on social media application. In conclusion, the knowledge gained from this study will contribute to the exploration of more advertising opportunities and trends in the entire advertising industry.

This research will contribute more on the research on either advertising value or consumer's final purchase intention. This is correlated and this study will provide another form of insight towards consumer's final purchase intention in relation with mobile SMA in a Malaysian context. This means that the Ducoffe model will be the base of our research and it will be extended by adding two more variable which will contribute to a more comprehensive model which researchers can use to adapt and use as a reference.

CHAPTER 2

LITERATURE REVIEW

2.1 Review of Variables

2.1.1 Dependent Variable: Purchase Intention

In Ducoffe's model (1995), advertising value was chosen as the dependent variable, which was defined as consumers' perceived judgment towards an advertisement. However, in our research, we tend to use purchase intention as the dependent variable, which is more meaningful to predict consumer actual behavior. When consumers appreciate the value of the advertisement, their attitude towards advertisement turns positive (Kim & Han, 2014). Previous studies have supported the positive relationship between advertising attitude and purchase intention (Yang K. C., 2007; Lee, Cai, & Jih, 2006; Tsang, Ho, & Liang, 2004) , which have strengthened the validity of our arguments. Based on the relationship mentioned above, purchase intention is proved to have more direct impact towards actual behavior. For example, although a consumer appreciate the value of mobile SMA, he or she might not have the intention to purchase the product advertised.

One of the theoretical models to describe purchase intention is the Theory of Planned Behavior (TPB) by Ajzen (1991; 2002). This model demonstrated that purchase intention is the direct antecedent of actual behavior (Ajzen, 2002). TPB defined purchase intention as how hard the consumer is willing to try to conduct the behavior,

as well as the most significant predictor of actual behavior (Ajzen, 2002). Past studies have applied Ajzen's TPB to examine the consumer adoption of e-commerce and mobile advertising (Bauer, Stuart, Reichardt, & Neumann, 2005; Lee, Cai, & Jih, 2006; Muk & Babin, 2006; Pavlou & Fygenson, 2006; Wong & Tang, 2008). The concept of purchase intention in this model will be adopted into our research to serve as a dependent variable about factors of mobile SMA.

Purchase intention shows that there is a possibility that consumers are willing to buy a product or service in the near future (Shwu-Ing & Ho, 2014). In relation to smartphones, the purchase intention has to be considered as an impulse of consumers to perform a purchase via mobile applications (Chen, Hsu, & Chia, 2010). When consumers exhibit a desirable attitude towards services and products, there is a rise in the purchase intention (Gorn, 1982; MacKenzie, Lutz, & Belch, 1983). Several past studies also supported purchase intention as the most essential indicator for the effectiveness of advertising and it will be influenced by other indicators, such as consumer attitude towards advertisements (Chen, Qi Mei, & William, 1999; Mackenzie & Lutz, 1989), brand awareness (Mackenzie & Lutz, 1989), advertising value (Zeng, Huang, & Dou, 2009), recommendations and brand's value (Dehghani & Tumer, 2015).

2.1.2 Independent Variable 1: Informativeness

Ducoffe (1995) defined informativeness as the capability to deliver necessary information of advertisement to consumers, and it is proved to have positive relationship towards advertising value. Mentioned in his report (1995), consumers agreed that information supplied is the main reason why they accept the advertising (Bauer R. A., 1966). In addition, Ducoffe also adopted the definition of Andrews's (1989) research which informativeness showed that the core belief of consumers towards advertising is its capability to illustrate products' true picture. Besides that,

Ducoffe's journal (1995) supported the importance of informativeness by using Rotzoll, Haefner, and Sandage's (1989) argument, which stated that informational role of an advertisement is its primary legitimizing purpose.

Other researchers also contributed to the definition of advertisement informativeness. Elliot & Speck (2005) proved that informativeness actually helps online consumers to enhance attitudes towards online platform and come out with better decisions. Perceived informativeness of online advertisements may assist consumers' process of purchase decision when they are not able to examine the products provided (Kim, Kim, & Park, 2010). The information sent to consumer through smartphone has to display qualitative attributes such as exactness, usefulness, along with timeliness (Siau & Shen, 2003). Social media offers a proper function for marketer to create useful advertisement due to its format, which allow the display of sufficient product information (Lee & Choi, 2005). From the supporting statement presented above, we can consider that informativeness is playing a vital role towards consumer purchase intention.

2.1.3 Independent Variable 2: Entertainment

Ducoffe (1995) defined entertainment as the satisfaction of a user's wants and desire for distraction, virtual and affective pleasure and it is shown to have significant positive link to advertising value. As stated in his report (1995), the ability to satisfy the needs of consumers for emotional release, diversion, aesthetic pleasure, or escapism contributes to the entertainment value (McQuail, 1983). Based on Ducoffe's research (1995), he agreed with Aaker and Stayman (1990) that advertisements which are amusing and entertaining play a crucial role in determining the likeability of an advertisement and brand attitude. Aside from that, Ducoffe's (1995) study quoted from MacKenzie and Lutz (1989) that likeable or enjoyable advertisements exhibit a positive influence on the attitude toward brands.

Other studies have proved that entertainment is a very important factor in terms of advertising as Zabadi et al. (2012) have determined that entertainment is one of the most significant factors that will affect purchase intention. In previous research, a higher entertainment value in an advertisement is more likely to induce a benefit for mobile users in social media that will encourage them to use social media more often (Lee & Choi, 2017). It can be seen that many organizations and marketers have subscribed to combine and merge entertainment and advertising in order to reach even more consumers with engaging messages as well as including brands on the props within the advertisement itself (Kotler & Armstrong, 2013). Therefore, this factor or dimension should be developed by organizations to enhance and improve their effectiveness in mobile SMA (Blanco, Blasco, & Azorín, 2010).

2.1.4 Independent Variable 3: Irritation

Ducoffe (1995) define irritation as the feelings of displeasure, discomfort and infuriation that are caused by frustrating or annoying stimuli that may deny what a consumer expects or move forward in a particular situation. He refers that irritation as the state of being annoyed, impatient, and even temperately angry. When advertising consists of bothersome, offensive, defaming or manipulative approaches, audiences tend to perceive the advertisements as undesirable and irritating (Ducoffe, 1995). He also concluded that consumers will report that irritation undermines advertising value.

As his stated in his research in 1995, he adopted the primary causes people have criticism on advertising are about the annoyance/irritation it causes from Bauer & Greyser (1968) after doing survey among American consumers. Ducoffe also agree to Aaker & Bruzzone (1985) that irritation can lead to a general decrease in advertising effectiveness. When advertisement employs techniques that annoying, offensive, insulting, or are overly manipulative, audiences tend to avoid and reject the message.

Other researchers also contributed to the definition of advertisement irritation like (John & McCord, 1998) had defined irritation as the rate of how messy the content is and the irritation cause to its users. Clancey (1994) also concluded that there is a rising resistance towards television commercials among its audience and therefore, these commercials are ignored. Banner ads and pop up ads which are consider as online advertising tools are regarded as intrusive and obnoxious (Edwards, Li , & Lee, 2002). Consumers are more inclined to ignore online advertisement as it contains irritating elements in the online ad (Benway, 1998). There is a study stated that irritation cause by advertisement could divert consumers attention and prevent them from receiving the real meaning of the advertisement (Taylor & Todd, 1995).

2.1.5 Independent Variable 4: Credibility

In Ducoffe model (1995), he supported the definition of credibility on advertisement as the truthfulness and realistic level as per consumer perception regarding the brands in the advertisement by Mackenzie and Lutz (1989). Putting it in a layman term, credibility is the consumers' confidence in the plausibility and honesty of the advertisement (Chowdhury, Parvin, Weitenberner, & Becker, 2006).

Xu (2007) mentioned that credibility of an advertisement is one of the perceptual dimensions underlying ad credibility and it is the degree to which the audience perceives rights towards the brand in the advertisements to be accurate and creditable. Pavlou & Stewart (2002) also mentioned that credibility in advertising is a consumer's perception of honesty of advertising, which will affect their decision making in purchasing.

Credibility in advertising can be formed by several factors, which can be the organization's credibility as well as provider of the commercials (Goldsmith, Lafferty, & Newell, 2000). Consumers will avoid or not respond to advertisement if they think that the mobile advertisements are not worthy to be trusted (Yang, Kim, & Yoo, 2013). Thus, the reliability of mobile advertising message is important and consumers are able to go through flow state if the message is credible (Choi, Hwang, & McMillan, 2008). Another factor is the advertising medium. Research shows the acceptability or trustworthiness of the medium influences how the consumer views the information offered (Moore & Shelly, 2005). When audiences do not trust the media, attention is less likely to be paid (Johnson & Kaye, 1998).

2.1.6 Independent Variable 5: Incentives

Kim & Han (2014) familiarized the incentives in Ducoffe model. Incentives can be defined as advertising an element that offers consumers with certain financial rewards who have agreed to accept promotions and advertisement (Tsang, Ho, & Liang, 2004). Benefits that are tangible make customers interested to the advertising message and attract attention to the message due to the advantage of financial gain (Kim & Han, 2014). Customers will concentrate on the content of the message when the message of the advertisement contains the needs of the customers (Hoffman & Novak, 1996) and the chance for the benefits of the message will not be missed. Past market experiences states that mobile advertisements that have incorporated incentives have enhanced the return rates (Michael & Salter, 2006). On the other hand, majority of the research stated that incentives is considered as a type of generic financial game such as prepaid credits, gifts, discounts and lotteries (Varnali, Yilmaz, & Toker, 2012). Incentive specifically

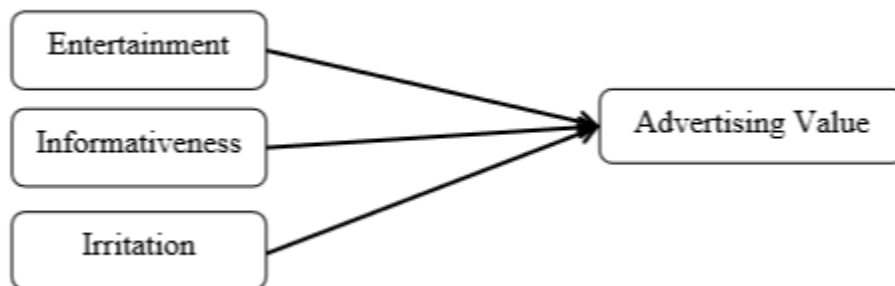
non-monetary ones have an influence on the effectiveness of the message in mobile advertising has not been quantitatively determined (Varnali, Yilmaz, & Toker, 2012).

According to Iddris & Faisal (2006), Marketers send incentive-based marketing ads in order to build value on the advertisement's content and favorable feeling towards consumer actively. There are numerous paths to conduct incentive-based marketing. From the study performed by Tsang, Ho, & Liang (2004), any form of sales promotion which includes awarding extra point or listening towards audio based advertisement through viral marketing regarded as incentives in advertising.

2.2 Review of Relevant Theoretical Model

This study utilizes the conceptual framework of Ducoffe Web Advertising Model (Ducoffe, 1995). This model is being used to make an anticipation of the users in advertising. Figure 2.1 shows the Ducoffe Web Advertising Model

Figure 2.1: Ducoffe Web Advertising Model (1995)



Source: (Ducoffe, 1995)

Figure 2.1 shows the Ducoffe web advertising model. It is introduced in 1995 and it is improvised and improved in year 1996. Initially, in year 1995, Ducoffe established this model to do a research and study the relationship between informativeness, irritation, entertainment and advertising value. Ducoffe defined the advertising value as the users' perceived worth in accordance to advertising. The model was created to accommodate the need to comprehend how advertising can be used as a communicative tool to meet its final objective with the final consumers. Based on this model, Ducoffe confirmed that informativeness, irritation, and entertainment are the important determinants in the understanding of how consumers evaluate advertising value. Several studies used Ducoffe's model (1995) to research on the related topic. Shareef et al. (2019) identified

source's credibility in creating advertising value on social media. Kim et al. (2010) investigated the effect of product involvement on websites in terms of the impact of the determinants of web advertising towards consumer purchase intentions. Researchers also used the elements in this model to reveal the effect of YouTube advertisements for young consumers' attraction (Dehghani, Niaki, Ramezani, & Sali, Evaluating the influence of YouTube advertising for attraction of young customers, 2016). In that sense, as a fundamental model to develop consumer value perception, Ducoffe's model (1995) was believed to be an appropriate model to be used as the foundation of consumer purchase intention towards mobile SMA.

Researchers who have studied consumer's behaviour on virtual media have also adopting many ICT-related theories. For example, Shareef, Kumar, Kumar, & Dwivedi (2011) were using GAM model to evaluate behaviour of citizens for eGov. Dwivedi, Shareef, Simintiras, Lal, & Weerakkody (2016) extended the unified theory of acceptance and use of technology (UTAUT) model (Venkatesh, Morris, Davis, & Davis, 2003) to conceive consumer attitude towards mobile health. In addition, the decomposed theory of planned behaviour (DTPB) (Taylor & Todd, 1995), social cognitive theory (SCT) (Bandura, 1986), and technology acceptance model (TAM) (Davis, 1989) were used by Dwivedi et al (2017) to examine their usability to adoption behaviour and perception of consumers. However, these developments, extensions and examinations are based on technology and consumer behaviour (Shareef M. A., Mukerji, Dwivedi, & Rana, 2019). Therefore, even though those developments show customer's behaviour in recent settings, sole behavioural phenomena in terms of consumer purchase intention cannot be captured completely (Shareef M. A., Mukerji, Dwivedi, & Rana, 2019). Thus, Ducoffe's model (1995) will be more appropriate for our study.

2.3 Hypothesis Development

2.3.1 Relationship between Informativeness and Purchase Intention

From the social networking perspective, one research has proved that consumers' attitudes are significantly affected by informativeness (Taylor , Lewin , & Strutton , 2011). Similarly, it is statistically proven by Lee and Hong (2016) that informativeness plays a significant part towards the response of consumers on social networking advertisements, thus influencing their intention to purchase the goods offered by the SMA. They stated that, informative SMA can grab customer's attention and encourage them to link the advertisement with positive image as well as motivate them to viral the messages to family and friends (Lee & Hong, 2016). As reported by Ali Abdallah Alalwan (2018), informativeness was the second significant determinant predicting consumer purchase intention towards the product presented on SMA, which means consumers are more likely to purchase a product if SMA is perceived as high-quality source of information. Recent findings also revealed that consumer considers mobile advertising as a useful reference of information for buying product, a good source of information provided influence consumer's attitude and behavior positively (Jose, Catarina, Tiago, Ramiro, & Frederico, 2019). Figuring out that informativeness influences consumer click-through rates on SMA the most, Setyani et al (2019) recommended company to create informative ads in order to urge consumer to buy impulsively.

Hence, the presented hypothesis suggests that:

H1: There is an impact on mobile social media advertising Informativeness towards consumer purchase intention.

2.3.2 Relationship between Entertainment and Purchase Intention

A prior study have discovered that entertainment have a positive influence towards the value of SMA (Shareef M. A., Mukerji, Dwivedi , & Rana, 2019). Their research stated that entertainment is among the influential elements that makes an advertisement favorable and this indicates that the enjoyment of customers' when getting information on products from sources that are informal (Shareef M. A., Mukerji, Dwivedi , & Rana, 2019). A study performed by Ozcelik & Varnali (2019), they revealed that online advertisements which contains entertainment is able to reach out to customers more successfully with regards of building the attitude of the advertiser brand and generating evaluations that are more favourable for the advertisement. Another research found that customers find it enjoyable when receiving information of service or product advertised via mobile platforms which affect their purchase intentions (Jose, Catarina, Tiago, Ramiro, & Frederico, 2019). Social media users on platforms like Facebook distinguish advertisement as a form of entertainment or promotional rewards and have a higher chance to give a more favourable response toward SMA (Jung , Shim , Jin , & Khang , Factors affecting attitudes and behavioural intention towards social networking advertising: a case of Facebook users in South Korea, 2015). Previous research have cited that entertainment plays a part in the development of consumers' perception towards the advertising value. (Shareef M. A., Mukerji, Dwivedi , & Rana, 2019). The past research have been done mostly on the consumer's perception towards the advetising value and our research more towards on the purchase intention of consumer when they try to purchase the product or service.

Therefore, the following hypothesis is proposed:

H2: There is an impact on mobile social media advertising Entertainment towards consumer purchase intention.

2.3.3 Relationship between Irritation and Purchase Intention

Past finding conducted by Lin, Hsu, & Lin (2017) stated that irritation are the key drivers of youngsters' attitude towards mobile advertising. They also concluded that irritation is a negative reaction of a consumer to uninteresting advertising. Consumers should feel that receiving mobile advertising is a pleasant and enjoyable experience. Thus, positive side of emotion and experience can lead to positive purchase intention. Maria, Aslam, & Zia (2016) explained irritation as negative response of audiences to too intrusive messages. Irritation can also be considered as a measure of how irritating and annoying consumers perceive towards mobile advertisement which includes negative emotions towards the advertisement (Yoo, Kim, & Yang, 2013). Other past studies indicated that mobile advertising might supply overwhelming and distracting information (Pavlou & Stewart, 2002) and this can be consider intrusive towards the privacy of mobile users (Martins, Costa, Oliveira, Goncalves, & Branco, 2018), making consumers had less or even no intention to purchase a certain product. Past study also brought up the argument that if consumers face irritation towards a message in an advertisement, they will become unwilling to expose or receive a favourable image towards the advertisement (Chu, 2011). As researched by Hashim, Normalini, & Sajali (2018), irritation is alleged to have a drawback on consumer behavioural reaction. As consumers in Malaysia have diverse cultural backgrounds, it is found consumers with varying cultures interpret irritating advertisements differently (Muralidharan, La Ferle, & Sung, 2015). Thus, it is hypothesized that the irritation element in commercials negatively influences consumer attitude towards adopting mobile SMA.

Therefore, the following hypothesis is proposed:

H3: There is an impact on mobile social media advertising Irritation towards consumer purchase intention.

2.3.4 Relationship between Credibility and Purchase Intention

Jose et al (2019) stated that credibility is the most crucial factor to positively influence advertising value, which are one of the key determinants to explain purchase intention in the terms of mobile advertising. Hashim, Normalini, & Sajali (2018) have also cited that the credibility of a mobile advertising message has influence on the attitudes of consumers towards that advertisement.

Besides that, Yang et al. (2013) demonstrated that the response (purchase intention) of mobile ads will be positively affected by credibility, providing a role to reduce vulnerability and uncertainty in consumer decisions. As Yang et al (2013) noted, mobile users might feel offended or annoyed by advertising contents which are delivered in unwanted manner and will avoid them or not respond to them if the perceived credibility is poor.

Boateng & Okoe (2015) have cited that there is a positive relationship between credibility towards social media. Consumers enjoys to use social media mostly because they believe it has less or no risk and they can trust the information given in social media advertise media. Based on Nielsen (2015), quarter of Malaysians (33%) said they were early buyers of new product innovation, compared to 39% globally, making Malaysia below global average in buying new product innovation early. Therefore, the study of credibility is needed to measure the reason where did the trust come from making consumers to buy a certain product.

Therefore, the following hypothesis is proposed:

H4: There is an impact on mobile social media advertising Credibility towards consumer purchase intention.

2.3.5 Relationship between Incentives and Purchase Intention

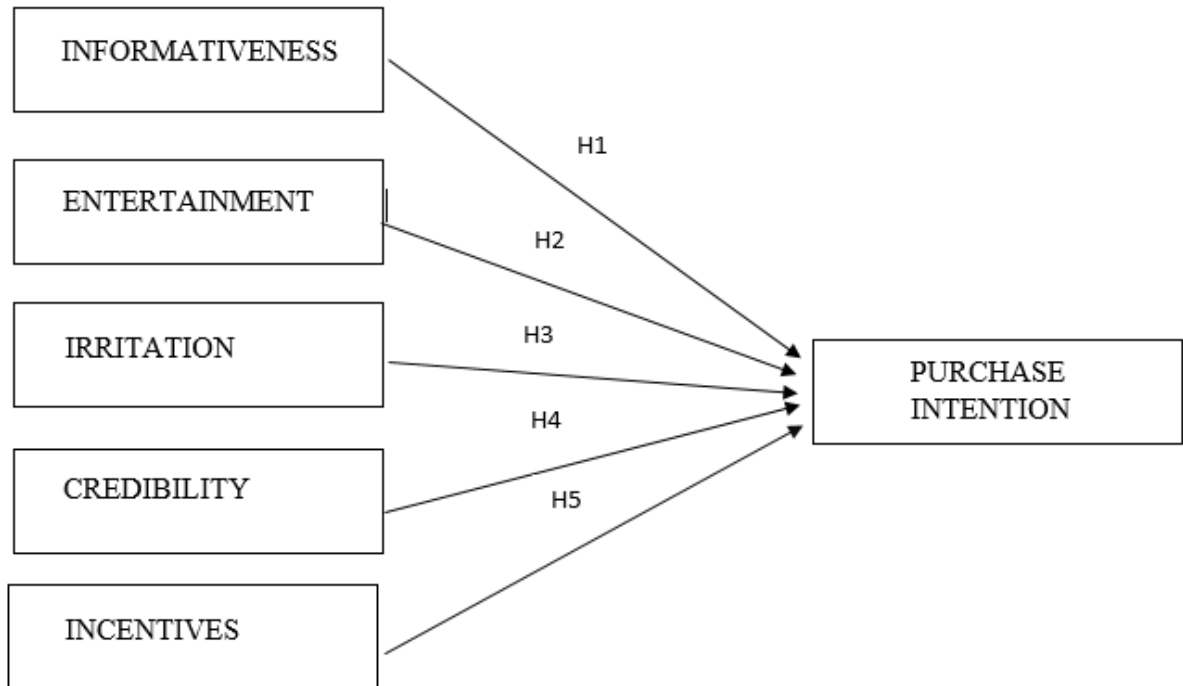
Based on Komulainen, Nadeem, Satokangas, & Salo (2013), consumers are more likely to give higher responses and affective attitudes toward the brand and the company, through the SMA as known as the incentives banner. Consequently, the messages may be transferrable to consumer with positive feeling. Another study done by Luna-Nevarez and Torres (2015) discovered that SMA with incentives is found have positive impact on the attitude of consumers. This implies that offering incentives in advertisements can be beneficial for social media marketers to attract consumers' interest and acts as an opening for a two-way communication with the customers. (Luna-Nevarez & Torres, 2015). The incentives redemption can be done via mobile webstore or any other provided platform that are convenience to consumers. Thus, good intention from consumer will be created when they receive incentives when they click through the SMA. Especially those young adults, they are the major age group who has surf the social media platform most of the time (Komulainen, Nadeem, Satokangas, & Salo, 2013). However, previous literature does not truly predict consumer's final purchase intention.

Therefore, the following hypothesis is proposed:

H5: There is an impact on mobile social media advertising Incentives towards consumer purchase intention.

2.4 Proposed Conceptual Framework

Figure 2.2: Proposed Conceptual Framework



In this research, Ducoffe web advertising model (1995) is extended to include two more components which are credibility from Mackenzie & Lutz (1989) and incentives from Varnali, Yilmaz & Toker (2012).

A past study from Tsang, Ho, & Liang (2004) has shown that credibility of an advertisement has a notable impact on consumer attitudes and intention towards the advertisement. As stated by Kim & Han (2014), credibility has an essential role to making an advertisement effective. Besides that, a study done by Gefen, Karahanna, and Straub (2003) suggests that credibility might play a huge role in reducing the

uncertainty of consumers and risk in making decisions which influence their final purchase intention. With past evidence of credibility mentioned above, we have included the addition of credibility in our proposed framework to explore the impact of the determinants that lead the consumer's purchase intention towards mobile SMA.

Varnali, Yilmaz & Toker (2012) stated that not only the monetary incentives will make the mobile advertising practices attractive to consumers, but also non-monetary incentives will contribute towards the acceptance of consumers towards mobile ads. In addition, Michael and Salter (2006) also suggested that adopting incentives in mobile advertisement can result increment of return rates. Barwise and Strong (2002) and Hanley et al. (2006) have also studied the influence of incentives on mobile advertising's adopting level. Tsang et al. (2004) noted that incentives have an influence on customers' intentions to obtain mobile advertisements and offer monetary rewards to consumers who opt in to accept an advertisement which will eventually their purchase intention. Kim & Han (2014) stated that customers pay more attention to the message in the advertisement when there are tangible rewards and monetary benefits included. Therefore, our research decided to involve incentives as an addition in the proposed conceptual framework.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The third chapter accomplishes the objectives of this study. Choosing and determining a suitable research design on conducting the entire study is critical for this study. This chapter will include the discussion on the research design, sampling design, data gathering technique and proposed data analysis tool.

3.2 Research Design

As mentioned by Polit et al (2001), a design of research is the “Overall research in compliance with the testing of research hypothesis and answering the research question”. It is vital in illustrating a more comprehensive view to determine the overall sequence of the study in a format that is suitable and organized to acquire reliable and precise result.

Quantitative research method will utilize for this research as it allows us to optimize the findings that are typically evaluated in the forecast. This method is often being defined as a deductive nature. This is due to the conclusion and result from the hypothesis that essentially result in a general inference about the characteristics of a population.

Survey approach is used in this research. It is fairly easier to acquire data and information from different locations without wasting much time and financial resources by utilizing this approach.

Moreover, a causal research is being used to determine the impact of mobile SMA towards the final purchase intention of. The justification of a causal research is to evaluate the issue or topic that will affect one variable or another (Neville, 2013). This is in relation and in line with our entire study.

3.3 Sampling Design

3.3.1 Target Population

A population generally comprises everyone or the subjects that you would like to study (Yount, 2006). Therefore, the target population of this study will be Malaysians who have knowledge about SMA. It is discovered that 73% of social media users view it at a minimum of once per week based on Nielsen Online. (Hamid , Akhir , & Cheng, 2010). We will limit the target population in major cities such as (Perak, Kuala Lumpur, Selangor, Pahang and Johor). The reason of choosing these 5 states is based on the highest Malaysian population (National Census, 2018). Moreover, the states are not dominant by a race of more than 70%.

3.3.2 Sampling Frame

A sampling frame refers to sample drawn within the entire or targeted population and the sampling location refers to the location of the targeted population (Zikmund W. G., Babin, Carr, & Griffin, 2009). The target population is generally all mobile users who use social media and have knowledge about SMA. The sampling frame will be constricted towards the following, mobile phone users, social media users that have SMA and the survey will be distributed and collected online to respondents who are throughout the mentioned 5 states in Malaysia.

3.3.3 Sampling Technique

Judgmental method from non-probability sampling is used in our study. This technique allows researchers to decide who can provide the information and what information is required (Dörnyei, 2007).

Online survey or questionnaire is distributed through social media platforms like Facebook to qualified respondents. There are two questions in the questionnaire to help screening the qualification of respondents.

3.3.4 Sampling Size

According to the “Organization for Economic Co-operation and Development” (2005), sample size is the amount of sample that is contained in the entire sample. The sizes of

a sample can be determined by using a ratio of item-to-response which ranges from 1:4 to a minimum of 1:10 for each factor to be analyzed (Hinkin, 1998). In this study, there is a total of 18 items that is to be measured. 15 items were measured for informativeness, entertainment, credibility, incentives and irritation and 3 items were measured for purchase intention. However, Hinkin has suggested that for confirmatory analysis, a minimum of 200 sample size is required. Therefore, the final amount of respondents will be 280.

3.4 Data Collection Method

3.4.1 Primary Data

Primary data is known as data created by researchers itself for a particular project or study (Currie, 2005). During collection of data, researches have a direct relation or interaction towards first-hand source of data. Primary data is able to be collected through surveys, questionnaires and interviews (Sindhu, 2013).

In this research, we obtain primary data through online questionnaire survey. These surveys contribute to quantitative research that will produce information that can generate percentages without an interviewer or the recording of responses themselves (The Wallace Foundation, 2010).

3.4.2 Secondary Data

Non-first data or data that is gathered by other scholars for previous studies are considered as secondary data (Church , 2002).

Journals related to our topic performed by past academicians are utilized as part of our literature review. The measurement items for independent variable of informativeness, entertainment and irritation have been adopted from “Journal of Current Issues and Research in Advertising” while the independent variable of credibility and incentives are from “Journal of Interactive Marketing, Journal of Business Research”, and “Procedia Social and Behavioral Sciences”. Besides that, the measurement items for our dependent variable of purchase intention have been adopted from International Journal of Information Management and Australasian Marketing Journal.

3.5 Data Analysis

After gathering the data from surveys, we will use Statistical Project for Social Science (SPSS) for analyzing the data gathered. Version 25.0 of this software will be used.

3.5.1.1 Descriptive Analysis

“Descriptive statistics” are taken to represent data’s fundamental characteristics in the research paper (Trochim, 2006). Descriptive statistics offer brief summary of a given data set (Kenton, 2018). They build the basis of every data’s quantitative analysis together with the simple graphics analysis. Research can use descriptive statistics to simplify huge amount of data in a sensible way.

3.5.1.2 Frequency Distribution

Frequency distribution a general review of all different values in some variables and how many times they happen (Sigma Plus Statistiek, 2019). It tells about the distribution of frequencies over values. It is essentially required that every classes must be mutually exhaustive and exclusive whereby every single amount in the data group should be in a single class (Siegrist & York, 1997).

3.5.2 Scale Measurement

As the technique to measure a variable, scale of measurement can be classified into four categories claimed by Steven which are nominal, interval, ordinal and ratio. A complete questionnaire which contains two parts of this survey with total of 18 questions are shown as below:

Section A: Demographic of the respondents (Nominal and Ratio scale)

Section B: General Questions (Interval scale)

Nominal Scale

“Nominal measurement scale” is used to differentiate the types of variable consisting gender and education level (Saunders, Lewis, & Thornhill, 2012). The number applied is used in order to categorize the data rather than measurement. Besides, it also can be used for classifying variables without a quantitative amount.

For example, in our questionnaire, respondents were asked for their gender in Section A.

Figure 3.1 Question for nominal scale answer

Section A: Demographic Profile

QA1: Gender: Female Male

Sources: Developed for research

Interval scale

Interval scale are numeric scales which is used to measure the order and gap in number of a similar gap in quantitative attributes (Saunders, Lewis, & Thornhill, 2012). “Zero point” is never meant by lack of the attributes in the scale of interval measurement but it is an unjustifiable point (Saunders, Lewis, & Thornhill, 2012).

In section B, the Likert five point scales was used to evaluate the opinion of the respondents. The summary of the scaling variables can be seen below.

Table 3.1 Summary of Likert Scale Used to Evaluate Variables

No	Likert Scales
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Sources: Developed for research

Ratio scale

Ratio scale is the mixture of nominal, ordinal and interval scale. Researchers are able to categorize and rank the variable, as well as compare the differences among the objects. Ratio scale has absolute zero that permits for a wide range of statistics to be applied.

In this questionnaire, questions like age is ratio measurement scale.

Figure 3.2 Question for ratio scale answer

<p>Section A: Demographic Profile</p> <p>QA2: Age: <input type="checkbox"/> Below 20 Years Old <input type="checkbox"/> 21-25 Years Old <input type="checkbox"/> 26-30 Years Old</p> <p><input type="checkbox"/> 31-35 Years Old <input type="checkbox"/> 36-40 Years Old <input type="checkbox"/> Above 40 Years Old</p>

Sources: Developed for research

3.5.2.1 Reliability Test

The data is regarded to be reliable when the data obtained has zero error of measurements and participants' responses over the questions is consistent. The test of reliability is using rules of Cronbach's Alpha Coefficient to determine the result. When SPSS generates a value below 0.5, the output is considered unacceptable. The result is poorly reliable when the value is above 0.5, questionable when value is above 0.6, acceptable when above 0.7, good when above 0.8, and excellent when above 0.9. Moreover, the nearer the value to 1 of the coefficient alpha, the better the questions' internal consistency for that certain variable (Gliem & Gliem, 2003).

Table 3.2 Principles of Coefficient size for Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
< 0.5	Unacceptable
> 0.5	Poorly Reliable
> 0.6	Questionable
> 0.7	Acceptable
> 0.8	Good
> 0.9	Excellent

Source: (Zikmund W. , Babin, Carr, & Griffin, 2009)

Pilot Test

In this study, we distributed 30 sets of pre-tested questionnaires to UTAR students in Kampar Campus. SPSS version 25 was used to perform the test which was using Cronbach's Alpha to determine its reliability and figure out the possible error within the questionnaire. Based on the result that shows in table 3.3 below, every variables are proven to be reliable and suitable to use to conduct research.

Table 3.3 Pilot Test

Variables	Cronbach's Alpha	No. of Items
Purchase Intention	0.840	3
Informativeness	0.816	3
Entertainment	0.877	3
Irritation	0.809	3
Credibility	0.841	3
Incentives	0.934	3

Source: Develop for the research

3.5.3 Inferential Statistic

Inferential statistics deduce from samples to population that they ascertain the probability of population characteristics according to the samples' characteristics (Albrecht, 2010). It can evaluate the effect's strength between "independent" and "dependent variables". Within this study, two techniques of rational techniques are selected to evaluate the data acquired from the questionnaire which are multiple regression analysis and Pearson correlation.

3.5.3.1 Pearson's Correlation Analysis

Within this research, "Coefficient" for Pearson's usage is to evaluate the correlated variation and associations regarding the dependent and independent variables as both are crucial for comprehending the outcomes of the variables.

The coefficient (r) shows the linear degree and direction of the relationship. For example, positive linear relationship occurs if the value of correlated coefficient is +1.0 (Aaker, Kumar, & Day, 2007). While if the value of correlated coefficient is -1.0, then it shows negative linear relationship. The two variables results have no relationship if there is a "zero value" where H_0 is accepted while H_1 is rejected.

Moreover, Zikmund (2003) stated that the term p-value is presented on the result of the Correlation analysis. When the significant level is lower than 0.05, H_0 and H_1 will be rejected. This statement clarifies that both variables has a strong relationship. On the other hand, accept H_0 but reject H_1 if ($P > 0.05$). Burns & Bush (2006) also states that the rule of thumb of the correlation coefficient can be described by its strength of the association between variables.

Table 3.4: “Rules of thumb in Pearson Correlation”

Coefficient Range	Strength of Association
±0.81 to ±1.00	Strong
±0.61 to ±0.80	Moderate
±0.41 to ±0.60	Weak
±0.21 to ±0.40	Very Weak
±0.00 to ±0.20	None

Source: (Burns & Bush, 2006)

3.7.3.2 Multiple Regression Analysis

Based on Brace, Kemp, & Snelgar (2006), “Multiple regression” is an addition of “simple linear regression”. Researchers can evaluate one’s score on a variable, depend on the scores on other variables. Multiple regression allows the evaluation of two or more variables, which cannot be done by Pearson correlation. Researchers can apply multiple regression when there exceed three measurement variables where there is one dependent variable, along with few independent (X) variables (McDonald, 2009). The purpose of using multiple regression is to get more information of the relationship between few independent variables and a dependent variable. McDonald (2009) stated that research questions are able to be asked and answered through multiple regression. The following form below shows the equation of multiple regressions:

Y is equal to “[a + b₁x₁ + b₂x₂ + b₃x₃+ b_mx_m]”

Equation:

$$PI = a + b_1IF + b_2ET + b_3IR + b_4CR + b_5IC$$

Where,

IF= “Informativeness”

ET = “Entertainment”

IR = “Irritation”

CR = “Credibility”

IC = “Incentive”

PI = “Purchase Intention”

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

This section will be showing the study of the data collected by using Statistical Package for the Social Science (SPSS Statistics) program 25th.

4.1 Descriptive Analysis

4.1.1 Demographic Analysis of Respondent Profile

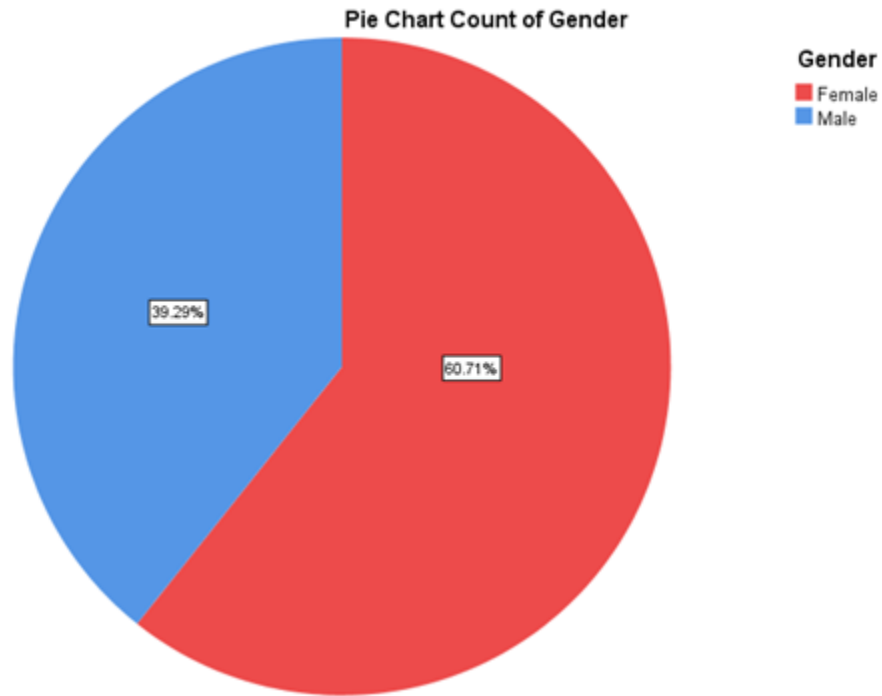
Table 4.1: Gender of Respondents

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	170	60.7	60.7	60.7
	Male	110	39.3	39.3	100.0
	Total	280	100.0	100.0	

Source: Constructed for study purpose

Figure 4.1: Gender of Respondents



Source: Constructed for study purpose

According to table above, there are 170 female (60.71%) and 110 male (39.29%) respondents in our study. The questionnaires are distributed evenly among lady and man.

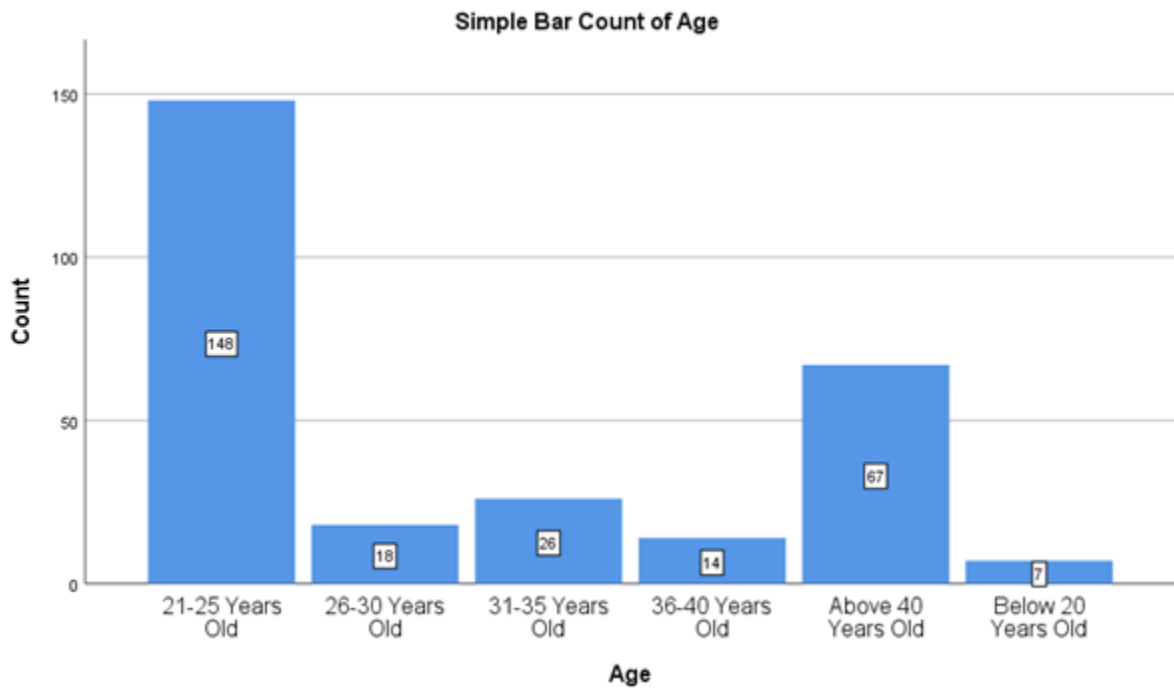
Table 4.2: Age of Respondents

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25 Years Old	148	52.9	52.9	52.9
	26-30 Years Old	18	6.4	6.4	59.3
	31-35 Years Old	26	9.3	9.3	68.6
	36-40 Years Old	14	5.0	5.0	73.6
	Above 40 Years Old	67	23.9	23.9	97.5
	Below 20 Years Old	7	2.5	2.5	100.0
	Total	280	100.0	100.0	

Source: Constructed for study purpose

Figure 4.2: Age of Respondents



Source: Constructed for study purpose

Throughout the study, 148 respondents at the phase of 21 - 25 years, 18 respondents at the phase of 26 - 30 years, 26 respondents at the phase of 31 - 35 years, 14 respondents at the phase of 36 -40 years as for phase above 40 years old, there are 67 respondents, there are 7 respondents are at the phase below 20 years old. The phase group of 21 - 25 years occupied the most respondents, which consisted of 52.9% of the respondents. The following phase group is above 40 years with 23.9% of the respondents, then the phase group of 31 - 35 years with 9.3% of the respondents. Subsequently, the phase group of 26 - 30 years comprises 6.4% of the respondents. Next, 5.0% of respondents are the phase group of 36 - 40 years. The phase group of below 20 years engaged the minimum respondents, while consists of only 2.5% of the total respondents.

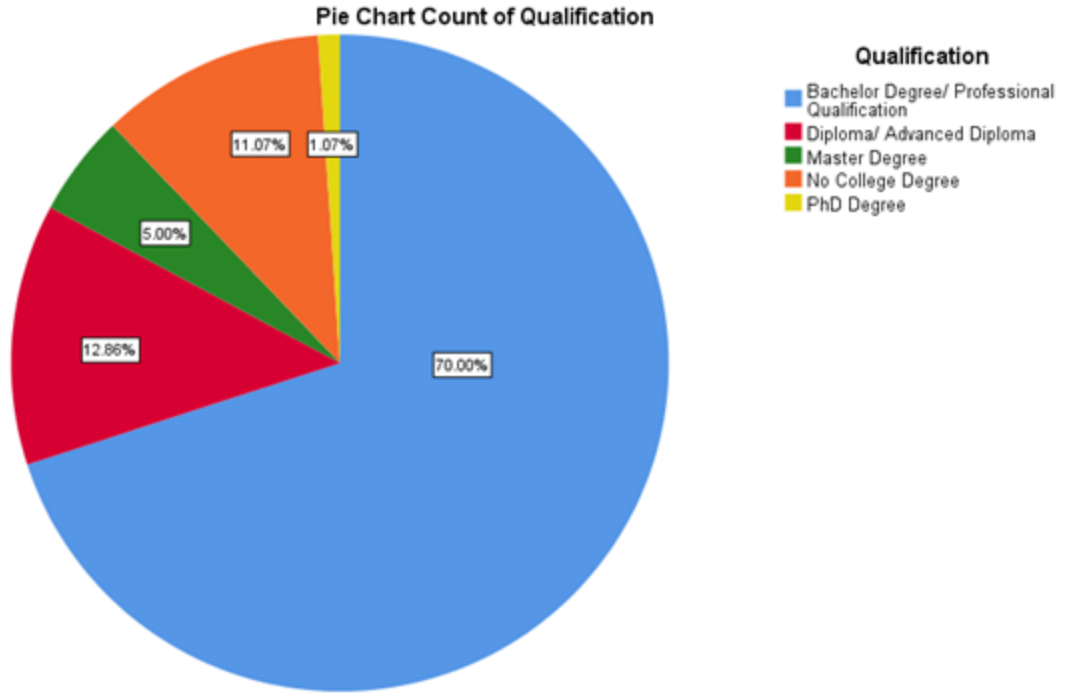
Table 4.3: Qualification of Respondents

Qualification

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree/ Professional Qualification		196	70.0	70.0	70.0
	Diploma/ Diploma	Advanced	36	12.9	12.9	82.9
	Master Degree		14	5.0	5.0	87.9
	No College Degree		31	11.1	11.1	98.9
	PhD Degree		3	1.1	1.1	100.0
	Total		280	100.0	100.0	

Source: Constructed for study purpose

Figure 4.3: Qualification of Respondents



Source: Constructed for study purpose

Based on the research, 196 respondents from bachelor's degree/ Professional Qualification, 36 respondents from Diploma/ Advanced Diploma, 14 respondents from master's degree, 31 respondents from No College Degree, and 3 respondents with PhD Degree. Bachelor's degree/ Professional Qualification detained the utmost respondents with 70% of respondents, along with Diploma/ Advanced Diploma with 12.9% respondents, followed by No College Degree with 11.1% of respondents and subsequently master's degree through 5.0% of respondents. Doctorate (PhD) Degree detained the slightest respondents which is 1.1% of the overall respondents.

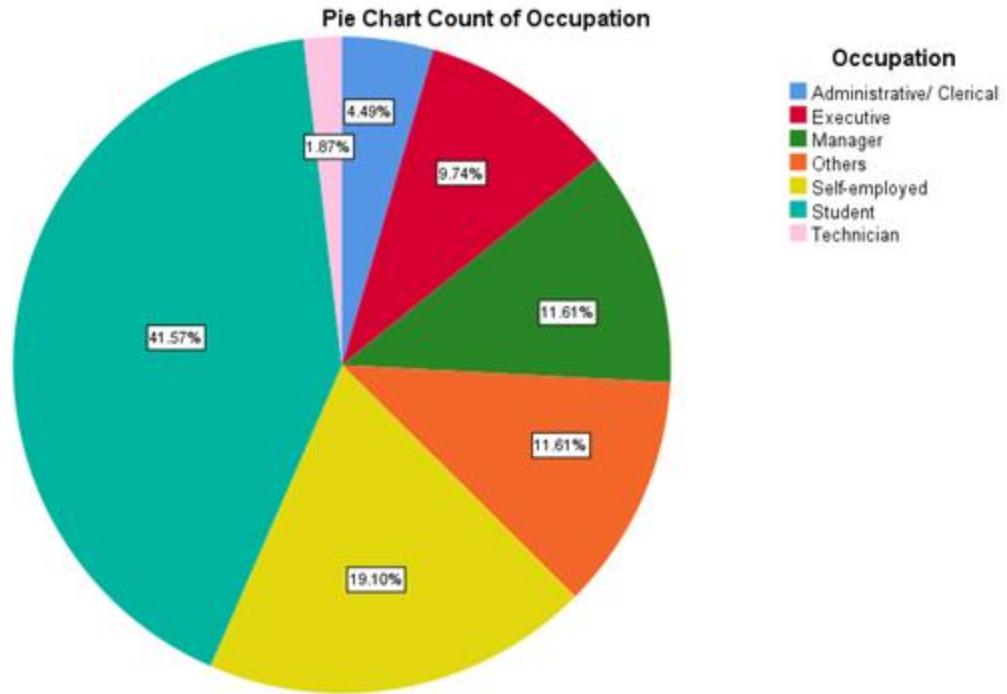
Table 4.4: Occupation of Respondents

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Administrative/ Clerical	12	4.3	4.3	4.3
	Executive	26	9.3	9.3	13.6
	Manager	31	11.1	11.1	24.6
	Others	31	11.1	11.1	35.7
	Self-employed	53	18.9	18.9	54.6
	Student	122	43.6	43.6	98.2
	Technician	5	1.8	1.8	100.0
	Total	280	100.0	100.0	

Source: Constructed for study purpose

Figure 4.4: Occupation of Respondents



Source: Constructed for study purpose

According to the data retrieved, there are 12-administrative/ clerical, 26-Executives, 31-managers, 31- other jobs, 53-self-employed, 122-student and 5-technician. Highest contribution of respondent is students which has a percentage of 43.6%, self-employed with 18.9%, manager and other job having equivalent portion which is 11.1% of respondents, executive with 9.3% and administrative/ clerical with 4.3%. Technician has the lowest of 1.8%.

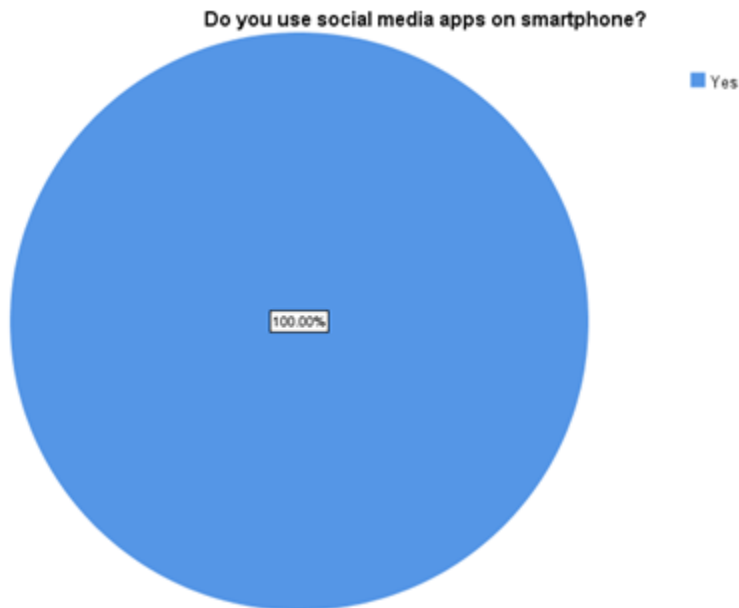
Table 4.5

Do you use social media apps on smartphone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	280	100.0	100.0	100.0

Source: Constructed for study purpose

Figure 4.5



Source: Constructed for study purpose

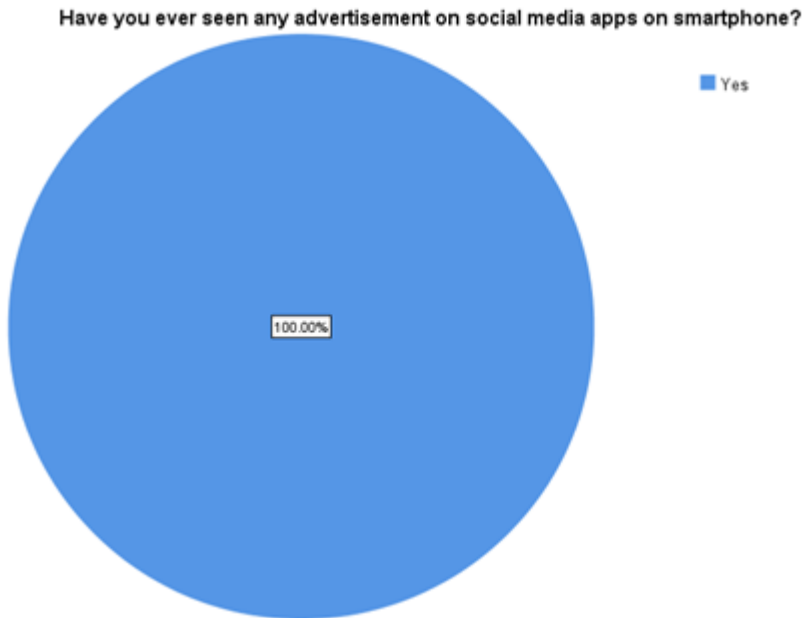
Table 4.6

Have you ever seen any advertisement on social media apps on smartphone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	280	100.0	100.0	100.0

Source: Constructed for study purpose

Figure 4.6



Source: Constructed for study purpose

Data collected displayed at Table 4.5 and 4.6 showing that 280 respondents using social media apps on smartphone. They been experienced on seeing advertisement from social media apps by using their smartphone. Figure 4.5 and 4.6 stated that 100% of

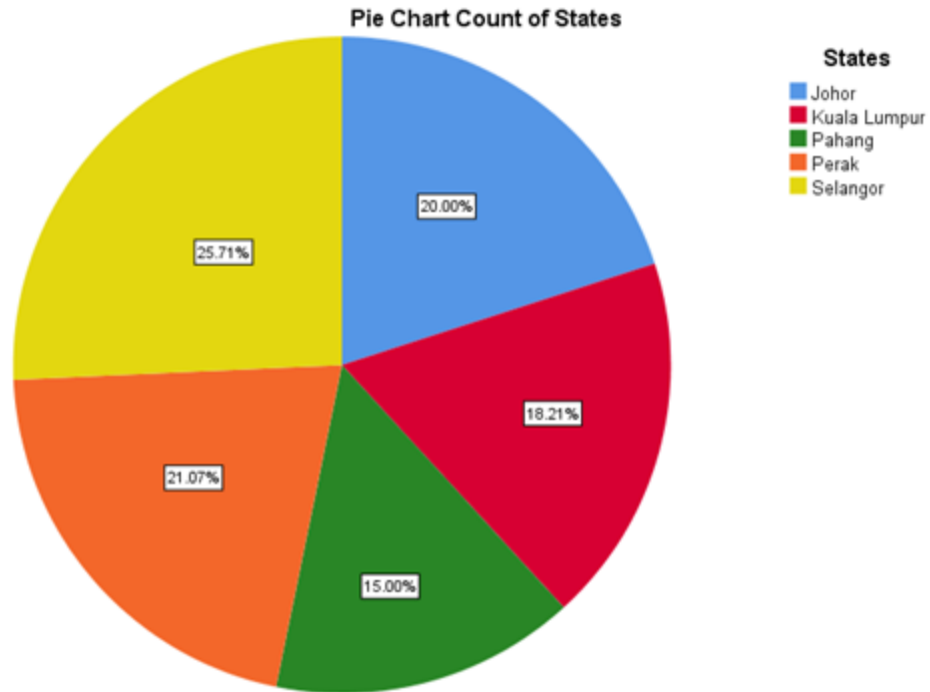
respondents are using social media apps on smartphone and seen advertisement from it.

Table 4.7: States of Respondents

		States			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Johor	56	20.0	20.0	20.0
	Kuala Lumpur	51	18.2	18.2	38.2
	Pahang	42	15.0	15.0	53.2
	Perak	59	21.1	21.1	74.3
	Selangor	72	25.7	25.7	100.0
	Total	280	100.0	100.0	

Source: Constructed for study purpose

Figure 4.7: States of Respondent



Source: Constructed for study purpose

In overall study, 56 respondents are from Johor, 51 respondents from Kuala Lumpur, 42 respondents from Pahang, 59 respondents from Perak while there are 72 respondents from Selangor, the respondents from Selangor and Perak both occupied of 25.7% and 21.1 of the respondents. The following respondents are from Johor with 20% of the respondents. Subsequently, those who come from Kuala Lumpur contains with 18.2% of the respondents. The group from Pahang has only 15% of respondents which is the least.

4.2 Scale Measurement

4.2.1 Reliability Test

Table 4.8: “Reliability Test-Cronbach’s alpha”

	Variables	Cronbach’s Alpha	No. of Items
DV	Purchase Intention	0.897	3
IV1	Informativeness	0.817	3
IV2	Entertainment	0.917	3
IV3	Irritation	0.743	3
IV4	Credibility	0.893	3
IV5	Incentives	0.888	3

DV = Dependent Variable

IV = Independent Variable

Source: Constructed for study purpose

The table above displays the results of the reliability test that was conducted based on the sample of 267 respondents. Referring to above table, the “Cronbach Alpha” range is between 0.743 to 0.917. Purchase Intention with a coefficient of 0.897, Informativeness with a coefficient of 0.817, Entertainment with a coefficient of 0.917, Irritation with a coefficient of 0.743, Credibility with a coefficient of 0.893 and Incentives with a coefficient of 0.888. According to the Cronbach Alpha rule of thumb, the coefficient size devised by George and Mallery (2003), the Cronbach Alpha values for Purchase Intention, Informativeness, Credibility and Incentives are deemed as good based on the rule of thumb as the values are all above or equal to the value of 0.8. On

the other hand, Entertainment is considered as excellent as the value is above 0.9 and Irritation is believed to be acceptable as the value is within the range of 0.7. In short, the results obtained show that the data acquired from the survey questionnaire are reliable and all items in the questionnaire for this research are reliable as well according to George and Mallery (2003).

4.3 Inferential Analysis

4.3.1 Pearson Correlation

Table 4.9: Pearson Correlation

		Correlations					
		mean_PI	mean_IF	mean_ET	mean_IR	mean_CR	mean_IC
mean_PI	Pearson Correlation	1	.651**	.599**	-.462**	.678**	.670**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	280	280	280	280	280	280
mean_IF	Pearson Correlation	.651**	1	.569**	-.364**	.707**	.651**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	280	280	280	280	280	280
mean_ET	Pearson Correlation	.599**	.569**	1	-.451**	.647**	.580**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	280	280	280	280	280	280
mean_IR	Pearson Correlation	-.462**	-.364**	-.451**	1	-.478**	-.475**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	280	280	280	280	280	280
mean_CR	Pearson Correlation	.678**	.707**	.647**	-.478**	1	.714**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	280	280	280	280	280	280
mean_IC	Pearson Correlation	.670**	.651**	.580**	-.475**	.714**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	280	280	280	280	280	280

Source: Constructed for study purpose

Based on the result collected as shown, correlation coefficient of range can be seen at the range of ± 0.462 to ± 0.678 .

According to Agnes (2011), the degree of relationship can be considered to be null when it is below 0.2, low when it is between 0.2 to 0.4, moderate when it is between 0.4 to 0.6, marked degree of relationship when it is 0.6 to 0.8 and a high degree of relationship when it is 0.8 and above.

From the table above, the correlation of Informativeness is 0.651, Entertainment is 0.599, Credibility is 0.678 and Incentives is 0.670, resulting in a positive relationship. Irritation on the other hand has a correlation of -0.462 resulting in a negative relationship.

4.3.2 Multiple Linear Regression

Table 4.10: Strength of Relationship

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764 ^a	.584	.576	.58188

Source: Constructed for study purpose

The above table explains the value of Adjusted R Square is 0.574. This means that the significance it takes to examine the regression line is 57.6%. Moreover, Purchase Intention (PI) is influenced by 57.6% of informativeness, entertainment, irritation, incentive and credibility. The remaining 42.4% of purchase intention towards mobile SMA could be explained by several other factors not accounted in our study. The” R value” is 0.764, explaining that the relation/correlation between the IV and DV is high and positive.

Table 4.11: Anova

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.103	5	26.021	76.851	.000 ^b
	Residual	92.772	274	.339		
	Total	222.875	279			

Source: Constructed for study purpose

Above table shows the “F-value” is 76.851 while the significance value is .000^b. Hence, it results in correlation significant relationship between every IVs and DV. All IVs are performing well in the regression model and will be able to explain the variation of Purchase intention in mobile SMA.

Table 4.12: Coefficients

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.140	.265		4.307	.000
	mean_IF	.256	.065	.230	3.938	.000
	mean_ET	.133	.045	.158	2.935	.004
	mean_IR	-.093	.043	-.100	-2.167	.031
	mean_CR	.180	.063	.190	2.853	.005
	mean_IC	.219	.054	.245	4.066	.000

Source: Constructed for study purpose

The “Multiple Regression” formula is as follows:

$$PI = 1.140 + 0.256IF + 0.133ET + (-0.093IR) + 0.180CR + 0.219IC$$

The mathematical statement shows that IF, ET, IR, CR, IC all have significant effect towards purchase intention in mobile SMA. Based on the formula, IF (0.256) has the

strongest influence on purchase intention in relation to mobile SMA at “unstandardized coefficient value” $\beta = 0.065$ which indicates that IF is preferred determinant of PI in relation to SMA. The greater the β value, the stronger the relation of the “Independent variables” on PI.

Second most significant determinant on PI on mobile SMA is IC with $\beta = 0.219$ followed by CR $\beta = 0.180$. Meanwhile, ET has a value of $\beta = 0.133$ and lastly, IR has a value of $\beta = -0.093$. In this statement we can conclude that the smaller the value of unstandardized coefficient, the lower the impact of the independent variables on PI, which also indicates lower predictor of PI towards SMA.

HI: There is an impact on mobile social media advertising Informativeness towards consumer purchase intention.

The table shows informativeness significant value is 0.000 and is less than 0.05. This depicts IF have significant influence towards PI of mobile SMA. Hence, do not reject H1. Equation above shows that the PI towards mobile SMA will increased 0.230 unit if IF is increased by 1 unit.

H2: There is an impact on mobile social media advertising Entertainment towards consumer’s purchase intention.

The table shows entertainment significant value is 0.004 and is less than 0.05. This depicts ET have significant influence towards PI of mobile SMA. Hence, do not reject H2. Equation above shows that the PI towards mobile SMA will increased 0.158 unit if ET is increased by 1 unit.

H3: There is an impact on mobile social media advertising Irritation towards consumer purchase intention.

The table shows entertainment significant value is 0.031 and is less than 0.05. This depicts IR have significant influence towards PI of mobile SMA. Hence, do not reject H3. Equation above shows that the PI towards mobile SMA will increased 0.100 unit if ET is increased by 1 unit.

H4: There is an impact between mobile social media advertising credibility towards consumer purchase intention.

The table shows credibility significant value is 0.005 and is less than 0.05. This depicts CR have significant influence towards PI of mobile SMA. Hence, do not reject H4. Equation above shows that the PI towards mobile SMA will increased 0.190 unit if CR is increased by 1 unit.

H5: There is an impact between mobile social media advertising Incentives towards consumer's purchase intention.

The table shows incentive significant value is 0.000 and is less than 0.05. This depicts IC have significant influence towards PI of mobile SMA. Hence, do not reject H5. Equation above shows that the PI towards mobile SMA will increased 0.245 unit if IC is increased by 1 unit.

CHAPTER 5

DISCUSSIONS, CONCLUSION AND IMPLICATIONS

5.1 Discussion on Findings Obtained

5.1.1 The relationship between Informativeness and purchase intention

The result generated for this study shows that the relationship between informativeness and consumers' purchase intention towards mobile SMA was positively correlated as the p-value was 0.000, which is less than 0.05. In other words, do not reject Hypothesis 1. This means consumers' purchase intention was positively influenced when SMA provide high information value. The statement was in line with past researches findings Ducoffe (1995). Thus, the hypothesis proposed is valid.

Information in mobile SMA has become an important factor to be considered especially in helping consumers to understand the advertisement itself in the mobile commercial world. However, advertisers should pay attention to the accuracy, usefulness, and timeliness for the consumer (Siau & Shen, 2003). Without the right use of these factors may lead to negative attitudes such as irritation towards SMA. As consumers with different preferences towards SMA, marketers should understand well of their consumer's way of being. Once the advertisement tailored to the interest and needs of the consumers, it will produce positive attention towards SMA. Therefore, SMA must be created suitably to suit consumers' interest to increase the acceptance of a certain advertisement.

5.1.2 The relationship between Entertainment and purchase intention

The Multiple Regression Analysis states that entertainment is significantly correlated with purchase intention towards mobile SMA with p-value of 0.004. Therefore, do not reject Hypothesis 2.

Our research's result is in line with the results from other literatures. Ducoffe's study (1995) has proven the significant positive relationship between entertainment and advertising value. Ozcelik & Varnali (2019) stated that the entertaining ads not only have higher reachability but also have more preferable feedback. Besides that, mobile users find it enjoyable towards advertisements and this will positively affect their purchase intentions (Jose, Catarina, Tiago, Ramiro, & Frederico, 2019).

In the nutshell, consumer purchase intention is affected positively when mobile SMA is entertaining and fun.

5.1.3 The relationship between Irritation and purchase intention

Irritation is negatively related to the purchase intention towards mobile SMA and has a significant correlation as the significance value is below 0.05. The findings of past studies such as Dehghani, Niaki, Ramezani, & Sali (2016), Jose, Catarina, Tiago,

Ramiro, & Frederico (2019) and are similar to the results obtained for this research. Therefore, do not reject Hypothesis 3.

The results imply that consumers will likely to ignore advertisements when it is too annoying, offensive, irritating and intrusive. In other words, consumers view advertisement as unfavorable and irritating when it offends consumers' intelligence (Ducoffe, How Consumers Assess the Value of Advertising, 1995). Aside from that, the information provided mobile SMA can be distracting and overwhelming for the consumers (Stewart & Pavlou , 2002) and it may be considered as a breach in customers' privacy. Customers may proceed to feeling to confuse toward the advertisement and give a negative response to it, and undesired mobile SMAs may cause irritation among consumers (Liu, Sinkovics, Pezderka, & Parissa, 2012). These previous researches demonstrated that overwhelming information from mobile SMA which results in irritation has a negative impact on purchase intention.

As a conclusion, consumers' purchase intention alters in negative manner when they perceive mobile SMA as irritating and annoying.

5.1.4 The relationship between Credibility and Purchase intention

The outcome generated from the data analysis shows that the positively correlated relationship between credibility and consumer purchase intention towards mobile SMA as the significant value was 0.005. Thus, credibility is significant in affecting consumer purchase intention. Hence, do not reject Hypothesis 4. Past research was having the same result as now on mobile advertising as well. Javid, Namin, A, Noorai, & M (2012), and Waldt et al (2009) also mentioned that credibility is significantly crucial in mobile

advertising in the way of building trust in between the users. In order to boost the trust of the users, it's essential to do the job of maintaining credibility. Based on Koo et al (2012), users will have more confidence build through this process as they getting comfortable and familiar with the mobile advertising.

5.1.5 The relationship between Incentives and Purchase Intention

As mentioned in Chapter 4, the relationship between incentives and consumer's purchase intention towards mobile SMA was positively correlated as the significant value was 0.00, which is less than 0.05. According to Martinsen, Becker, & Hanley (2006), there are plenty of social media researches that agreed the relationship between incentives and purchase intention towards mobile SMA. Instantaneously, outcome of our study has proven that there is a positive impact on mobile SMA credibility towards consumer purchase intention. Hence, do not reject Hypothesis 5.

Furthermore, (Varshney, 2003) also mentioned about users tend to build positive feeling towards consumer purchase intention if the incentives are given through mobile SMA. Correspondingly, as of this study, the positively related relationship between consumer's purchase intention and incentives towards mobile SMA has disclosed that this comparable event can be seen in Malaysia.

5.2 IMPLICATION OF STUDY

5.2.1 Managerial Implication

Our result proved the significance of informativeness in affecting Malaysian consumer purchase intention towards mobile SMA. As the result, marketers are advised to provide valuable and relevant information in advertisements. The advertisement content is also encouraged to be tailored to different group of audiences to increase their purchase intention.

Besides, entertainment has a significant positive relationship towards purchase intention. Therefore, social media advertisers need to make advertisement fun and entertaining by applying various genre such as slice of life and storytelling. Marketers can also include games and puzzle to make it more attractive to mobile social media users.

Furthermore, the findings showed the negative relationship between irritation and purchase intention. Advertisers should not create annoying and irritating advertisements. Advertising messages have to be sent at a suitable time and tolerable frequency. Study of the favorable time for advertisements to be received by target audiences has to be done in order to get more views and good attitude towards the brand or company. Marketers can put advertisement before the movie start in a cinema as audience can watch ads while waiting for the movie to start.

Credibility of the advertisements is also proved to significantly influence purchase intention. Hence, marketers are suggested to ensure the trustworthiness of the source by selecting opinion leaders who have good reputation to the customers. Expertise may be used to endorse products such as pharmaceutical products so that they will be trusted by customers.

Another determinant which affects purchase intention is incentives. Therefore, marketers are encouraged to apply reward system for the audience such as coupons, rebates, and referral bonus. This will allow advertisement to be more acceptable and positive in the perception of consumers. Marketers can also apply rewards such as game points and other attractive prizes in a mobile app game and in return consumers have to watch the whole advertisement.

This research is vital for Malaysia advertisers to have better knowledge about the determinants that affect the purchase intention towards mobile SMA in Malaysia, especially credibility and incentives because both were evinced to be the most significant determinants in this study. Thus, advertisers are able to create meaningful and useful mobile SMA.

5.2.2 Theoretical Implication

The legitimacy of Ducoffe model is proven by previous research in the past. Our research will be providing an inspiring influence to this model and have a better insight on the determinants of mobile SMA towards purchase intention.

In addition, this study further extended the Ducoffe model by adding two more variables which are credibility and incentive. This study proves that these two

additional variables are another elements that can affect consumer purchase intention. This study also provides a basis for future researchers to create a new model in the field of the advertising and marketing.

5.3 Limitation of Study

The intention of respondents to satisfy the researchers and the study itself may produce unreliable data when answering the survey. There are risks involved as respondents may not give much thought when giving their stance for questionnaire which makes them answer hurriedly. Although guidelines on the questionnaire were stated, the target respondents may have misunderstood the given questions which may produce inaccurate responses.

The research conducted utilized cross-sectional study technique. Thus, the outcome of the data obtained does not consider the changes in characteristic of the respondents over time. With this in mind, it is recommended that future studies should utilize longitudinal study because considers the fluctuations of respondents' characteristics over time (Hedeker & Gibbons, 2006). Researchers in the future can perform a study on the changes of intentions of consumers before and after receiving mobile SMA.

Finally, the responses for survey questionnaire have been collected from the states in Malaysia such as Selangor, Perak, Johor, Pahang and Wilayah Persekutuan. This makes our responses limited to only this 5 states as financial costs and time constraints limits the collect of responses from all the states in Malaysia.

5.4 Recommendations for Future Research

The investigation on consumer's purchase intention towards mobile SMA is a relatively new area of study. Therefore, some recommendations have been given to enhance the value of further studies.

The first suggestion is that researches should target respondents from every state of Malaysia. Since this research primary focuses on respondents of 5 states. This will allow researchers to obtain a more in-depth result.

Furthermore, researchers are advised to apply face-to-face survey distribution method. This is because there is perception of respondents that perceive online surveys as a spam. Therefore, a face-to-face survey distribution will ensure the validity of the survey and researchers could verify the eligibility of the respondents.

Moreover, the variables in the determination of purchase intention towards mobile SMA can be altered. This will allow future researches to test out and determine other variables can could strongly impact consumer's purchase intention.

5.5 Conclusion

This study has achieved the main purpose in examining the 5 independent variables that will influence consumer's purchase intention towards mobile SMA. The final result shows that all independent variables will have an effect on consumer's purchase intention. Therefore, every research objectives and questions have been achieved and answered.

Our study has provided valuable and applicable information to future researchers to create further studies related to consumer's mobile SMA attitude in relation to consumer's purchase intention.

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APPENDICES

1.0 Questionnaire

Universiti Tunku Abdul Rahman

Faculty of Business and Finance

BACHELOR OF MARKETING (HONS)

Final Year Project

Title of topic: Exploring Mobile Social Media Advertising towards Purchase Intention: The Roles of Ducoffe's Web Advertising Model, Credibility, and Incentives

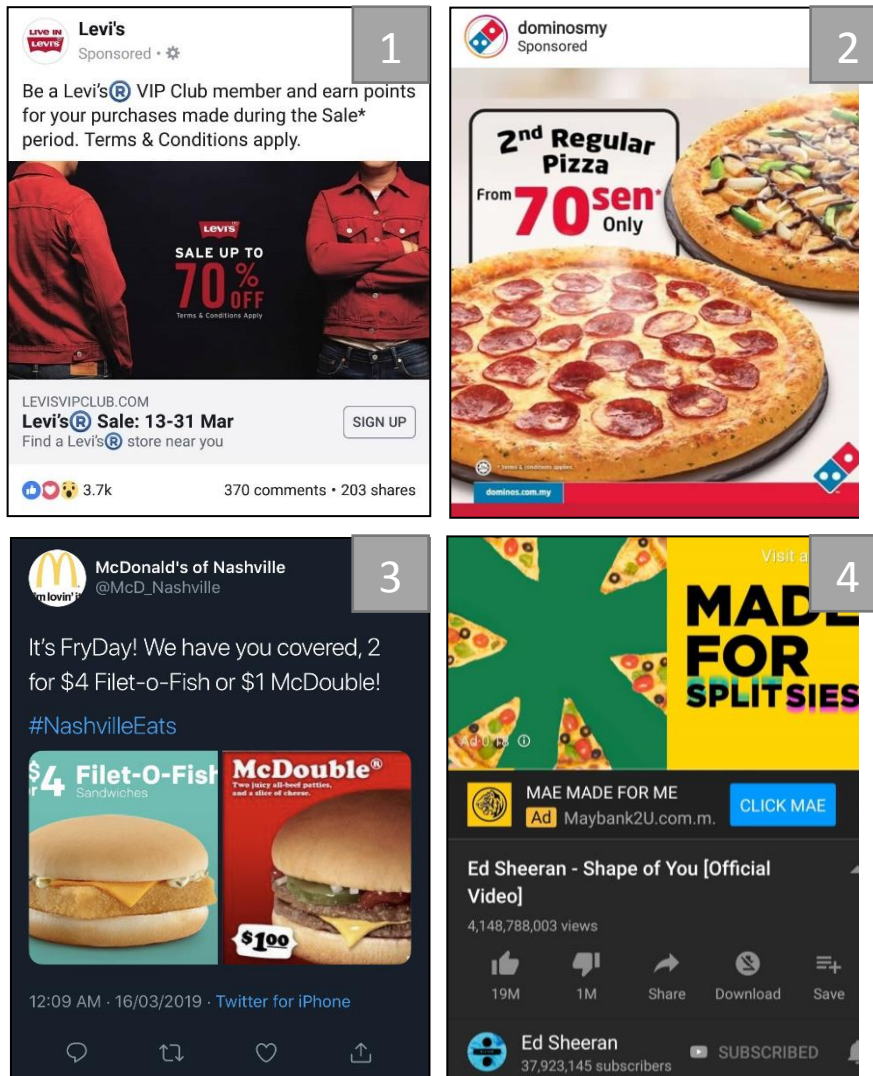
Survey Questionnaire

Dear Respondent:

We are students of Bachelor of Marketing (Hons) from Universiti Tunku Abdul Rahman (UTAR). We are currently doing our final year project with the title “Exploring Mobile Social Media Advertising towards Purchase Intention: The Roles of Ducoffe's Web Advertising Model, Credibility, and Incentives”.

In brief, mobile social media advertising known as the advertisements that are presented on social media applications on mobile such as Google Plus, Facebook, YouTube, Instagram, and Twitter. Mobile social media applications are becoming one of the most ideal channel for company to communicate their marketing messages to their target customers.

The following show some examples of advertisements on mobile social media applications:



Sources:

1. Levi's advertisement on Facebook
2. Dominos's advertisement on Instagram
3. McDonald's advertisement on Twitter
4. Maybank's advertisement on YouTube

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, University Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Acknowledgment of Notice

I have been notified by you and that I hereby understood, consented and agreed per UTAR notice.

I disagree, my personal data will not be processed.

Final Year Project Supervisor:

Sim Jia Jia (Senior Lecturer)

Marketing Department, Faculty of Business and Finance, Universiti Tunku Abdul Rahman

Section A: Demographic Profile

In this section, we are interested in your background in brief. Please tick your answer and answer will be kept strictly confidential.

QA1: Gender: Female Male

QA2: Age: Below 20 Years Old 21-25 Years Old 26-30 Years Old

31-35 Years Old 36-40 Years Old Above 40 Years Old

QA3: Highest level of academic qualification: No College Degree

Diploma/ Advanced Diploma

Bachelor Degree/ Professional

Qualification

Master Degree

PhD Degree

QA4: Occupation:

Manager Executive Administrative/ Clerical Technician

Self-employed Student Other: Please Specify:

QA5: Do you use social media apps on smartphone?

Yes No

QA6: Have you ever seen any advertisement on social media apps on smartphone?

Yes No

QA7: Which state are you from?

Johor Perlis Selangor Perak Pahang

Penang Malacca Kedah Kelantan Terengganu

Sabah Sarawak Negeri Sembilan

Section B:

Instruction: This section is the statements regarding to the effect of mobile social media advertisement towards purchase intention. Respondents please **CIRCLE** down one number per line to indicate the extent with the following statement.

- (1)= strongly disagree (**S.D.**) (4)= agree (**A.**)
 (2)= disagree (**D.**) (5)= strongly agree (**S.A.**)
 (3)= neutral (**N.**)

No 1	Questions	S.D.	D.	N.	A.	S.A.	Adapted from
Purchase Intention (PI)							
PI1	I would consider purchasing goods or services with mobile social media advertising	1	2	3	4	5	Hong and Cho (2011), Wu et al. (2011)
PI2	I intend to purchase goods or services with mobile social media advertising	1	2	3	4	5	
PI3	I would probably buy goods or services with mobile social media advertising	1	2	3	4	5	
No 2	Questions	S.D.	D.	N.	A.	S.A.	Adapted from
Informativeness (IF)							
IF1	Mobile social media advertisements supply relevant information on products	1	2	3	4	5	Ducoffe (1995)
IF2	Mobile social media advertising provides timely information on products	1	2	3	4	5	
IF3	Mobile social media advertisements tell people about products when they need the information	1	2	3	4	5	
No 3	Questions	S.D.	D.	N.	A.	S.A.	Adapted from
Entertainment (ET)							
ET1	Mobile social media advertisements are entertaining	1	2	3	4	5	Ducoffe (1995)
ET2	Mobile social media advertising is enjoyable	1	2	3	4	5	
ET3	Mobile social media advertisements are pleasing	1	2	3	4	5	
No 4	Questions	S.D.	D.	N.	A.	S.A.	Adapted from
Irritation (IR)							
IR1	Mobile social media advertising is irritating	1	2	3	4	5	Ducoffe (1995)

IR2	Mobile social media advertisements insult people's intelligence	1	2	3	4	5	
IR3	There is too much advertising on mobile social media apps	1	2	3	4	5	
No 5	Questions	S.D.	D.	N.	A.	S.A.	Adapted from
Credibility (CR)							
CR1	I feel that mobile social media advertising is convincing	1	2	3	4	5	Liu et al. (2012), Yang et al. (2013)
CR2	I feel that mobile social media advertising is believable	1	2	3	4	5	
CR3	I feel that mobile social media advertising is credible	1	2	3	4	5	
No 6	Questions	S.D.	D.	N.	A.	S.A.	Adapted from
Incentives (IC)							
IC1	I am satisfied towards mobile social media advertisements that offer rewards	1	2	3	4	5	(Ünal, Erci, & Keser, 2011)
IC2	I take action towards mobile social media advertisements that offer rewards	1	2	3	4	5	
IC3	I respond to mobile social media advertising to obtain incentives	1	2	3	4	5	

~~~~~ THANK YOU FOR YOUR TIME ~~~~~

## **2.0 Reliability (Pilot Test)**

### **Scale: Purchase Intention**

| <b>Case Processing Summary</b> |                       |    |       |
|--------------------------------|-----------------------|----|-------|
|                                |                       | N  | %     |
| Cases                          | Valid                 | 30 | 100.0 |
|                                | Excluded <sup>a</sup> | 0  | .0    |
|                                | Total                 | 30 | 100.0 |

| <b>Reliability Statistics</b> |            |
|-------------------------------|------------|
| Cronbach's Alpha              | N of Items |
| .840                          | 3          |

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



**Scale: Informativeness**

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 100.0 |
|                         | Excluded <sup>a</sup> | 0  | .0    |
|                         | Total                 | 30 | 100.0 |

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .816                   | 3          |

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

**Scale: Entertainment**

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 100.0 |
|                         | Excluded <sup>a</sup> | 0  | .0    |
|                         | Total                 | 30 | 100.0 |

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .877                   | 3          |

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

**Scale: Irritation**

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 100.0 |
|                         | Excluded <sup>a</sup> | 0  | .0    |
|                         | Total                 | 30 | 100.0 |

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .809                   | 3          |

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

**Scale: Credibility**

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 100.0 |
|                         | Excluded <sup>a</sup> | 0  | .0    |
|                         | Total                 | 30 | 100.0 |

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .841                   | 3          |

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

**Scale: Incentives**

| Case Processing Summary |                       |    |       |
|-------------------------|-----------------------|----|-------|
|                         |                       | N  | %     |
| Cases                   | Valid                 | 30 | 100.0 |
|                         | Excluded <sup>a</sup> | 0  | .0    |
|                         | Total                 | 30 | 100.0 |

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .934                   | 3          |

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

**3.0 Demographics**

**Frequencies**

| Statistics |         |        |     |               |            |          |          |
|------------|---------|--------|-----|---------------|------------|----------|----------|
|            |         | Gender | Age | Qualification | Occupation | VAR00005 | VAR00006 |
| N          | Valid   | 280    | 280 | 280           | 280        | 280      | 280      |
|            | Missing | 0      | 0   | 0             | 0          | 0        | 0        |

| Statistics |         |        |
|------------|---------|--------|
|            |         | States |
| N          | Valid   | 280    |
|            | Missing | 0      |

**Frequency Table**

| Gender |        |           |         |               |                    |
|--------|--------|-----------|---------|---------------|--------------------|
|        |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid  | Female | 170       | 60.7    | 60.7          | 60.7               |
|        | Male   | 110       | 39.3    | 39.3          | 100.0              |
|        | Total  | 280       | 100.0   | 100.0         |                    |

| Age   |                    |           |         |               |                    |
|-------|--------------------|-----------|---------|---------------|--------------------|
|       |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 21-25 Years Old    | 148       | 52.9    | 52.9          | 52.9               |
|       | 26-30 Years Old    | 18        | 6.4     | 6.4           | 59.3               |
|       | 31-35 Years Old    | 26        | 9.3     | 9.3           | 68.6               |
|       | 36-40 Years Old    | 14        | 5.0     | 5.0           | 73.6               |
|       | Above 40 Years Old | 67        | 23.9    | 23.9          | 97.5               |
|       | Below 20 Years Old | 7         | 2.5     | 2.5           | 100.0              |
|       | Total              | 280       | 100.0   | 100.0         |                    |

| Qualification |                                                |           |         |               |                    |
|---------------|------------------------------------------------|-----------|---------|---------------|--------------------|
|               |                                                | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid         | Bachelor Degree/<br>Professional Qualification | 196       | 70.0    | 70.0          | 70.0               |
|               | Diploma/ Advanced<br>Diploma                   | 36        | 12.9    | 12.9          | 82.9               |
|               | Master Degree                                  | 14        | 5.0     | 5.0           | 87.9               |
|               | No College Degree                              | 31        | 11.1    | 11.1          | 98.9               |
|               | PhD Degree                                     | 3         | 1.1     | 1.1           | 100.0              |

**Exploring Mobile Social Media Advertising Towards Purchase Intention**

|  |       |     |       |       |  |
|--|-------|-----|-------|-------|--|
|  | Total | 280 | 100.0 | 100.0 |  |
|--|-------|-----|-------|-------|--|

| <b>Occupation</b> |                             |           |         |               |                    |
|-------------------|-----------------------------|-----------|---------|---------------|--------------------|
|                   |                             | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid             | Administrative/<br>Clerical | 12        | 4.3     | 4.3           | 4.3                |
|                   | Executive                   | 26        | 9.3     | 9.3           | 13.6               |
|                   | Manager                     | 31        | 11.1    | 11.1          | 24.6               |
|                   | Others                      | 31        | 11.1    | 11.1          | 35.7               |
|                   | Self-employed               | 53        | 18.9    | 18.9          | 54.6               |
|                   | Student                     | 122       | 43.6    | 43.6          | 98.2               |
|                   | Technician                  | 5         | 1.8     | 1.8           | 100.0              |
|                   | Total                       | 280       | 100.0   | 100.0         |                    |

| <b>Do you use social media apps on smartphone?</b> |     |           |         |               |                    |
|----------------------------------------------------|-----|-----------|---------|---------------|--------------------|
|                                                    |     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                              | Yes | 280       | 100.0   | 100.0         | 100.0              |

| <b>Have you ever seen any advertisement on social media apps on smartphone?</b> |     |           |         |               |                    |
|---------------------------------------------------------------------------------|-----|-----------|---------|---------------|--------------------|
|                                                                                 |     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                                                           | Yes | 280       | 100.0   | 100.0         | 100.0              |

| <b>States</b> |              |           |         |               |                    |
|---------------|--------------|-----------|---------|---------------|--------------------|
|               |              | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid         | Johor        | 56        | 20.0    | 20.0          | 20.0               |
|               | Kuala Lumpur | 51        | 18.2    | 18.2          | 38.2               |
|               | Pahang       | 42        | 15.0    | 15.0          | 53.2               |
|               | Perak        | 59        | 21.1    | 21.1          | 74.3               |
|               | Selangor     | 72        | 25.7    | 25.7          | 100.0              |
|               | Total        | 280       | 100.0   | 100.0         |                    |

## 4.0 Turnitin Report

Latest mobile sma 5th august turnitin

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|------------------|------------------|--------------|----------------|
| <b>6%</b>        | <b>5%</b>        | <b>2%</b>    | <b>%</b>       |
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