

ADVERTISING: PRODUCT INFORMATION AND CONSUMER MANIPULATION FACTORS INFLUENCED MALAYSIAN CONSUMERS BUYING ATTITUDE

Christina Rathy A/P Anthony Samy
Senior Lecturer
Faculty of Business and Accountancy
SEGi College Subang Jaya
Email: christinarathy@segi.edu.my

ABSTRACT

Advertising industry has been a profitable industry in Malaysia. A good advertisement will increase demand of the product and services that not only will create brand identity but to keep the advertising as a message to customers. Malaysia as multi-racial country has adapted different cultural beliefs and advertising has impacted the formation of consumers' attitude towards buying. It is crucial to identify the determinants of consumers' attitude. The aim of this research is to identify the factors affecting consumer attitudes towards advertising among Malaysian consumers. A total of 100 respondents' randomly selected Malaysian consumers to participate in this research. Results shows, product information and consumer manipulation factors positively relates to consumers' attitude towards advertising. Further, product information as strong predictor of consumer attitudes towards advertisement within the Malaysian consumer and the other factor which is the consumer manipulation found the weakest predictor of Malaysian consumer attitudes in this research.

Key words: Advertising, Product information, Consumer manipulation.

Introduction

1.1 Background to the study

The development of globalization has created curiosity in researchers to discover and explore role of advertisement in persuading consumer product and services alliance with consumer attitudes (Kanso & Nelson, 2007). Marketing information easily access by business corporation with rapid growing technology advancement, whereby advertisement played important role in creating strong branding of the product and services (Thai, 2007). Advertisements have become very useful and have gained the status of an independent discipline and have grown at very fast speed due to this it has become a special field of study (Khan, 2007).

According to The Nielson Company report 2014, has identified top commercial and branded integrations of 2013 followed the common rule in attractive entertainment value of advertisement such as humor, emotion, sounds. The company has found that three main Company Subway, Party City and Kay Jewelers proven have created most persuading advertisement in digital media. The Nielson Company commented that 2013 TV shows has effortlessly focusing on consumer attitudes and habit and character break through (Refer to appendix 7.2) for ranking of top10 memorable advertisement in United States 2013.

Nevertheless, consumer spending on media and entertainment as show positive growth of 5.8% in year 2012 compare to year 2009 during the global recession in North America and Europe in the statistical research conducted by McKinsey & Company Global Media report 2013. Digital advertising forecasted has fast growing media with 14.7 % CAGR from the global media spending from USD 1.4 trillion in year 2012 to USD 1.9 trillion in coming year 2017 (MacKinsey & Company, 2013), (Refer to appendix 7.3) for global spending percentage by country and media. Advertising is vastly sensitive to the country economic growth; especially advertising market has faced extreme downstream during 2009 recession period yet still forecasted growth of 6.5% in year 2017 (Refer to appendix 7.4) for relationship between GDP growth and advertising media market. Advertiser follow eyeball of consumer spending trends by investing more on digital media, online and television advertisement compare printed media advertisement which found downfall in advertising market. Advertising predicted to grow 63% over the next five years trend analysis with total \$450,701 million of advertising expenditure to \$616,684 million in year 2017. (Refer to appendix 7.5) for trend analysis by advertising media over 11 year from year 2007 up to year 2017.

1.2 Problem Statement

When advertiser failed to do in depth research on the consumer response or attitudes towards advertisement the advertisement face failure beside create wrong perception toward the brand image. Y&R an internet retailer, fail to capture target market when wrong style was chosen to advertise Boo.com campaign (BBC News, 2002). Not only that, there is many corporate company fail to create effective advertisement in response to consumer attitudes such as Harvey Nichols advertisement which posted wrong picture "Peeing on pant", IKEA catalogs with women in ads in Saudi Arabia, Huggies ads "Dad Test" video discrimination Mother and Father care and loves towards children, PETA Valentine's day ads portraits domestic-violence towards girls. The recent issues from the Sky News claims that Hard Rock Cafe where campaigners urged a boycott of the restaurant chain and Malaysian tourism officials called the posters "controversial".

1.3 Objectives of the Study

RO 1: To identify product information factor affecting consumer attitudes towards advertisement among Malaysian consumers.

RO2: To identify consumer manipulation factor affecting consumer attitudes towards advertisement among Malaysian consumers.

1.4 Research Question and Hypotheses

RQ 1: Does the product information factor affecting consumer attitudes towards advertisement among Malaysian consumers?

RQ 2: Does the consumer manipulation factor affecting consumer attitudes towards advertisement among Malaysian consumers?

Research Hypothesis

H1: There is a significant relationship between product information and consumer attitudes towards advertisement.

H2: There is a significant relationship between consumer manipulation and consumer attitudes towards advertisement.

1.5 Significant of the Study

It's important to upcoming and Malaysian new entrepreneur who start up to new business to understand the attitudes of Malaysia consumer towards advertisement and for future investment (Muminova, 2013). Recent statistic shows, 50% of working population are involve in small business, 3 out of 10 businesses survive within 15 years. One of the reasons of failure is due to the wrong advertising strategic used by the business (Nazar, 2013). Measuring the advertising value equivalency are very subjective and advertising cost allocated base on time and space taken, so it's important to cover majority of target group at first time of advertisement to create value for advertisement expenditure investment. By understanding the important of consumer attitudes towards advertisement, enable the advertiser to make wise promotional decision with right target group, clear message via right media (Mckinsey & Company, 2013).

2.0 Chapter 2: Literature Review

2.1 Introduction

In this chapter, the researcher discuss about definition of terms and related previous study conducted by others researchers on the three major belief factors of product information, consumer manipulation and materialism factors that affect attitudes towards advertisement. Despite that, researcher further strengthen the literature review chapter with the most influencing attitude model of Fishbein theory - Multi Attribute model conclude with theoretical framework which segregate dependent and independent variable.

2.2 Definition of terms

2.2.1 Product information

Product information towards advertisement is defines as educating consumer or public towards benefit and features of the product. Besides that, product information also carried information about how the product manufactured does and other related information such as price, competitor similarity and comparability (Eze and Lee, 2012).

2.2.2 Consumer Manipulation

Consumer manipulation towards advertising is incurred due to misleading of information, image, act or content of the advertisement. To be more specific, consumer manipulation happened when advertisement is not compact with complete information or portrait irrelevant information and confusing message via the advertising media (Munusamy & Wong, 2007).

2.3 Previous Study

The researcher analysis previous study conducted and publishes through various types of intuition and publication to support the variable of attitude.

2.3.1 Product information and consumer attitudes towards advertisement.

Research conducted by Bomariya & Sigh (2011) majority of consumer has agree that advertisement provides valuable information about product or service from banner advertisement which define as rectangle board with more graphical image and helps to find more information about the product and service. Consumers' always want to have quick access to information that they are looking for their current content of use, and automatically delivered to the consumers' (Ling, Piew., et.al, 2010).

Information value of the product in advertisement is assumed as medium to measure the degree of persuasiveness of consumer response and the effective of advertisement to gain positive attitude towards advertisement (Mehta, 2000). The internet advertisement is a conventional access media to users as an additional strength to advertising media to keep inform about the product and services features. Consumer able to perceive more information about the advertisement with easy click-through on the interested ads which attractive advertisement and also enable them to choose the amount of expose on what to watch, how to watch and when to watch the advertisement. In era 21st century consumer has more control over advertising, which allow them to gather pricing information, exploring promotion delivery arrangement and other related post purchase activities.

According to Yaakop, Hemsley and Gilbert (2011) research finding shows that product information has score highest mean score which is 3.61 and also standard deviation score with 0.63. This concludes that, product information has created positive attitude towards advertisement. Base on the descriptive test and t-test, this researcher found that, Malaysian is slightly on positive attitude towards advertisement in compare to Non-Malaysian respondent. From individual perspective of Petovici & Paliwoda (2007) has belief that advertisement factor that benefit consumer is via delivering product and service information. Eze and Lee (2012) identify that, lead to consumer education, advertisement focus on providing product information variable which basically has been debate of economist and advertiser justification.

2.3.2 Consumer manipulation and consumer attitudes towards advertisement.

According to study conducted by Munusamy and Wong (2007) consumer manipulation generates negative habits to purchase un-useful product by the consumer. This factor of attitudes also attract moderate income earning group of public to consider of purchasing insignificant product as an attempt to imitate celebrity or popular artist/person in the assumption of being attached to the current trend.

The measurement of degree of persuasiveness and the effectiveness of an advertisement also base on the truthfulness of manipulation added on the advertisement (Mehta, 2000). Critic about the modern advertisement on manipulation factor has potential to divert consumer attention towards advertisement and create potential losses in the profitable market (Spangenberg & Obermiller, 2005). This create extensive fear to consumer which leads to distracting consumer mind and psychologically pressure consumer to purchase things not useful, needed neither planned to buy. Base on the research conducted by Beard in year 2003 found that college student has strongly agreed that advertising is the one of the major cause for the purchase of things that not planned for or needed by the consumer. In the other way, a study conducted by Tai in year 2007 has found that, the message convey in the advertisement has most important role to build strong branding image.

Study by Alam, Miah and Sadeque (2006) found that, the extensive music and dancing advertisement promo on Bangladesh television channels has distract or annoyed the students. Besides that, the research also revealed that, the advertisement which base on women on Bangladesh has found more offended when the advertisement focuses on women sensitive products.

According to study conducted by Beard (2003) found that majority of student/ public has negative attitudes towards advertisement. Undeniably, average percentage of 70 percent from his sampling has agreed that majority of advertisement that they experience so far has misleading message via image and offended public intelligence. Further continue that, 80 percent of student sampling has also claims that the advertising irritates and highly annoyed the viewer; most highlighted, the advertisement has play important role in persuading consumer to negative habits of buying things which they don't need. This research result was indicated through of several important beliefs that have control over attitudes towards advertising and deliver valuable scale for the upcoming studies (Beard, 2003).

Base on the study conducted by Ahmed (2013) indicated that 37.5 percent of the student sampling agreed advertising brands has better quality, whereas 28.5 percent student sampling has disagree that, advertise brands as less product quality in compare to non-advertise brands quality. By this mixed argument about the product quality, student always tend to confuse about the content of the advertisement in newspaper and radio or television on the specify clause "terms and condition apply". This tendency of misleading advertisement content with un-stated terms and condition by the advertiser has high changes which lead to continues ignorance of the particular advertisement and drop purchasing decision of consumer (Ahmed, 2013). Chung who did research on attitudes towards advertising among Taiwan's female student found that advertising has negative affect towards college student. According to Taiwan student statement, advertisements are considering inefficient utilization of national resources and complete waste to spend on advertising.

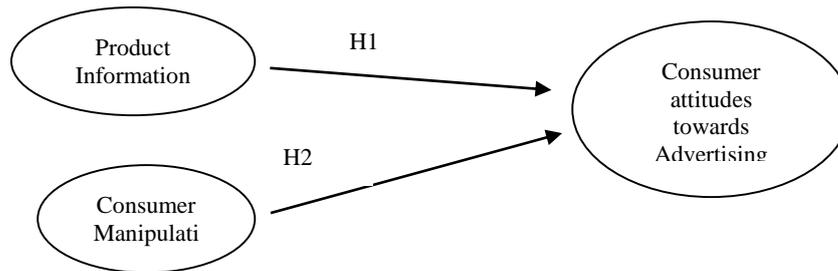
2.4 Related Theory

2.4.1 Fishbein theory of multi attribute model

Fishbein's attitude theories give us a basis to understand attitude and predict behavior and help us to understand the development and formation of attitudes and belief, helping us find the most effective modes of persuasion and motivation (Spring, 2002). Market research are frequently conducted to examine consumer attitude changes towards product or advertisement, Multi Attribute of model of Fishbein theory are internationally recognize model and used in conducting the market or consumer analysis on the factor that affect attitudes towards advertisement either product from the era 1980 until at current year although there is new model called "Theory of Reasonable Action" develop as a extended Fishbein model. This model has illustrate that consumer attitudes towards a product will affect consumer behavior towards the product, this relationship between attitudes and behavior illustrated in this model are also applicable for the study on attitude towards advertisement (Ramdhani, Alamanda, and Sudrajat, 2012). Using the multi attribute models of Fishbein theory marketer can be benefited to identify consumer attitude towards advertisement and frame the strategies that has positive affect on consumer attitudes.

2.5 Research Framework

Theoretical framework of this of this research is consists of three (3) independent variable and one (1) dependent variable.



Chapter 3: Methodology

3.1 Introduction

Methodology refers to the set of practices and implication of methods using the specific theoretical and philosophical assumption derived to interpreted issue and problems (Saunders, 2012). In this chapter, the researcher will discuss about (a) research design involve qualitative, descriptive, deductive and survey strategy, (b) population and sampling, (c) instrument and measurement, (d) data collection and finally data analysis consist of six type of analysis technics commonly recommended.

3.2 Descriptive study

Descriptive study enforce in this studies to find out the consumer attitudes towards advertisement to gain accurate profile event among Malaysian consumer. A descriptive research is concerned with conditions, practices, structures, differences or relationships that exist, opinions held processes that are going on or trends that are evident (Saunders & Lewis, 2012).

3.3 Population

Population define as a complete set of elements (persons or objects) that possess some common characteristic defined by the sampling criteria established by the researcher (Saunders & Lewis, 2012). The researcher selected accessible population in order to have ease convenience by selecting target population from the accessible resources which allow in saving time and money. The target population of this research is advertising viewer or user around Malaysia. Malaysian advertising viewers are chosen as targeted population by the researcher as the samplings are easy to be conducted.

3.4 Sampling

The researcher selected probability sampling methods and to distribute survey questioner within the known sampling group include friends, family, office colleagues, college students and others related sampling group around Selangor state and few other state in Malaysia.

3.5 Instrument and Measurement Instrumentation

It is an overall process of collecting data which not only involve selecting and designing collecting data device but also involve the procedures and condition under which the instrument is administrated. This study selected to use Google forms with the technology advancement of Google drive as application in creating survey questionnaire and distributed with via e-mail, Facebook and face to face survey hand in methods as the part of data collecting process.

Measurement defines as the process of identifying the number of variable with appreciate measuring instrument (Gavin, 2004). The questionnaire is divided into two sections, section A and B. section A consist of 4 demographical questions of gender, age, income and the employment status. Beside the four demographical questions, there is one general question about advertisement influences is ask in order to relate to the research study topic to the following section. Section B is consisting of 21 questions of belief factor affecting attitude towards advertisement. Each independent variable consists of 5 questions and the dependent variable are consist of 6 questions in total. The questionnaire adapted from three different journals which conducted research study base on attitudes towards advertisement.

Five questions on product information and six questions on consumer attitudes are adapted from the Canadian social science journals by Ling, Piew and Chai (2010) who conducted research topic "the determinants of consumers' attitudes towards advertising'. Product information are measure based on information of valuable, brand features, update consistency, consumer lifestyle appearance and finally on personality reflection. Consumer attitudes are measured based on advertisement usefulness, innovative idea, offends, influence on purchasing decision and the favorability.

Five questions from consumer manipulation belief factor on attitude towards advertisement are adapted from research finding from Aze and Lee (2012) base on topic 'consumer attitudes towards advertisement' from the international journal of business and management. Consumer manipulation factor are measured base on undesirable value promotion, advertising misleading information, creating unwanted value to society and influence in purchasing more and not needed items.

Questions that adapted base on dependent and independent variable on factor affecting consumer attitudes towards advertisement are design base on rating question with most frequently use the Likert-scale style rating on agreement type of rating. Five-point rating scale are used to rate the question start with scale 1- strongly disagree statement followed by scale 2- disagree rating, 3- neutral rating, 4-agree rating and end with 5-strongly agree statement of rating.

3.6 Data analysis

The researcher conducted data analysis in this studies using IBM SPSS software version 22 base on appreciate tools of central tendency, standard deviation, correlation, regression, standard error and Cronbach Alpha analysis methods to find out the finding of the consumer attitudes towards advertisement among Malaysia consumer.

3.6.1 Central tendency

Central tendency is define as single value that taken calculated to identify the middle or average value within the set of data in the research study. Central tendency also called as measuring central location and summaries statistical presentation.

3.6.2 Standard deviation

Standard deviation is the most important and frequently used measurement of dispersion or variation from the average or mean value. Standard deviation can be used to make direct interpretation as it is measured in terms of the original unit of measurement (Sounder, 2012). A low standard deviation value indicated close range to mean or average value and high standard deviation indicates data has spread over large range of value. In summary, standard deviation used to identify the extent of spread data value.

3.6.3 Correlation

Correlation is a statistical method or technique that measures quantitative relationship between different variable (Ohri and Jain, 2012). Correlation represented the letter “r” representing value from positive one (1) and negative one (1) (Saunders & Lewis, 2012). Correlation also known as an attempt to figure out the change in one variable is accompanied by a change in another variable but without clearly defining the cause of change. Positive correlation is resulted when both a variable has increase value and negative correlation is resulted when one variable increase and another variable decrease (Education portal, 2014).

3.6.4 Pilot Test (Cronbach Alpha)

Pilot test or technically known as Cronbach Alpha is most recognizing as tools to the analysis reliability of dependent and independent variable survey questionnaire. This analysis further determines the internal reliability variable in the survey questionnaire (Cavana, Delahaye., 2001). Using the Cronbach Alpha reliability analysis conducted within 15 sampling respondent to the test the stability and consistency of the instrument measure in this survey. The results of Cronbach Alpha analysis of this study resulted as 0.720 and confirms that, the measurement scale is stable and consistent to precede distribute in order to conduct the data analysis on chapter 4.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.629	.720	21

4.0 Chapter 4: Analysis And Result

4.1 Introduction

In this chapter, the researcher discuss about the data analysis and result finding compute with SPSS software for the survey study conducted on consumer attitude towards advertisement among Malaysian consumers.

4.2 Respondent Profile

This research study was conducted with 100 participant respondents. All this 100 survey questionnaires successfully collected from participant who distributed via E-mail, Facebook, individual handouts or known as face to face survey and twitter to reach wide range of respondent in order to fulfill the survey study purpose. Beside the fulfillment of 100 respondents data collection, all column answered by participants. This success of completed data collection is due the willingness of the researcher to countercheck respondents answer on the survey questionnaire at the same time upon respondent hand over the survey questionnaire sheet to the researcher. Correction to fill up missed out question or column in the survey questionnaire handle by researcher enable to collect complete set survey questionnaire without any discrepancy.

4.3 Data Analysis

The relationships between differences in demographic characteristics like sex, age, education level, income level, and its impact on attitudes towards advertising in general (Hang, 2008). Data analysis on demographic profile is interpreting that, out of the 100 respondents of this survey research 77 respondent which is 51 percent (%) are male participant and balance 49% which is 73

respondents are female participant. This doesn't carry big different on male and female respondent as the different are only around 3% between both respondent gender (Refer to appendix 7.7) for data presentation in pie chart. High level of respondent of this survey study is from age range between 21 years to 35 years total about 94 percentage of participant. There is only 1% or 2 respondent from age group of 16-20 and 5% or 8 respondent are able to capture to participate in this research study.

4.3.1 Reliability Test Analysis

Reliability test on dependent and independent variable in this study are shows a good result which are 0.939 score for the total 21 questions (Refer to appendix 7.13). Reliability test also conducted to test the question consistency and stability of each variable, the finding shows that product information reliability test score 0.917 which is consider very good score base on test conducted. Followed by consumer manipulation reliability test score is 0.841 and materialism result shows 0.853 and finally reliability test on consumer attitudes shows score of 0.946. According to Cavana (2001) independent and dependent variable on ascending question which score more than 0.7 values has good consistency and stability of reliability. Variable in this study score minimum of 0.8 and above and conclude that measurement scale on this studies are stable and consistence (Refer to appendix 7.14) for to view the reliability test on individual variable.

4.3.2 Central Tendency & Standard Deviation Analysis

Product information average mean values are 3.60 this means product information is mostly between neutral and agreeable statement of Malaysian consumer. Highest mean value are score in keep consumer up to date with product and service available in the market with mean value 3.75 and lowest mean value are score in informing consumer on others similar lifestyle with them with mean value 3.53. This is maybe due to the Malaysian consumer observation and focuses more to product information update rather than observing public preference. Average standard deviation of product information is 0.930, this concludes that data has spread between neutral and strongly agree statement with highest standard deviation 1.048 on agreeing with statement that advertisement is valuable source of information and lowest standard deviation (SD) on personality identity through purchasing product with SD 0.739 (Refer to appendix 7.15).

Consumer manipulation average mean values are 3.24 this means consumer manipulation towards advertisement is mostly between neutral and agreeable statement of Malaysian consumer. Highest mean value are score in advertisement encourage consumer buy more unwanted things with mean value 3.53 and lowest mean value are score in advertisement misleading value to consumer with mean value 3.09. This may reason of Malaysian consumer has positive believe towards information provided in advertisement. Average standard deviation of product information is 1.011, this concludes that data has spread between neutral and strongly agree statement with highest SD 1.072 on agreeing with statement that advertisement promotes bad value to society and lowest SD on advertisement promotes undesirable value to society with SD 0.917 (Refer to appendix 7.16).

Consumer attitude average mean values are 3.51 this means consumer attitudes towards advertisement is mostly between agreeable and strongly agreeable statement. Highest mean value are score in promoting latest technology update with mean value 3.65 and lowest mean value are score in statement that advertisement never offends society with mean value 3.41. This may reason of Malaysian consumer view advertisement as most prefer medium to keep them update on highly competitive and growth industry of technology. Average standard deviation of consumer attitude is 1.078, this concludes that data has spread between agreeable and strongly agree statement with highest SD 1.164 on agreeing with statement that people use updating new technology information and lowest SD on general opinion that advertisement are favorable with SD 0.949 (Refer to appendix 7.18).

4.3.3 Pearson Correlation Analysis

Base on Pearson correlation analysis the consumer attitudes towards advertisement among Malaysian consumer are begins tested between product information and consumer attitudes. The result shows that product information and consumer attitudes are positively correlated with r value (Person Correlation) of 0.750. This value represent that, a strong positive correlation because value near to positive one (1) and interpret that when product information factor increase in advertisement will also increase positive attitudes towards advertisement among Malaysian consumers (Refer to appendix 7.20). Besides that, with p -value (Sig-2 tailed test) 0.000 shows there is significant relationship between product information and consumer attitudes and evident prove positive correlation between product information and consumer attitudes (Refer to appendix 7.19).

Consumer manipulation and consumer attitudes are positively related with r value of 0.0198, this value represents that consumer manipulation and consumer attitudes has a small positive relationship among Malaysian consumer. The linear graph is not perfectly linear but its shows the positive relationship between consumer manipulation variable and consumer attitudes towards advertisement among Malaysian consumers (Refer to appendix 7.22). Besides that, with p -value 0.015 shows there is significant relationship between consumer manipulation and consumer attitudes but there is no evident to prove positive correlation between consumer manipulation and consumer attitudes towards advertisement and this also can be conclude that consumer manipulation are not the main factor in influencing consumer attitudes towards advertisement (Refer to appendix 7.21).

5.0 Chapter 5: Discussions And Recommendation

5.1 Introduction

In this chapter, the researcher discuss about the finding concludes in data analysis via several test suing SPSS software and

previous research that supported or against the current finding of this research. Besides that, theoretical and managerial implication benefits through this research with some recommendation drawn from this study.

5.2 Discussion

In general Malaysian consumer has positive attitudes towards advertisement base on the finding conclude by this research study. Respondent mean value are all above 3.0 which interpret that Malaysian consumer agree with factor that advertisement is proving information about product and purchasing personality, creating materialism society and has more manipulation value towards advertisement.

Product information which consist of valuable information of sales, informing brand features, keep consumer with up to date information, represent similar lifestyle and information about suitable product of the purchaser has positive correlation attitude towards advertisement and this extant literature from Akihiro & Parissa (2007), Bomariya & Sigh (2011), Mehta (2000), Abd Aziz & Ariffin (2010), Yaakop, Hemsley., et.al (2011), Ahmed (2013) and Petrovici & Paliwoda (2007) but against previous research conducted by Gaffney (2001) and Matthew (2000) which analysis attitudes towards advertisement.

Consumer manipulation factor conducted on advertising promoting undesirable value, misleading value content and persuading to buy more unneeded things also positively correlated attitude towards advertisement. This finding are against with previous study conducted but Munusamy and Wong (2007), Romani (2006), Beard (2003), Eze and Lee (2012) but match with finding with Tai (2007) and Ahmed (2013).

5.3 Conclusion and Recommendation

This study conclude that, product information and materialism factor plays an important role in determining Malaysian consumer attitudes where else consumer manipulation factor has very minor influencing scale to determine consumer attitudes towards advertisement. Although this studies has provides certain level of insight or feedback to advertising industry, the sampling and time limitation occur in conducting this studies has drawn specific drawback such accessing to more respondent group from various state in Malaysia which would enhance and strengthen the finding conclusion to the beneficial parties.

Base on the limitation and finding of this study the researcher can recommend to emphasis future research towards consumer attitudes with cause and reason of consumer attitudes towards advertisement besides only emphasizing the positive and negative attitudes towards advertising. Attitudes towards advertising is classified has emotional judgment of an individual perception which will change over the time period. The marketer, organization and advertising industry should always keep an eye on the consumer attitudes changes to sustain in the competitive market place.

Malaysian consumer has strongest positive attitudes towards advertisement in compare to country such as China, Vietnam, Romania and Pakistan from the previous study analysis. The acceptance of materialism factor by Malaysian consumer is a beneficial aspect to marketer has materialism is most effective promotional tools. Advertising media/agency suggest to enclose more informative element in advisement according to the target group preference include emotional, humor appeal which favor to Malaysian consumer. Malaysian consumer has weakest positive attitudes towards consumer manipulation, which conclude that increase in consumer manipulation factor will may lead to negative attitudes towards advertisement in future and beneficial parties should take this matter into consideration before proceed with advertising content models. Future researcher recommended to broadening the sampling size and research scope in identifying consumer attitudes towards advertisement.

References

- Advertising, N. (2014). *Nielsen Tops of 2013: Advertising*. [online] Nielsen.com. Available at: <http://www.nielsen.com/us/en/insights/news/2013/nielsen-tops-of-2013-advertising.html> [Accessed 18 Feb 2015].
- AdWeek, (2012). *The 20 Biggest Brand Fails of 2012*. [online] Available at: <http://www.adweek.com/news-gallery/advertising-branding/20-biggest-brand-fails-2012-146137#la-redoute-1> [Accessed 19 Feb. 2015].
- Abd Azizi, N. and M. Ariffin, A. (2010). Exploring Consumers Attitude towards Web Advertising and its Influence on Web Ad Usage in Malaysia. *Business Journal*, 31(1), pp.55-63.
- Ahmed, S. (2013). University students attitudes towards advertising: A study of Dhaka city of Bangladesh. *Journal of Business and Economics*, 7(1), pp.33-45.
- Alam, M., Miah, H.M., & Sadeque, S. (2006). University Students' Attitudes towards TV Advertisements and Its Effects. *Journal of Business Studies*, 2(3), pp.79-87.
- Akihiro, I. and Parissa, Haghirian (2007). *An advanced model of consumer attitudes toward advertising on the mobile internet*. [online] Available at: http://www.inderscience.com/search/index.php?action=record&rec_id=11489 [Accessed on 23 April 2015].
- Bamoriya, H. and Singh, D. (2011). Information seeking and attitude towards advertising – A cross-sectional empirical study. *Journal of Business & Information Management*, 3(1), pp.1-21.
- Barnett, V. (2002). *Sample survey principles and methods*. 3rd ed. London: Edward Arnold.
- Beard, F. K. (2003). College student attitudes toward advertising's ethical, economic, and social consequences. *Journal of Business Ethics*, 48(1), pp.217-228

- Bourque, L. (2004). *Self-Administered Questionnaire : SAGE Research Methods*. [online] Srmo.sagepub.com. Available at: <http://srmo.sagepub.com/view/the-sage-encyclopedia-of-social-science-research-methods/n902.xml> [Accessed 1 April 2015].
- Bryman, A. (2006). Integrating quantitative and qualitative research: how is it done?. *SAGE Publications*, 6(1), pp.97-112.
- Cavana, R.Y., Delahaye, B.L. and Sekaran, U. (2001) *Applied business research: qualitative and quantitative methods*. Queensland: John Wiley & Sons.
- Chung-Chuan Y. (2000). Taiwanese Female College Students' Attitudes towards and Beliefs about Advertising. *Journal of Marketing Communications*, 6(1), pp.171–183.
- Central Bank of Malaysia, (2014). *BNM Press Statements*. [online] Bnm.gov.my. Available at: http://www.bnm.gov.my/?ch=en_press&pg=en_press_all&ac=126&lang=en [Accessed 10 March 2015].
- De Run, E., Ting, H. and Liew, S. (2014). how adolescents view advertising: the effects of beliefs and personal values. *International Borneo Business Conference (IBBC)*, 1(1), pp.1-10.
- Emarketer.com, (2014). *Global Ad Spending Growth to Double This Year - eMarketer*. [online] Available at: <http://www.emarketer.com/Article/Global-Ad-Spending-Growth-Double-This-Year/1010997> [Accessed 18 April 2015].
- Gulati, P. (2009). *Research Management*. India: Coronet Books Incorporated.
- Hsu, C. and Sandford, B. (2010). *Encyclopedia of Research Design*. [online] SAGE Research Methods. Available at: <http://srmo.sagepub.com/view/encyc-of-research-design/n189.xml> [Accessed 1 May 2015].
- Ha, H-Y., John, J., Janda, S., & Muthaly, S. (2011). The effects of advertising spending on brand loyalty in services. *European Journal of Marketing*, 45(1), PP.673-691.
- Hennink, M., Hutter, I. and Bailey, A. (2011). *Qualitative research methods*. London: SAGE.
- Izzuddin, I. (2004). study on the influence of belief factors and demographic characteristics on the attitudes toward web advertising among USM staff in Penang. *Research report in partial fulfillment of the requirements for the degree of Master of Business Administration APRIL*, 1(1), pp.5-35.
- Kanso, A. M., & Nelson, R. A. (2007). Multinational corporations and the challenge of global advertising. What do US headquarters consider important in making media-selection decisions?
- Kopanidis, F. (2009). Towards the development of a personal values importance scale (PVIS) - application in education. *Paper presented at Australia New Zealand Marketing Academy (ANZMAC) Conference, Melbourne, Australia*. 3(2), pp.3-12.
- Korgaonkar, P., Silverblan, R., & O'Leary, B. (2001). Web advertising and Hispanics. *Journal of Consumer Marketing*, 18(2), 134-152.
- Lee, C.H., Eze, U.C., & Ndubisi, N.O. (2011). Analysing key determinants of online repurchase intentions. *Asia Pacific Journal of Marketing and Logistics*, 23(2), pp.200-221.