

**WEB ADVERTISING AND ITS VALUES AMONG STUDENTS
OF HIGHER INSTITUTIONS**

By

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**Project Paper Submitted in Partial Fulfillment of the Requirements
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Dedicated to:

my late father, **Omar Haji Ibrahim**, who is always in my heart; my mother, **Hadijah Abdullah**, who has always been my epitome of love and strength; my husband, **Muhd Azrin Nazri**, who has been very understanding and helpful; my supervisors, **Prof. Dr Abu Daud Silong and Pn. Nor Khalidah Abu**, for being a wonderful and helpful mentors.

and,

my future progeny:

“On no soul doth Allah Place a burden greater than it can bear. It gets every good that it earns, and it suffers every ill that it earns.”

(Al-Quranul Kareem: 2:286)

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Abstract of the project paper submitted to the Senate of University Tun Abdul Razak in partial Fulfillment of the requirements for the Master Business Administration.

WEB ADVERTISING AND ITS VALUES AMONG STUDENTS OF HIGHER INSTITUTIONS

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The aim of this study is to determine whether the model for advertising value would hold up in this new context; specifically, whether informativeness, entertainment, and irritation would continue to be significant and directionally consistent predictors of how consumers assess the value of web advertising. It also explores the relationship between advertising value with consumers' perceived web benefits.

The influence of general factors such as modes of education and students' programs on advertising value are also being investigated in this study. The respondents chosen for this study are higher institution students from two universities namely Universiti Tun Abdul Razak (UNITAR), Kelana Jaya and International Islamic University Malaysia (IIUM), Sg. Pusu, Gombak. Clustered simple random sampling is used in selecting the sample from each university. The quantitative data are gained through questionnaires.

The analysis of available data indicated that most students perceive web advertising low or moderate in its value. As a source of advertising, web was placed in the fourth ranked after television, newspaper, and radio. These ranking reflected the

web's status as an evolving advertising medium. Entertainment, informativeness, irritation, and perceived web benefits are variables that have strong correlation with advertising value. Among the three predictors namely, informativeness, entertainment, and irritation, entertainment has the strongest positive correlation with web advertising value. This is followed by informativeness and irritation. However, irritation significantly has an inversed correlation with advertising value. Perceived web benefits which is also one of the independent variables has a strong positive correlation with advertising value.

The study recommends that advertisements that are fun, exciting, emotional release with complete and relevant information should be applied in web advertisements, as they are the initiators that could create value. Annoying, confusing, irritating and deceptive advertisement should be avoided as they can influence advertising value negatively.

CHAPTER ONE

INTRODUCTION

Background of the Study

The current hype about the potential impact of the World Wide Web (WWW) almost bombarding every field of management, attracting attention from managers and business academics in all functions areas. The predictions of the broader impact these new technologies will have on business is a growing concern among firm over the specific role the new interactive media will play in the marketing mix. These new media have the potential to serve as advance, communication, merchandising, and distribution channels.

The World Wide Web (WWW) or simply the Web has attracted a great deal of attention in recent years, perhaps significantly, in the influential business press (Verity and Hof, 1994 and The Economist, 1995) and popular culture (Rolling Stone, 1995). Uniform Resource Locators (URLs) appear in many advertisements and Business Week devotes a page to listing the URLs of its advertisers.

The World Wide Web which are the first truly new medium since television presents advertisers with still to be met opportunities and challenges, including the need for more systematic research (Berthon, Pitt, and Watson, 1996). To use this medium effectively, marketers will benefit from understanding how users perceive the Web as a source of advertising since perceptions of the media affect attitudes toward individual advertisements (Alwitt and Prabhaker, 1994; Bauer and Greyser, 1968; Larkin, 1979; Mackenzie and Lutz, 1989).

The tremendous growth of the Internet, and particularly the World Wide Web, has led to a critical mass of consumers and firms participating in a global online marketplace. The rapid adoption of the Internet as a commercial medium has caused firms to experiment with innovative ways of marketing to consumers in computer-mediated environments. According to Ricciuti (1995), the development of the Internet is expanding beyond the utilization of the Internet as a communication medium to an important view of the Internet as a new market.

The traditional media which used one-to-one marketing communications fails in its persuasion function as differentiating a product or brand is limited by the unidirectionality of traditional mass media (Hoffman, Novak and Chatterjee, 1995). The Internet, is a revolution in distributed computing and interactive multimedia many-to-many communication, which is a radical departure from traditional marketing environments. Some applications on the Internet (e.g., personal homepages) represent "narrowing" to the extreme, with content created by consumers and for consumers. As a marketing and advertising medium, the Web has the potential to radically change the way firms do business with their customers by blending together publishing, real-time communication broadcast and narrowcast.

According to Ghosh (1998), companies that currently do not want to participate in Internet commerce may be forced to by competitors or customers. According to the author, Dell sells computer equipment directly to its customers, sometimes over the Internet, but Compaq sells through distributors. Indirectly this could put Compaq at a disadvantage, as its distribution costs are higher. In Compaq the pricing and information system are designed for conducting business through distributors,

hence, any move Compaq makes toward accepting orders over the Internet could threaten those distributors. What's worse from Compaq's point of view, Dell could gain internal efficiencies through the Internet channel. A recent report showed that Dell is currently selling almost \$15 million worth of computers a day through the Web site (Malaysian Business, 2000). By the year 2000, the company expects to handle half of all its business ranging from customer inquiries to orders to follow-up service through the Internet. Such developments are forcing Dell's rivals in the computer industry to develop Internet channel of their own.

The Web is not a transient phenomenon. It warrants serious attention by advertising academicians and practitioners. Statistics support this, as the growth is so rapid for instance, the web is growing at about 50% per month, with the number of sites doubling every 53 days. The number of Web servers (computers providing Web sites) is now more than 30,000 world wide (Berthon, Pitt and Watson, 1996). For example, a recent special report in Malaysian Business magazine (2000) stated that, the total number of people online in February 2000 is 275.49 million. In addition, 10 million people have purchased something online (Business Week, 1997).

Basically, Malaysia is also experiencing rapid growth in the Internet usage. The number of Internet users in Malaysia is increasing at a high pace, which is in line with the rapid rise in Internet Host from 1,087 in 1995 to 25,200 in 1998. Within the same period, the Internet Domain is also rising from 97 to 1,019. The number of people who are registered with JARING and TM Net also have multiplied ten times from 42,000 in 1995 to 425,320 in 1998. According to Rahman, Shukri (1999) the

number of Internet users have increased by more than 50% to 864,00 in 1999 from 575,000 in 1998.

A recent report by Malaysian Business Magazine (2000) indicated that in February, 2000 about 275 million people had accessed to the Internet. This is a 60% increased over the 171 million people estimated in May, 1999, less than a year ago. Moreover Forrester Research has also forecasted that more than 500 million people will be using the Internet by year 2003. This is likely to be revised upwards as the mobile Internet (access to the Internet via wireless devices such as cellphones and personal digital assistants) catches on.

Besides that, the numbers of Malaysian consumers purchasing online are also growing tremendously. For example, in Seven Malaysia Plan Report, (1998) stated that Malaysia is experiencing changes in customer's buying and selling methods. Ordering and buying through the electronic media are expected to increase via cybermalls, online retail and mail ordering. The use of EDI (Electronic Data Interchange) together with the Internet has enabled the distribution system to be done in an efficient and effective manner. In order to encourage e-commerce, Malaysian government has developed special committees responsible for all activities in the e-commerce transactions. Malaysia Mall by JARING is the first virtual mall with seven retailers selling online. It is expected that by end 1998 there will be 20 virtual malls and most of them will be selling Malaysian products such as batik and pewter.

To use this medium effectively, marketers have to understand how users perceive the Web as a source of advertising since perception towards the media affect attitude towards individual advertisements (Alwitt and Prabhaker, 1994; Bauer and Greyser, 1968; Larkin, 1979; MacKenzie and Lutz, 1989). Although there is a growing concern among marketers about the prospect of Web advertising and its importance as a marketing communication tool in developing countries, to date there is little systematic research that has been conducted on how Malaysian consumers value Web advertising. Most of the work done so far has been descriptive in nature such as " what the medium is" (Ellsworth and Ellsworth, 1995). Until now there has been no specific studies done particularly in developing countries such as in Malaysia on how consumers assess web advertising.

Earlier research on value of advertising tended to focus on information (Ratchford, 1980), information content (Stern, Krugman, and Resnik, 1981), or how informative advertising is perceived (Aaker and Norris, 1982; Larkin, 1979; Soley and Reid, 1983). Such studies, however, did not investigate the relationship between informativeness and the value of advertising as reported by consumers nor did they incorporate other perceptual reactions to advertising that may add or detract from its overall value. According to Pardun and Lamb (1999), for all the excitement and attention to the Internet, little is known about the media strategies that advertisers use as they incorporate the Web into their media mix.

Problem Statement

Although there is a tremendous growth and concern among marketers about the prospect of Web advertising and its significant as a marketing communication tool in Asia, to date there is little systematic research that has been conducted on how consumers value Web advertising. The major questions addressed by this study are how Malaysian consumers from two Malaysian institutions of higher education assess web advertising? How do they assess the web advertising value? To answer the above questions the sub-questions that need to be considered are: What are the factors that can influence customer's assessment? How can informativeness, entertainment content, irritation, and customer's perception on web advertising benefits influence web advertising value? What are the relationships between informativeness, entertainment and irritation with regard to advertising value?

Research Objectives

The above-mentioned problems and the gap in the present literature point to the following purposes of this research. Basically, this paper consists of major and specific objectives.

Major objective

1. To investigate how higher institution students assess Web advertising.

Specific objectives

In order to address the above objective some specific objectives that need to be achieved are:

1. To investigate whether informativeness, entertainment, and irritation would be significant and directionally consistent predictors on how consumers assess the value of web advertising.

2. To determine the relationship between these three predictors namely, informativeness, entertainment, and irritation on web advertising value.
3. To determine customer's perception towards web advertising benefits with regards to themselves, to the economy, and to the society as well as its influence towards customers' assessment.
4. To determine the relative value of web as an ad medium compared to other traditional media.
5. To determine the relationship between web advertising values and selected demographic variables such as students' program and mode of studies.

Research Hypotheses

The hypotheses to be tested, therefore, can be stated as follows:-

- H1 : Informativeness influences web advertising value positively.
- H2 : Entertainment content influences web advertising value positively.
- H3 : Irritation influences web advertising value negatively.
- H4: Customers perception towards web advertising benefits can influence customers' assessment towards web advertising value.

Limitations of the Study

1. The data collected from this study will be limited to university students thus, it may not have been representative of all Web users in Malaysia.
2. The second barriers for this research is related to student's attitudes towards the new concept, "web advertising". They might not have heard of the concept even though it is popular in some other countries.

3. Thirdly, though the sample in this study includes different races, there will be no analysis of advertising value assessment by race.

Assumptions

Three assumptions underlie this research.

1. The web potentially offers consumers a number of benefits that may enhance the value of its advertising.
2. There is an important opportunity to understand how advertising emerging in this new medium can best serve the needs of consumers.
3. Advertising that consumers find valuable is also likely to be advertising that yields the sort of responses advertiser desire.

Scope of the Study

This study explores how consumers assess web advertising value, and the relationship of informativeness, entertainment, and irritation influence the assessment. Besides that, it also examines the influence of customer's perception towards web advertising benefits, ad mediums, and some selected demographics variables on customers' assessment towards web advertising value.

Another aspect related to the scope of this study is that the analysis will be based on the undergraduate students who are pursuing their degree in International Islamic University Malaysia (IIUM) and University Tun Abdul Razak (UNITAR). IIUM and UNITAR were chosen due to its unique position as the first international university and virtual mode of learning in Malaysia respectively. This uniqueness

makes IIUM and UNITAR necessarily different from other local universities so a separate analysis of the institutions is desirable.

Significance of the Study

The study is an extension of past researches, which have been carried out in an effort to understand how customers assess web advertising value. Despite fairly extensive work that has been conducted in this field, especially in the West, the relationship between informativeness, entertainment and irritation towards web advertising value have not been very clear and inconclusive particularly in Asia. While, this study intends to further clarify that issue, it will also focus on a number of other issues that will contribute in studying assessment of customers toward web advertising value.

Determining the relationship between informativeness, entertainment and irritation towards web advertising value is vital because this will assist marketers to adopt the right advertising strategy especially in Malaysia context. This study would give a clear view on the importance of web advertising and factors that influence its value.

The results from this study will be useful to marketers to enable them to adopt appropriate advertising strategies such as allowing marketers to address consumer needs at the individual level (one-to-one marketing) particularly among those who are 18 and above who comprises the largest segment in Malaysia population. At the same time, giving marketers credible advantages compared to traditional vendors in term of providing high quality information and convenience transaction. Hopefully, the research would also benefit companies and firms in the government and private sectors to try this innovative way to market their products and services.

Besides that, results from this study will also be of interest to marketers who are sensitive to consumer attitudes toward their communications media. Management will be interested in understanding the factors that influence advertising value. At the same time consumer assessments of value will give useful insights into consumer on-line behavior by allowing the Web advertiser to turn surfers (those who browse the Web) into interactors (attracting the surfers to the extent that they become interested, ultimately purchasers, and, staying interactive, repeat purchasers).

Definition of Terms

A number of terms are frequently used in this study. The following are the operational definitions of the term used.

Informativeness

Informativeness is a measure of the ability of advertising to inform customers relevant, timely, unknown, convenience, complete and intelligible product information.

Entertainment

Entertainment is a measure of the advertising ability to fulfill audience needs for escapism, diversion, aesthetic enjoyment, emotional release, and fun.

Irritation

Is to measure when the advertising is annoying, deceptive, confusing and undermine people's intelligence.

Advertising Value

Advertising value is a measure of how customers consider the advertising meet or exceeds their expectations. In other word, it can be understood as an overall

representation of the worth of advertising to consumers, which can lead to a satisfactory exchange. Effective advertising can also be advertising that customer's value.

Advertising Processing

Is to indicate the usage of the web advertising such as for business, education and personal purposes.

Ad medium

This is defined as the media used for advertisement such as direct mail, magazines, newspaper, outdoors, radio television and World Wide Web.

Customer Perception on Web Benefits

Customer perception is defined as the customers' total evaluation of the web advertising benefits towards themselves, to the economic, to the society, and the company. Perceived benefits should be distinguished from actual benefits because customers may not always evaluate correctly the web advertising benefits. Customers might evaluate it as useful to the society and others might evaluate it to be useful towards themselves.

Organization of the Project Paper

This paper is organized into five chapters. Chapter One presents an outline of the introduction of the study, the statement of the problem, the objectives of the study, the limitations, the assumptions, the definition of terms, the significance of the research and the organization of the project paper.

Chapter Two contains five main sections. The first section gives the introduction, theoretical framework on web advertising and advertising value. The second section

provides the readers with informativeness influence on assessing advertising value. It is followed by entertainment influence on assessing advertising value. The fourth section is about irritation influence on assessing advertising value. The rest of the sections cover the web benefits and some reviews on Malaysia's situation and the changes facing consumers.

Chapter Three outlines the research methodology that will be used in collecting and analyzing the data. It is divided into a number of sections that consist of descriptive of the target population, sample selection, description of the instruments, the variables, pilot testing, data collection method, reliability and validity, and the statistical techniques that are used for hypotheses testing.

Chapter Four contains the results of the data collection, analyzes, and discussions on the findings of this research. The summary of the findings, conclusion, implications, and recommendations are presented in the final chapter.

CHAPTER TWO

REVIEW OF LITERATURE

Introduction

The focus of this chapter is to review literature related to research and theoretical aspects of advertising on the web. Basically this study uses the approach developed by Ducoffe (1995) in assessing the traditional media. Findings from previous studies were used to guide the conceptual framework and direction of hypothesis in this study. The discussion in Malaysian context will follow to provide a general overview of the situation in Malaysia.

The World Wide Web

The World Wide Web, sometimes referred to as WWW, W3, or simply the "Web," is an Internet based global information initiative begun by Tim Berners-Lee at the European Laboratory for Practical Physics (CERN) in Geneva, Switzerland. The Web represents the "universe of network-accessible information, an embodiment of human knowledge" in hypertext and multimedia form (Berners-Lee, Cailliau, Groff, and Pollermann 1992; Secret 1993). The World Wide Web is the first example of hypermedia CME (Computer Mediated Environment) with a body of software, and a set of protocols and conventions that makes it possible for people on the Internet to search, retrieve, browse, and add information to the environment at will.

The World Wide Web consists of locations or "sites" which providers (e.g. firms) erect on servers and users (e.g. consumers) visit. On the Web, consumer-oriented network navigation consists of visiting a series of "Web Sites" in order to search for

information and/or advertising about products, browse content, or place an order for a product. According to Hoffman, Novak and Chatterjee (1995), the present popularity of the WWW as a commercial medium is due to its ability to facilitate global sharing of information and resources, and its potential to provide an efficient channel for advertising, marketing, and even direct distribution of certain goods and information services.

The Drawback of the Traditional Media

Anecdotal evidence suggests that Web-based commercials are more efficient and possible even more effective than efforts mounted in traditional channels. Initial conjectures on efficiencies to generate by online commercial efforts suggest that marketing on the Web results is "10 times as many units sold with 1/10 the advertising budget" (Potter 1994). It is about one-fourth less costly to perform direct marketing through the Net than through conventional channels (Verity & Hof 1994). This fact becomes especially critical in the face of shortening technology and product life cycles and increasing technological complexity (IITA, 1994).

According to Robert H. Ducoffe (1996), there are several reasons that made advertising in the traditional media little value towards consumers:

1. The tremendous number of advertisements that individuals are exposed to on a daily basis makes it impossible to give significant attention to most of them, and this number is projected to continue its rapid growth into the future (Bogart, 1985). Besides that, even if individual advertisements are truly useful, people have neither the time nor the mental resources to dedicate sufficient attention to glean something of value from most of them.

2. The vast majority of advertising exposures reach individuals when they are not shopping for the products or services being advertised so most messages are simply not relevant to consumer concerns at the time of exposure. For example a study done by Alwitt and Prabhaker (1992) indicated that, consumers often hostile to advertisements for products that are irrelevant to their life. According to them, the specific functions served by a specific commercial may be more acceptable to a viewer if they are compatible with the viewer's perceptions of what a commercial can do for him or her. Moreover, the study also showed that people dislike television advertising because they perceive the commercials to be offensive or in poor taste, and because they cannot completely trust the way the products are being depicted. People also dislike advertising because much of it is not relevant to their needs or their self-images as reflected in their personalities and interests. Copy test services, for example, have found that up to 80% of an ad's score on recall and/or persuasion measures is a function of background variables such as whether or not people are interested in the product category (Aaker, Batra, and Myers, 1992).
3. Much advertising is for low risk, essentially parity-type, packaged goods that consumers are familiar with and that do not require a great deal of thought in advance of purchase (Kottman, 1977). According to Dunn and Barban (1986), the contention held by many critics on advertising are that advertising insults the intelligence of the average consumer, leads to higher prices, often persuades people to buy things they should not and does not present a true picture of the product being advertised. If the product are

product that consumer are familiar with, normally the advertising strategy will focus on maximizing message weight against consumer targets (Ducoffe, 1995). This is an indication that message quantity rather than quality are the crucial consideration in the strategy. However, in recent research showed that there was no evidence that message weight itself, in the absence of certain contingent factors, has a significant impact on consumer responses (Lodish et al., 1995).

4. The nature of most advertising is probably not considered by consumers to be worth their attention. Surveys taken in the United States over an extended period indicated that public attitudes toward advertising continue to be negative (Alwitt and Prabhaker, 1992; Zanot, 1981). According to Alwitt and Prabhaker (1994), the fact that consumers form overall attitudes towards advertising in our society is indisputable. Numerous empirical studies and general surveys report consumers' overall evaluation of advertising. Besides that, there seem to be a general consensus that the overall attitude that consumers have toward advertising is negative (Andrews, 1989 and Zanot, 1981). This is particularly true of overall attitudes toward television advertising (Bartos, 1981).

A comparison of results from a survey done by Alwitt and Prabhaker (1992) with the past surveys used to track trends of attitudes toward TV advertising indicated that, attitudes toward TV advertising are as negative in the current sample as they have been in the past study (Bartos, 1981 and Andrews, 1989). The relative importance of TV advertising today is not very different from the relative importance of advertising in the past. A study conducted by Bauer and Gresyer in

1960s showed that, most of the respondents felt that TV advertising needs immediate attention and its is ranked fifth of ten topics that in need for immediate attention. Basically, the attitudes to TV advertising of the people surveyed in the study by Alwitt and Prabhaker in 1992 is also similar with the 1960 attitudes to general advertising in a larger nationally representatives sample.

According to Sandage and Leckenby (1980), most of the criticism tends to be directed not at the institution of advertising itself but rather at the tactics that the advertisers employ since, the functions of television advertising depend on the specific consumer and the specific situation. Hence, what may be informational for one person or one situation may be entertainment for another.

Advertising Value

Perceptions found by Ducoffe (1995 and 1996) in two of his studies a laboratory experiment and a mall-intercept survey indicated that, the value of advertising in general referred to hereafter as advertising value as well as the value of individual advertisements referred to hereafter as ad value. These perceptions demonstrated themselves to be consistent measurement criteria both for assessing the overall value of advertising and for copy testing purposes.

Figure 1 is the model for advertising value tested in Ducoffe (1995) original mall-intercept survey on traditional media advertising which will be used in this study. The result form the study reported that there was a sizable, significant, and negative correlation of - 0. 52 between multiple-item measures or irritation and advertising value. While in term of the entertainment and informativeness, it was reported a

substantial, significant and positive correlation of 0.48 and 0.65 respectively between multiple-item measures of entertainment and informativenss towards advertising value respectively.

The approach suggested by Ducoffe (1995) for understanding advertising effectiveness is rooted in the view that advertising messages are potential communications exchanges between advertisers and consumers. Exchange is central to marketing. It is the theoretical hub around which marketing theories connect to form an integrated structure (Houston and Gassenheimer, 1987 and Kotler 1984). According to Kotler (1984), for exchanges to be consummated each party to the exchange both give and receive value. Once Bagozzi (1975, p.33) defined exchange as "a transfer of something tangible or intangible, actual or symbolic, between two or more social actors". Exchange is explained in terms of variation in individual or joint outcomes, experience, or actions.

Thus, marketing can be described as the study of potency variation achieved through exchange processes, with exchange being described as the voluntary transfer of value from one entity's assortment to another's assortment for the purpose of enhancing the potency of one's own assortment.

To the advertiser, whose aim is to sell or to affect attitudes is to induce a sale, the value of any advertisement is judged against these criteria. However, from a consumer point of view, a satisfactory exchange is proposed as one in which the value of the advertising itself is considered to meet or exceed their expectations. Thus, advertising value is understood as an overall representation of the worth of

advertising to consumers. Whereas, on the firm level, it is a potentially important measure of the market orientedness of its advertising (Kohli and Jaworski, 1990). On a broader level, it can serve as an indicator of the overall performance of the industry or an industry category from a consumer point of view.

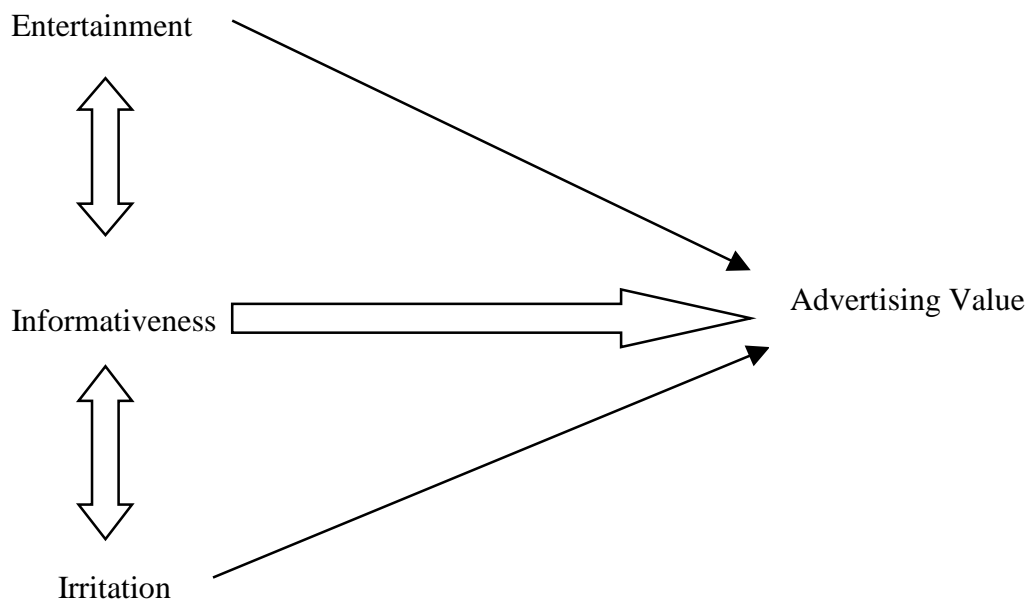


Figure 1: Advertising Value Framework

*Source: Ducoffe, Robert H. "How Consumers Assess the Value of Advertising." *Journal of Current Issues and Research in Advertising*, 17, (1), 1995, p.1-18.

The Influence of Informativeness on Advertising Value

Central to the argument that advertising is a positive social and economic force is the premise that consumers use advertising to satisfy specific information needs. Soley and Reid (1983), defined advertising as market information and offers the interpretation that advertising's basic institutional function is to "facilitate judgement and free choice on the part of the consumer" by providing relevant information.

Similarly, they contend that advertising fulfills four basic informational functions- perception, persuasion, reinforcement, and reminder.

The "advertising as information" premise can be further supported by Bauer and Greyser's (1968) classic survey of how Americans view advertising. From polls of random population samples of the United States, Bauer and Greyser found that Americans approved of advertising for filling its informational role, but that their approval varied by advertising media. Aaker (1981) defined informative commercial communication as one that contains information that is truthful, complete, intelligible, relevant, unknown, and substantial enough to warrant processing.

Basically, consumers often see advertising as a means to inform consumers of product alternatives so that the purchases will yield the greatest possible satisfaction. As been claimed by Rotzoll, Haefner, and Sandage (1989) advertising's informational role is its chief legitimizing function. Moreover, the consumers themselves believe that advertising's ability to supply information is the primary reason for approving it (Ducoffe, Robert H. 1996).

According to Sunil, Gupta (1995), one of the strength in the Web is that advertisers can use the Web as a communication channel to forge lasting relationship with better-informed consumers who seek real information and tangible values. Further study conducted by Raman (1997) in an in-depth interview with subjects who browse the Web exhibited that, information is easy to access on the Web where, respondents enjoyed feeling in control of seeing material. Moreover, the

respondents view corporate homepage as more than advertising in that they could "get useful information without being influenced". A survey conducted by Li and Colye (1997) on Internet service subscribers found that the use of Web for product information has significant impact on actual purchases on the Web.

Besides that, the advertising ability to present a true picture of products is a core consumer belief underlying its inherent economic benefits (Andrews, 1989). Specifically Ducoffe (1995), in his mall-intercept survey revealed that there is a significant and positive correlation of 0.65 between multiple-item measures developed for informativeness and advertising value. Once stated by Gupta (1995, p.5), "the quality information regarding the purchase options/category is most important to respondents in choosing a WWW vendor".

By making the commercial sites more fun, interesting and informative it can lead to more traffic. Further study conducted by Pollay and Mittal (1993) regarding determinants and segment in consumer criticisms of advertising showed that, product information and hedonic amusement are positively related with advertising value. It is therefore hypothesized that, informativeness influences web advertising value positively.

The Influence of Entertainment on Advertising Value

Past researches have demonstrated that the value of entertainment lies in the ability of the advertising to fulfill audience needs for escapism, diversion, aesthetic enjoyment, or emotional release (MaQuail, 1983). Basically, the value of media entertainment is regularly been acknowledged. According to Alwitt and Prabhaker

(1992), besides knowledge function advertising also has hedonic function, which the main purpose is to entertain. Thus, a lot of studies have been done to investigate the effects of "mood" (Edell and Burke, 1987), "music" (Gorn, 1982) and other ways of making the advertising process more entertaining and more pleasant.

Since, advertising is considered as a vital portion of media content, the capability of advertising to entertain can enhance the experience of advertising exchanges for consumers (Alwitt and Prabhaker, 1992). Research has demonstrated that the pleasant or likable advertising is thought to have a positive impact on brand attitudes (Mitchell and Olson, 1981). In a laboratory experiment conducted by Ducoffe (1995) confirmed that, informativeness and entertainment are statistically significant predictors of the value of individual ads. This was again been proved in Ducoffe (1996) mall-intercept study, which showed a substantial, significant, and positive correlation of 0.48 between multiple-item measures of entertainment and advertising value. Thus, it is hypothesized that entertainment influences web advertising value positively.

The Influence of Irritation on Advertising Value

Several writers have hypothesized that an increase in irritation levels can lead to a general reduction in the effectiveness of all advertising. Gresyer (1973) suggested that, the public's receptivity to advertising depend on a goodwill that is eroded by public dislike of advertising. Most of the consumers' criticisms are directed at the tactics that are employed by the advertisers, which make the experience of processing advertising negative (Sandage and Leckenby, 1980).

Aaker and Bruzzone (1985) discovered several factors that can increase consumers' irritation toward advertising. Among them are:

1. A sensitive product is involved, and the product and its use are emphasized by explicitly showing the product package, the product component, the product use or the product effect.
2. The situation is contrived, phony, unbelievable, and/or overdramatized.
3. A person is "put down" with respect to appearance or sophistication.
4. An important relationship such as a mother-daughter, husband-wife, or that a close friend appears to be threatened.
5. There is a graphical, detail demonstration of physical discomfort.
6. An uncomfortable tension is created by an argument, an antagonistic character, or by an activity.
7. An attractive or unsympathetic character is portrayed.
8. There is poor casting or execution.

On the other hand, he also highlighted factors that can reduce the irritation level among them are:

1. Good casting and story line combine to generate believable, sympathetic scenes and characters.
2. A positive, light, happy mood is created by music and story line.
3. Words and phrases like love, care, and wonderful can help establish a positive mood.
4. A warm mood is established by the characters and story line.
5. An appropriate, credible spokesperson is used.
6. The commercial is perceived as amusing.
7. The commercial is perceived as being informative.

A study done by Bauer and Greyser (1968) among the American consumers found that, the main reason that make people criticize advertising is related to the annoyance or irritation it causes, an outcome thought to lead to a general reduction in advertising effectiveness. Another study conducted by Aaker and Bruzzone (1985) manifested that, the more irritating commercials were the ones that is most likely to be perceived as silly, phony, and to a lesser extent, less appealing and less informative.

Similarly some writers have indicated that on-line advertising is not without frustration for consumer and advertiser alike (Silivan 1997 and Foster 1996). For instance according to Foster (1996), web advertising may be more distracting and irritating if it is in the same format as print advertisements since web advertisement often incorporated audio and motion.

For that matter, Ducoffe (1995) who conducted a laboratory experiment justified that, when advertising employs techniques that annoy, offend, insult, or are overly manipulative, consumers are likely to perceive it as an unwanted and irritating influence. This was again being confirmed in Ducoffe (1996) mall-intercept survey, which indicated a significant and negative correlation of -0.52 between multiple-item measures of irritation and advertising value. Therefore, in the present study it is hypothesized that irritation influences web advertising's value negatively.

The Web Benefits

As a commercial medium, the Web offers a number of important benefits, which can be examined at both the consumers and firm levels. Indirectly, this can address both demand and supply.

Web Benefits toward Consumers and Firms

Consumers benefit arise primarily from the structural characteristics of the medium and availability of information, provision of search mechanism, and online product trial all which can lead to reduced uncertainty in the purchase decision. Whereas, firm benefits arise from the potential of the Web as a distribution channel, a medium for marketing communications, and a market in and itself. These efficiencies are associated with Web technology and the interactive nature of the medium. Hawkins (1994), identified a number of the Web's early-forecasted benefits that have the potential to influence consumers' and firms' advertising value among them are:

1. Consumers can access to information, which are not immediately accessible to them.

The number of businesses setting up shop on the web is proliferating rapidly. During the first week 10,000 new domains registered for use on the web (The Economist, 1995). As companies increasing turn to the Web as a marketing channel, customers will increasingly have quick and convenient access to information of all kinds on products and services. According to Widing and Talarzyk (1993), for search goods, the incremental value of the new media will be the provision of information in a more accessible, less costly, and more customizable format. Indirectly this could reduce the costs of search (e.g., travel, time) and increase expected benefits through the

improved process ability of new information. These improvements can derive from information-processing aids, the reduction of irrelevant information, and improved information organization resulting in a reduction of what Shugan (1980) labeled as the "cost of thinking". Ducoffe (1995) also specifically noted that, information value is a function of timing on its accessibility to consumers at or around the time they are considering purchases. Therefore, Web advertising can potentially offer consumers an advantage over traditional media because it makes this information immediately accessible. An ideal example of this is the WWW site for CUC (Shopper's Advantage at <http://www.cuc.com>), a membership shopping club where visitors can search for products according to price, features, brand name, or merchant recommendations. Consumers then choose among a list of products that meet only their prespecified criteria selecting the information presentation format that offers the most value for them individually. For example, in Priceline.com, customers can name their prices largely for air tickets and the businesses will decide whether to accept the offers. Besides that, auction facility can also be done online such as eBay.com. On eBay, a person puts up for sale an item and any body interested can bid for it. A study done by Ducoffe indicated that, most of the respondents were neutral with respect to the benefits Web advertising offers to them as consumers. The mean ratings for helping them to become a better consumers were 3.7 and 3.8 for helping people to make wise purchase decision.

2. Advertising information will be more relevant to consumers.

Marketing communications perform three functions: inform, remind and persuade (Anderson and Rubin 1986). The traditional media, which use one-to-many marketing communication model, provide limited power in persuasion functions necessary for differentiating a product or brand. On the other hand, Web is a revolution in distributed computing and interactive multi media many-to-many communication, is dramatically altering the traditional view of communication media (Hoffman and Novak 1995). Advertising via a switched, interactive network like the Web, is a form of direct marketing communication taking advantage of addressable media technology to communicate with less waste and greater efficiency than what is possible through traditional media. According to Ducoffe (1995), addressability permits exposure to be self-selected, which should result in consumers receiving advertising they consider more relevant, as a significant predictor of informativeness. For instance, banners ads transmitted to on-line users that employ specified keywords when browsing the web have been found to generate far higher conversion click rates (the percentage of people who click on a banner ad to reach the advertiser's linked web site) than do nontargeted banners (Cyber Marketing Letter, 1996).

3. Ads are flexible, as firm will be able to alter quickly and easily in response to consumer needs and changing market conditions.

Traditional media such as print and television advertising are often subject to deadlines well in advance of appearance of advertisements making it difficult to revise ads quickly in response to changing market conditions. Web

advertising can be changed more easily, frequently, and quickly offering advertisers a substantial increase in flexibility. Moreover, Web ads can be tailored for and by users. Cisco's managers once stated that:

The real value of the electronic channel is that it allows the company to provide buyers with a range of advantages such as convenience, information, personalization, and interactive. Competitors or customers may force companies that currently do not want to participate in Internet commerce (Harvard Business Review, 1998, p.15).

According to Ahmad, Azmi (1999), the impact of Internet on the Malaysia economy is very strong where it provides an efficient and cost effective tool to businesses. Products and services can be rapidly digitalised and distributed globally through the Internet. A study done by Ducoffe (1996), showed that most of the respondents in the study expected that Web advertising will hold economic benefits with mean rating of 2.7 for helping companies to be more profitable and 3.1 for its positive effects on the economy. Hence, in the present study it is hypothesized that customers' perception towards web advertising benefits can influence advertising value.

4. Transaction can be executed directly by consumers in response to ads increasing both speed and convenience of purchases or inquires.

The increasing ability to link Web ads directly to transactions is significantly value enhancing advantage. The increasing popularity of the World Wide Web and explosive growth of the Internet has generated significant interest in the development of electronic commerce (Sarkar, Butler and Steinfield, 1998). Analysis demonstrated that a more likely outcome is the emergence of a class of commercial service providers, which is called as cybermediaries.

According to Searcher, Butler, and Stenciled (1995), cybermediaries are organizations that operate in electronic markets to facilitate exchanges between producers and consumers by meeting the needs of both producers and consumers. Cybermediaries can increase the efficiency of electronic markets, in a role similar to intermediaries, by aggregating transaction to create economic of scale and scope (Coyle, Andraski, 1990; Sarkar, Butler and Steinfield, 1998). Other than that, the electronic mail capability of Web advertising permits users deciding to purchase and to transmit orders directly. This capability offers consumers enhanced convenience and will also cut the time required to receive the product or service ordered since the fulfillment process is accelerated electronically.

Malaysian Consumers

This section will present the general economic, demographic and IT growth in Malaysia as a basis to provide some insight on opportunities and changes facing marketers. The discussion will begin with an overview of changes which taken place since Malaysian Independence. Demographic changes among Malaysian will be discussed to provide the reader with some understanding of the interrelationship between the changes and the opportunities that marketers can take.

Malaysia gained independence from the British in 1959 and since then has been undergoing economic, social and some political changes. According to the 1995 census, Malaysia population is expected to increase to 22.89 million people by the year 2000, with the growth rate of 1.5% per year. The growth rate varies with different age. It is expected that those between the age of 15 and below will reduce

to 34% in year 2000. While, those between the age of 15-64 years old is expected to rise to 62%. Those within the age of 65 and above are also anticipated to increase from 830,000 in 1998 to 900,000 in the year 2000. This shows that Malaysian consumers are moving toward aging segment.

In term of the economic structure, in the last 20 years Malaysia has industrialized rapidly. It has been transformed from a country, which depends for its prosperity and economic resilience on producing, wide range of mineral and agricultural export commodities- tin, natural rubber, tropical timber and a number of minor minerals and agricultural products- into an economy dominated by manufacturing industry. In 1989 agriculture and manufacturing accounted for roughly equal proportions of GDP whereas, by 1997 manufacturing was nearly three times as important as agriculture (The EIU, 1998-1999).

While in case of the technology development, Malaysia is striving to achieve the status of a developed country, advancements in the area of information and communication technologies. This can be seen with the establishment of the National Information Technology Council (NITC), under the chairmanship of the Hon. Prime Minister, is an indicative of the recognition and critical role assigned to information technology in national development. It also marks the initiation of more systematic planning for IT development at the national level.

The NITC has become the focal point for national efforts in strategic planning for the IT sector, emphasizing IT's role in transforming Malaysian society into a knowledge-based society. In Seventh Malaysia Plan focuses have been given to

information technology and its role as a critical enabling tool in national development.

The NITC has also conducted two high-level national conferences namely, the INFOTECH and Multimedia Asia to provide a forum for the articulation and discussion of key issues in IT development and IT's role in national development. This can provide an array of opportunities that can be turned into tangible benefits, which can spur economic development and improve the quality of life of Malaysian.

Dato Lim Ah Lek, Minister of Human Resources once stated that:

The world economy is becoming borderless where business practices and systems have continued to evolve at an unprecedented pace, which is mainly due to the advancement of Information Technology (1999, p.176).

Generally, the continued absorption of WWW in business activities and systems is impacting widely on nature of marketing. One such form of work that is slowly but surely taking root in Malaysia, is Web advertising. The launching of the Multimedia Super Corridor (MSC) in 1996 signifies the commitment of Malaysian government in harnessing the benefits that IT could bring. Physically, the MSC covers an area approximately 15 km by 40 km to the south of Kuala Lumpur. It encompasses various mega development projects, namely the Kuala Lumpur City Centre project (KLCC), Putrajaya, the new national administrative capital of Malaysia, the new international airport at Sepang and the new facilities being developed at the West Port.

The tremendous growth of IT particularly the World Wide Web which is happening in United States is also occurring in Asia- Pacific region. According to Oh, Errol (2000), Internet is seen as the springboard of success for tomorrow. A recent report

by The Boston Consulting Group indicated that the Asia-Pacific region's online retail markets is growing faster than in the U.S. The 1999 Internet revenue grew almost 200 percent from less than US\$ 1 million the year before to US\$ 2.8 billion (Malaysian Business, 2000).

Data collected by IT research firm, International Data Corporation (IDC) showed that, Malaysia Internet commerce revenue is set to soar from just below US\$ 60 million in 1999 to US\$ 164 million in year 2000. Moreover, it is expected in year 2001 it is going to increase to US\$ 426.72 million. Besides that, a local raw report in February 2000 attributed to Multimedia Development Corporation indicated that, Malaysian on-line activities would hit RM4 billion in year 2001. This is a great leap from RM631 million in 1999 and RM1.3 billion expected in year 2000 (Malaysia Business, 2000).

According to, Anderson Consulting's Sakaguchi these seismic business developments are felt most in the US and Europe. However, according to him the Internet's pervasiveness ensures that the aftershock will reach the rest of the world soon. According to most observers, Malaysia is about two to three years behind US. This is a flimsy yardstick because Internet and online business are evolving so rapidly which make the gap narrower (Malaysian Business, 2000). Therefore, business that resists to such changes will probably cannot do so for long as there will eventually be external pressure to do something. As been said by Ghosh. Shikar (1998, p.4), "companies that do not want to participate in Internet commerce may be forced to by competitors or customers". Hence, marketers should focus on playing an active role in the construction of new organic paradigms for facilitating

commerce in the emerging electronic society underlying the Web, rather than infiltrating the existing primitive mechanical structures.

From a broader perspective, Malaysia's labor force is well educated and the level of IT literacy has been improving. This indeed augurs for the development of Web advertising in Malaysia. Data collected by AC Nielsen showed that, the number of Internet users in Malaysia is increasing rapidly for example, in 1999 it has raised by more than 50% from 575,00 in 1998 to 864,000. This is in line with the rapid rise in Internet Host from 1,087 in 1995 to 25,200 in 1998. Within the same period, the Internet Domain is also raising from 97 to 1,019. The number of people that registered to JARING and TM Net also have multiplied ten times from 42,000 in 1995 to 425,320 in 1998. In addition the data further indicate that, household is one of the largest Internet users, which comprises 64% of the total users. This is followed by the education sector (24%) and business sector (12%).

Moreover, the study also highlights that the number of Malaysian consumers purchase on-line are growing tremendously. Besides Internet, e-commerce has also been started to be accepted by Malaysia. A properly exploited, e-commerce can become a source of sustainable competitive advantage. It helps to boost revenues, and boarden market share. To ensure the successful of e-commerce in Malaysia, MEPS (Malaysia Electronic Payment System) has joined venture with BNM (Bank Negara Malaysia) with the purpose of creating a new electronic payment using a protocol called SET (Save Electronic Transaction). SET is one of the safest business transactions via Internet, which employed digital certificate as the means of payment. In an effort to provide a credible source for issuance of digital certificates,

three major Malaysian companies have formed a company to do just that. Digicert Sdn Bhd, a joint venture company of Pos Malaysia Berhad, MIMOS Berhad and GITM Sdn Bhd was set up and officially launched on August 13, 1998, to be a certificate authority.

In general, the most basic consumer developments in Malaysia are aging and educated consumers. These have enormous implications on advertising and media. According to Rahman, Shukri (1999), the increased in the number of elderly will force marketers to expand their product appeal beyond the younger section of the population. It is undeniable that age is one of the powerful predictors of values. As people age, they will become less concerned with the fantasies of youth and more concerned with the pragmatic issues of the day. There will be increasing conservatism. They will want to enjoy life, and these increasing quality-conscious consumers will be able to afford to satisfy their wants. Home will be the new focus in life where it will be transformed to an electronic castle, as more people will be purchasing online.

The other important consumer development is the increased sophistication of the consumer. According to Light, Larry (1990), this is the age of the smarter generation. Smarter people live smarter. The consumer will be even more selective, more demanding, more educated, more informed, and more skeptical than ever before. The smarter generation heralds nothing short of a global, social revolution. Information knows no borders. The smarter generation will influence social values, political policies and marketing strategies.

They are exposed to more, hear more, see more, and experience more than ever before. Therefore, information will become borderless. There will be an increased demand for diversity, more choices, and more options. According to Light, Larry (1990) consumers will want more of everything, more ways of buying things and more variety of things to buy. In a way, this can provide wide opportunities to use Web advertising in providing variety of choices toward consumers as a means of attracting this new segment.

Similarly Light, Larry (1990) also claimed that, the impact of the smarter generation upon society and marketing would be enormous. For example, there will be greater acceptance of divergent views and lifestyles, increased acceptance of technology and increased concern for social issues and for the environment. At the same time, consumers will have a more global outlook, be more willing to try new products, and will travel more.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter provides descriptions of the research design, data gathering instruments, the reliability and validity of the questionnaires used, sample and data collection, the variables and statistical techniques for data analysis.

The Population

This is a study that focused on university students particularly in International Islamic University Malaysia (IIUM) and University Tun Abdul Razak (UNITAR). The number of respondents involved is moderate that is about 120. Main purposes of this study are to discover how people especially university students assess web advertising value. The population of interest in this research was all undergraduate students who are currently studying in International Islamic University Malaysia and UNITAR.

Sample Selection

The sampling frame used in the sample selection were only undergraduate students who are under the Kulliyah of ENM (IIUM). While, for UNITAR the list of students comprised of two major departments namely Department of Business Administration and Information Technology. Two departments were used in UNITAR since the number of students and programs offered were limited due to its newness.

In selecting the sample, clustered random sampling had been used. Basically, the population was divided into subgroups according to programs taken for example accounting, business administration, economics, and information technology for IIUM while for UNITAR, there were two subgroup namely business administration and information technology.

Basically, students of higher institutions who are completing their college were the prime targets in this study as they tend to be more critical towards advertising (Sandage and Leckenby, 1980). Besides that, data from Malaysia census 1995 stated that, those between the age of 18 and above are the one that has the highest growth rate in Malaysia. Thus the study on this segment will be very beneficial since they are the focus of most marketers. Moreover, most of the web users at least have a minimum of undergraduate degree, which fit with this study (Hoffman and Novak, 1998). The choice of the location in this study is also limited due to limited resources (time and cost) to conduct the study in a wider coverage.

Description of the Instruments

The questionnaire was originally developed to assess the value of advertising in the traditional media (Ducoffe, 1995) however, it had been modified by adding items thought to be germane to Web advertising (Appendix A). Respondents were given the following opening instruction: When you respond to each statement, think in general about all Web advertising in all its various forms that you have been exposed to, not a single advertisement or advertising for a particular type of product or service. There were three reasons for this instruction. First, since the objective was to determine if is any existence of generalizable criteria that could account for

the value of web advertising across a variety of product categories, having respondents focus on a single advertisement or advertising for a particular category might have unnecessarily stimulated certain specific perceptions due to the nature of advertising for brands in that category.

Second, it was expected that a considerable variety of messages on the Web would be considered as ads by consumers. Though management distinguishes among message as ads, and sales promotion, a 1992 study by Leo Burnett USA listing 100 forms of marketing communication reported that at least 80 % of consumers considered 94 of the 100 communication forms tested to be simply advertising (Schultz and Barnes, 1995). Therefore, it was important to permit consumers to include whatever Web messages they consider advertising in their evaluations and to measure what types of messages they include in their own definitions.

Third, recent years have shown a continuing blurring between advertising and editorial content, a trend expected to continue into the future (Ducoffe et al., 1996). By its nature, communication on the Web is often a seamless interweaves of editorial and commercial information, and it was therefore important to assess how expansive consumers' definitions of advertising are.

A questionnaire in English was derived for the study. It constitutes four sections. The first section was designed to collect demographics data, pertaining to age, sex, year of study, courses and web usage rate. The second section consisted of 25 questions on all the independent and dependent variables namely, informativeness,

entertainment, irritation, perceived web benefits, and advertising value. All the 25 questions set were derived from Ducoffe (1995).

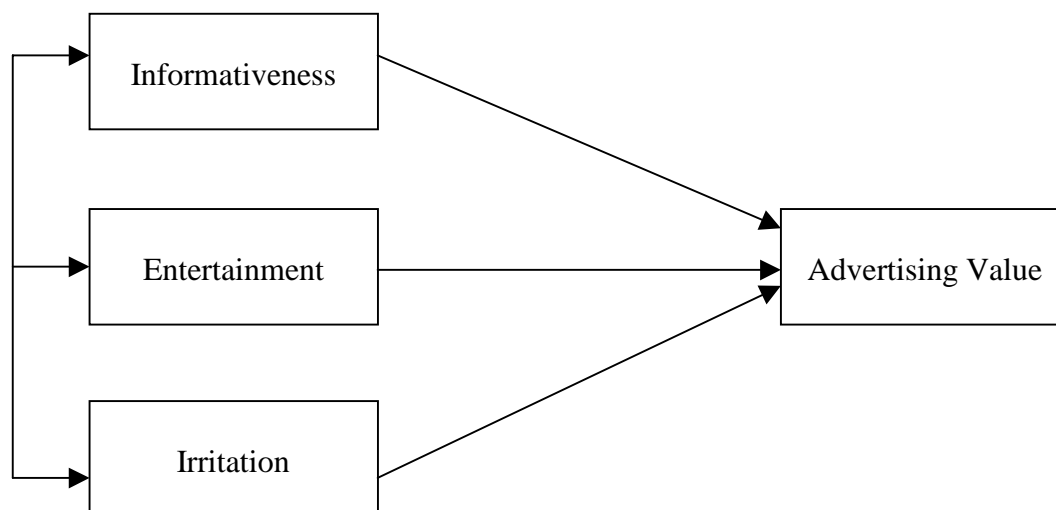
The third section was to rank order the media according to its value as a source of advertising. This is to determine the relative value of web as an ad medium compared to other traditional media. The last section is a general question related to web and Internet usage rate. Responses for section two used the Likert-type scale matrix with pre-coded numerical scales in order to measure the extent of respondent's view. Five-point Likert scale was adopted. They are: 1- Disagree very strongly; 2- Disagree strongly; 3- Neutral; 4- Agree strongly; and 5- Agree very strongly. Likert scale or frequently known as the method of summated rating was used as it was highly in terms of classifying people with regards to a particular attitude (Daris, 1995). In addition, the Likert-scale was regarded as superior to other semantic differential scales in terms of producing validity when used to measure attitudes (Johnson and Snyder, 1990).

The Variables

A conceptual model that examined the individual and combined effect of independence variables on advertising value is presented in Figure 2. There is only one dependent variable in this study that is advertising value. While the independent variables are informativeness, entertainment, irritation and perceived web benefits. Under the advertisement aspect, the dependent variable is the advertising value and the independent variables are informativeness, entertainment, and irritation.

Whereas, under the customer aspect the independent variable is customer's perceived benefits in web advertising.

The advertisement aspect



The customer aspect

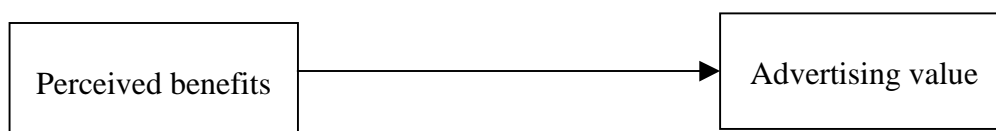


Figure 2: Conceptual Framework

Pilot Testing

The questionnaire was pretested in order to identify potential weaknesses and problems in the data collection and analysis. The main purpose of pretesting was to determine the understandability of the items in the survey questionnaire.

Two academicians teaching marketing at a local university and ten undergraduate students were asked to preuse the initial questionnaire. A cover letter asked them to

comment on and criticize the questionnaire, especially in terms of its understandability. Changes and improvements to the final survey instrument were made based on their responses. These changes include rewording of certain items and replacing some term with simpler terms.

Data Collection

The participants in this study were all undergraduate students from the Kuliyyah of ENM, (IIUM, Sg.Pusu, Gombak) as well as Department of Business Admin and Information Technology (UNITAR, Kelana Jaya). The population was clustered into groups according to programs taken by students namely Accounting, Information Technology, Economics and Business Administration in IIUM. While, Business Administration and Information Technology in UNITAR. Simple random sampling was used in selecting respondents from each group. From the 150 questionnaires distributed, the researcher managed to get a return of 120. This yielded a response rate of 80%.

Basically, the selection of the sample was done during class hour where lecturers who were incharged of the class would distribute the questionnaires to student randomly. Each respondent was given 15 minutes to answer the questionnaires. The lecturers that gave the questionnaires reiterated to the respondents that the survey was confidential and it was for academic purposes only.

Approval to conduct this study was obtained from the researcher's supervisor, Professor Dr. Abu Daud Silong, the Head of Centre for Graduate Studies (CGS), UNITAR, Kelana Jaya. A letter signed by the former was forwarded to the Dean of

Kuliyah of ENM Prof. Dr. Azmi Hj. Omar. Each of the questionnaires contains five sections and a letter from the researcher, seeking their cooperation in responding to the questionnaires.

Reliability and Validity of Instruments

Reliability is the ability of a survey instrument to produce accurate and consistent results. While, validity is an indication of an instrument's ability to measure what it claims to. In order to ensure the validity, the questionnaires were checked by a group of panel who was an expert in the field of marketing. While, the reliability of the measurement scales in this study was assessed using factor analysis.

Data Analysis

From the 150 questionnaires distributed, the researcher managed to obtain 120 completed one. Various statistical techniques were used to analyze the data collected. The statistical techniques chosen must be appropriate not only for the purpose of accomplishing the research objectives but also for the particular type of data being analyzed (Hair, Anderson, Tatham and Black, 1992). A description of the statistical techniques that were used is provided below.

Factor analyses were employed to examine the psychometric properties of all the Likert-scale questions. Programs were also run to obtain the reliability of the instrument, which is by examined Cronbach's coefficient alpha. Descriptive analysis that manifested respondents' value toward web advertising was made by computing the components of advertising value's mean, standard deviation, and variance. Some demographic characteristics were also analyzed descriptively.

To justify the strength of correlation between the dependent-independent variable pairs, Pearson correlation coefficient was used in this analysis. Finally, a simple linear regression and a multiple linear regression model were built to measure the strength and influence of all the four independent variables in determining the advertising value. In all the statistical techniques, the conventional 5% level of significance will be used.

CHAPTER FOUR

FINDINGS

This chapter is divided into three sections. The first section examines the characteristics of the respondents. The second section provides a report on the psychometric properties of the measurement scales used in the study. The final section then, discusses the analysis of the research questions.

Respondents' Characteristics

From the 150 questionnaires distributed, 120 undergraduate students responded to the survey. This yields a response rate of 80%. The respondents consist of mainly undergraduate students who are in the mean age group of 22 years old. Sixty respondents (50%) in this study were from each university. Most of the respondents are from business administration program which comprises of fifty-eight (48%). This follow by information technology twenty-six (22%), accounting twenty-three (19%), and economy thirteen (11%).

Fifty-two (43%) from the whole sample group used web for education purposes. While thirty-one (26%) of the respondents used for communication purpose. From the whole sample group only one respondent (0.83%) used web for work purpose as presented in Table 1. This may be due to the sampling frame that focused only on high institution students.

Table 1
Distribution of Web Usage according to University
N= 120

Types of Usage	University				Total	
	IUM	%	UNITAR	%		%
Education	23	19	29	24	52	43
Shopping	3	2.5	7	5.8	10	8
Communication	20	17	11	9.2	31	26
Personal	5	4	5	4	10	8
Entertainment	5	4	8	6.7	13	11
Work	1	0.8	0	0	1	1
Others	3	2.5	0	0	3	3

Responses concerning how often students use Internet indicated that most of UNITAR students used Internet more than once a day. There are no respondents from UNITAR that used Internet less than once a week. Whereas, about 6%, 3% and 8% of IUM students used Internet a couple of times a month, once a month and less than once a month respectively as depicted in Figure 3. This may be due to the mode of education and the limited number of PC equipped with Internet in the university.

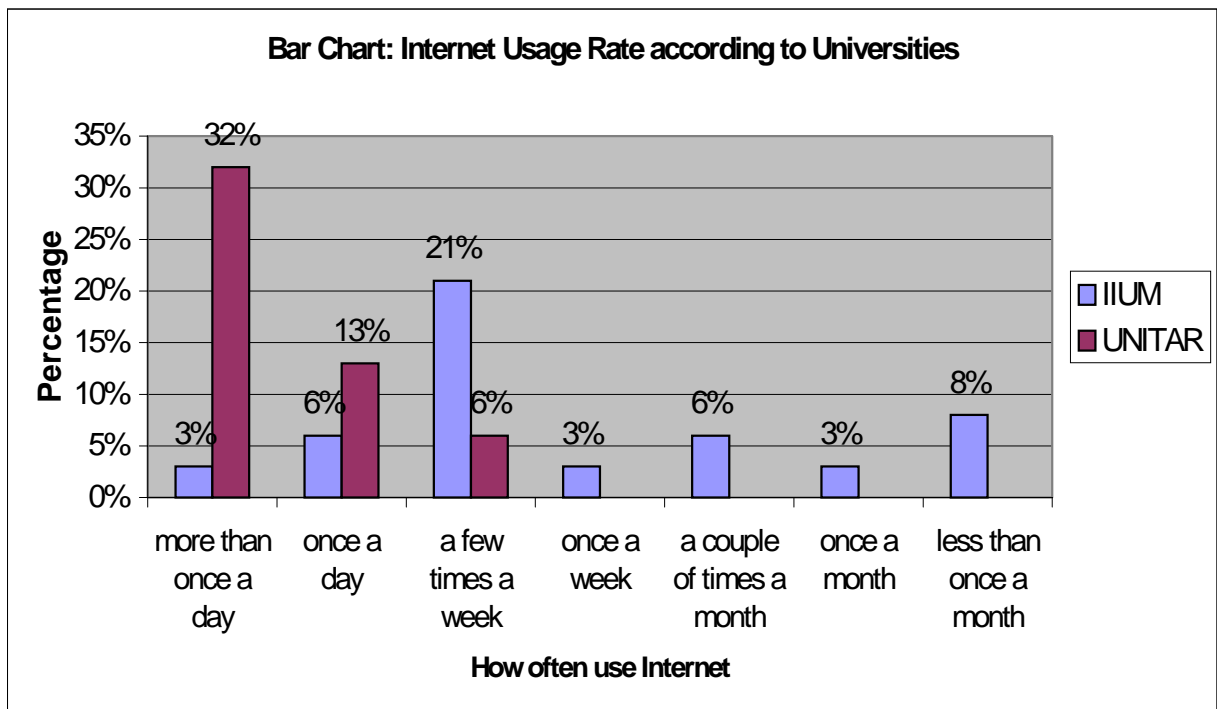


Figure 3: Respondents' Internet Usage Rate according to University

Psychometric Properties and Measuring Instruments

A total of twenty-five items hypothesized to represent five scales were developed for use in the present study. The scales were developed for use in the present study.

The scales were developed based on a thorough review of relevant theoretical and empirical literature, which provides some evidence of their content validity. This section describes the selection of items for, and the evaluation of the reliability and validity of these measurement scales.

According to Carmines and Zeller (1979), internal consistency is the most accepted way of estimating reliability. This method requires only a single administration and provides a unique estimate of reliability for the given test. In this study, the reliability of scales was measured using Cronbach's coefficient alpha based on internal consistency of the items in each scale. Based on Nunnally's (1978) guideline, scale reliability of 0.70 and above is preferred. Nunnally (1978) also

suggests that items that have less than 0.30 item to total correlation could be deleted to improve the reliability of the scale.

The validity of the measurement scales in this study was assessed using factor analysis. Besides being useful in assessing validity (Nunnally, 1978), factor analysis can also be used to analyze the interrelationship among a large number of variables.

According to Hair, et al. factor analysis can be used to:

Summarize the information contained in a number of original variables into a smaller set of new composite dimensions (factors) with a minimum loss of information-that is, to search for and define the fundamental constructs or dimensions assumed to underlie the original variables (1992, p.225).

To investigate the validity all the 24 items were factor-analyzed to determine the number of factors. All the items were first factor-analyzed using maximum likelihood, with a varimax (orthogonal) rotation. Besides using the screen plot as a guide to decide on the number of factors to be extracted, latent roots criterion, and the Kaiser-Meyer-Olkin method (eigenvalues greater than 1) was used. This resulted in 5 factors, which explained 50.38% of the overall variance. The researcher managed to interpret 4 factors of the independent variables and 1 factors of dependent variables in a clear-cut loadings. Table 2 depicts the factor loadings, eigen values, cumulative variance as explained by each factor, and the Cronbach's coefficient alpha.

Table 2
Factor Loading of Advertising Value Items and Cronbach's Coefficient Alphas

Items	Factors				
	1	2	3	4	5
Advertising on the World Wide Web is a good source of product information.	0.00	0.57	0.26	0.00	0.00
Advertising on the World Wide Web supplies relevant product information	0.00	0.51	0.29	0.00	0.00
Advertising on the World Wide Web provides timely product information	0.00	0.75	0.00	0.00	0.00
Advertising on the World Wide Web is a good source of up-to date product information	0.27	0.77	0.00	0.00	0.00
Advertising on the World Wide Web makes product information immediately accessible	0.00	0.53	0.00	0.00	0.00
Advertising on the World Wide Web is a convenient source of product information.	0.30	0.35	0.00	-0.22	0.00
Advertising on the World Wide Web supplies complete product information.	0.24	0.37	0.38	0.00	0.00
Advertising on the World Wide Web is entertaining.	0.66	0.24	0.00	0.00	0.00
Advertising on the World Wide Web is enjoyable.	0.79	0.00	0.00	0.00	0.00
Advertising on the World Wide Web is pleasing.	0.69	0.21	0.00	-0.21	0.00
Advertising on the World Wide Web is fun to use.	0.79	0.00	0.00	0.00	0.22
Advertising on the World Wide Web is exciting.	0.79	0.00	0.20	0.00	0.30
Advertising on the World Wide Web Insults people's intelligence.	0.00	0.00	0.00	0.42	0.00
Advertising on the World Wide Web is annoying.	0.00	0.00	0.00	0.63	0.00

Table 2 (Continued) ,

Items	Factors				
	1	2	3	4	5
Advertising on the World Wide Web is irritating.	0.00	0.00	0.00	0.65	-0.21
Advertising on the World Wide Web is deceptive.	0.00	0.00	0.00	0.64	0.00
Advertising on the World Wide Web is confusing.	0.00	0.00	-0.28	0.53	0.00
Advertising on the World Wide Web is useful.	0.27	0.00	0.00	0.00	0.73
Advertising on the World Wide Web is valuable.	0.29	0.00	0.29	-0.25	0.61
Advertising on the World Wide Web is important.	0.22	0.20	0.47	0.00	0.51
Advertising on the World Wide Web will help people to become better consumers.	0.00	0.00	0.76	0.00	0.00
Advertising on the World Wide Web helps people make wise purchase decisions.	0.00	0.00	0.68	0.00	0.00
Advertising on the World Wide Web have companies become more profitable.	0.00	0.00	0.60	0.00	0.00
Advertising on the World Wide Web has positive effects on the economy.	0.25	0.25	0.52	0.00	0.00
Eigenvalues (greater than 1)	6.20	2.10	1.70	1.10	0.90
Cumulative Variance Explained	26.00	34.80	42	46.70	50.40
Cronbach's Coefficient Alpha	0.89	0.79	0.77	0.71	0.79

* Factor loading of items selected are in bold.

* **Note:**

Factor 1: Entertainment

Factor 2: Informativeness

Factor 3: Perceived web benefits

Factor 4: Irritation

Factor 5: Advertising value

Items that have high loadings (0.3 or greater) on a single factors are considered significant (Hair et al., 1992). To enhance convergent and discriminant validity, items with low loadings were deleted. Based on these criteria, five factors that represented meaningful relationships are retained and interpreted.

In selecting the items for each scales, two criteria were used. First, an item should have a loading of 0.50 or more on a single factor in the factor analysis. Second, in an attempt to improve the scale's reliability, items with less than 0.50 item-to-total correlation were deleted from the scales.

For the purpose of this study, each factor was labeled in accordance with the items. The reliability for factor 1 as measured by Cronbach's coefficient alpha is 0.89 and was labeled as entertainment. It had five items (e.g., web advertising is entertainment, and web advertising is enjoyable). Factor 2, labeled *informativeness*, consisted of five items (e.g. web advertising provide good source of product information, and web advertising provides timely product information). The coefficient alpha for this scale is 0.79.

While, for factor 3 the coefficient alpha obtained is 0.77 which consists of four items (e.g., web advertising help people to become better consumers, and web advertising helps people make wise purchase decisions). It was labeled as perceived web benefits. Factor 4, labeled *irritation*, out of the 5 items allocated to represent factor 4, only four items provided relevant loading. The Cronbach's coefficient alpha of this scale is 0.71. Finally, factor 5 was labeled as *advertising value*, and only three

items showed clear-cut loading (e.g., web advertising is useful, and web advertising is valuable). The coefficient alpha is 0.79.

The Significant of Informativeness, Entertainment, and Irritation on Web Advertising Value.

Tests of the research questions were made based on the significance of Pearson Correlation Coefficients calculated for pairs of variables. The test for correlation was done for every independent variable components with advertising value. The results are shown in Table 3.

**Table 3
Pearson Correlation Coefficient from the Field Data (N =120)**

	Advertising Value
Informativeness	0.35 p= 0.00
Entertainment	0.52 p= 0.00
Irritation	-0.28 p= 0.002
Perceived Web Benefits	0.47 p= 0.00

The analysis on informativeness' influence and advertising value was made to clarify H1. Relatively, there was a strong correlation ($r= 0.35$) between informativeness and web advertising value. This was significantly explained by having a p-value of 0.00.

Entertainment which was the main concern in H2, showed a strong correlation with advertising value ($r= 0.52$), if relatively compared to other independent variables. This results also proved that entertainment was significantly related to advertising

value ($p=0.00$). It showed that the higher the entertainment levels, the more favorable the advertisement would be accessed in term of its value.

A test to study the relationship between advertising value and irritation was done to explain H3. For H3, the results portrayed a negative correlation between irritation and web advertising value. Such inversed correlation showed that the higher the irritation level, the lesser the value toward the advertising. From this results, it was also justified that irritation highly affect web advertising value ($r= -0.28$, $p=0.002$).

For H4, the result portrayed a positive correlation ($r= 0.47$) between advertising value and perceived web benefits. This results also proved that perceived web benefits was significantly related to advertising value ($p= 0.00$).

Informativeness, Entertainment, and Irritation as Predictors of Web Advertising Value.

Three hypotheses were tested to determine the relationship between these three predictors on web advertising value. These hypotheses are:

- H1: Informativeness influence web advertising value positively.
- H2: Entertainment content influences web advertising value positively.
- H3: Irritation influences web advertising value negatively.

Following various statistical tests to answer the research questions all the independent variables in this study were tested using simple and multiple linear regression analysis. It was done to examine and analyze the individual and combined effects of the independent variables on advertising value. The

independent variables were informativeness, entertainment and irritation. While, the dependent variable was advertising value.

Table 4
Simple and Multiple Regression Analysis of Advertising Value

Tests	Independent Variable	R Square	F-statistic	Sig. Level
Simple Liner Regression	Entertainment	0.27	43.34	0.00
	Informativeness	0.12	16.42	0.00
	Irritation	0.08	9.75	0.002
Multiple Liner Regression	All the above Variables	0.33	19.37	0.00

From the results (Table 4), it showed that compared to all the three independent variables, entertainment significantly explained 27% of the advertising value. This put entertainment at the highest ranked while, informativeness, and irritation at the second and third place with a R square of 12% and 8% respectively. As for the p-value and Beta each of the variables namely, informativeness, entertainment, and irritation have a strong and significant value, (0.00, 0.25); (0.00, 0.29); and (0.002, -0.23) respectively. Hence, we can accept H1, H2, and H3.

In order, to examine the importance and the influence of these 3 predictors on advertising value multiple regression was used. Table 4 summarized the results of the regression. From the result, it was proven that all the 3 independent variables included in this study namely, informativeness, entertainment, and irritation significantly explained 33% of the advertising value. The rest of the 67% were explained by other various variables, which were not included in this study. In addition, there appeared to be a significant linear relationship between the predictors and the dependent variable (F= 19.37, p= 0.00). By providing the beta value, Table

5 shows in descending order of magnitude, the variables that best predict web advertising value.

Table 5
Prediction of Web Advertising Value in Descending Order of Beta Values

Rank	Variables	Sig T	T	Betas
1	Entertainment	0.00	4.68	0.22
2	Irritation	0.01	-2.62	-0.17
3	Informativeness	0.02	2.47	0.15

From the results, all the independent variables did not provide highly distinctive betas (>0.5) in this case, all the variables were able to predict the value towards web advertising.

From the above table, this study revealed that entertainment was the highest predictors in explaining web advertising value. Surprisingly, irritation took the second position with beta of -0.17. Informativeness recorded a beta of 0.15 and as such became the third best predictors after entertainment and irritation.

The regression coefficient of -0.17 for irritation indicated that irritation influence advertising value negatively. The regression coefficient of 0.22 for entertainment showed that entertainment influence advertising value positively. The regression coefficient of informativeness was 0.15 can be interpreted that informativeness influence advertising value positively.

For H1 the p-value, 0.02 was significant. Hence, we accept H1 which implied that informativeness influence web advertising value positively. Entertainment, which was the main concern in H2, showed a p-value of 0.00 was significant meaning we accept H2 thereby concluded that entertainment influences web advertising value

positively. For H3, since the p-value was 0.01 we accepted H3 which implied that irritation influence web advertising value negatively. The relationship of informativeness, entertainment, and irritation to web advertising value can be expressed as the equation below.

$$WAV = 6.18 + 0.22 (ENT) + 0.15 (INF) - 0.17 (IRR)$$

WAV: Web Advertising Value

ENT: Entertainment

INFO: Informativeness

IRR: Irritation

The Influence of Perceived Web Benefits on Web Advertising Value

Hypothesis 4 is to investigate the relationship between perceived web benefits and advertising value. The hypotheses is:

H4: Customers perception towards web advertising benefits can influence customers' assessment towards web advertising value.

Simple linear regression was used to examine the relationship. The results of the test are manifested in Table 6 and 7.

Table 6
Regression Analysis of Advertising Value

Dependent Variable	R Square	F-statistic	Sig. Level
Advertising Value	0.22	33.09	0.00

Table 7
The Relationship between Perceived Web Benefits and Advertising Value

Independent Variable	Sig. T	T	Beta
Perceived Web Benefits	0.00	5.75	0.38

The results indicated that, the independent variable able to explain 22% of variance in the dependent variable. There also appeared to be a significant linear relationship between the predictors and the dependent variable ($F= 33.09$, $p=0.00$). Hence, for H4 it can be justified that perceived web benefits influence web advertising value positively.

The Relative Value of Web as an Ad Medium

Of the seven media that respondents were asked to rank in term of their value as a source of advertisement, the web was placed in the fourth ranked. Television ranked as the most valuable source of advertisement with a mean ranking of 2.5, followed by newspaper (3.3), radio (3.8), www (4.1), magazine (4.2), direct-mail (4.6), and outdoors (5.6). The web thus, placed a head of only magazine, direct-mail, and outdoors in term of its value as a source of advertising (Table 8). These rankings reflect the web's status as an evolving advertising medium.

Table 8
Mean Responses to Media as a Source of Advertising

Media Type	Means
Television	2.50
Newspaper	3.30
Radio	3.80
World wide web	4.10
Magazine	4.20
Direct-mail	4.60
Outdoors	5.60

Other Factors and Web Advertising Value

This study also investigated two general variables and their relationships to web advertising value. An independent t-test on the type of universities was applied to investigate the relationship with advertising value. Besides that, a test of one-way

ANOVA was applied to investigate the significance of students' program on advertising value. The results of the test are manifested in Table 11 and 12.

Web Advertising Value

Table 9 summarizes the frequency distribution of the advertising value, it was reported that most of the respondents have a low and moderate value over web advertising, 4% and 79% respectively. Whereas, only 17% of the respondents fell in the high range with score more than 13. This indicated that, more than half of the respondents scored smaller value on the advertising value.

Table 9
Frequency Distribution of Advertising Value

Value	Range	Frequency	Percentage (%)
Low	3.00 – 7.00	5	4
Moderate	8.00 – 12.00	95	79
High	13.00 – 15.00	20	17

Table 10 summarizes the statistics of advertising value among the respondents. The mean value was 10.83 with a standard deviation of 2.00. The value of this mean and the variance, 4.01 were quite far. Such results indicated that the distribution was not that normal. The lowest score for advertising value was 3.00 and the maximum was 15.00. Negative skewness indicated that advertising value distribution was skewed toward smaller values.

Table 10
Summary Statistics of Web Advertising Value

Valid cases: 120		Missing cases: 0		% missing:0	
Mean	10.83	Std dev	2.00	Median	11.00
Mode	12	S E Skew	0.22	Variance	4.01
Skewness	-0.47	Max	15.00	Range	12.00
Min	3.00			Sum	1299.00

Figure 4 was presented to further enhance the depiction of the results. The shape of the histogram, which was quite distinctively spread towards the smaller values, indicated that many respondents still perceived web advertisement low or moderate in its value. From the frequency distribution (Table 9), it was also reported that 17% of the respondents' overall marks for the questionnaires were between 13 to 15. The rest of the 83% received overall marks between 3 to 12 .

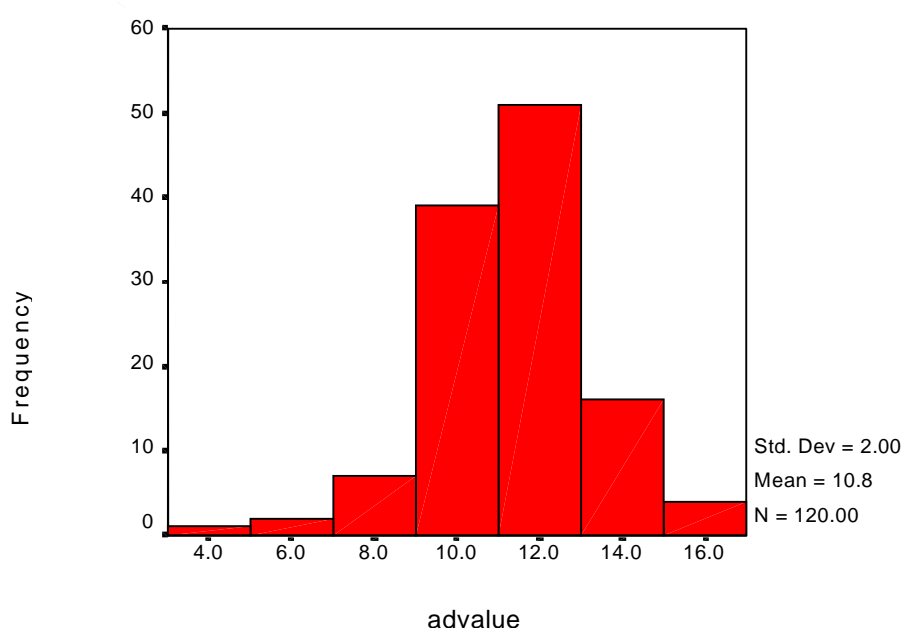


Figure 4: Distribution of Web Ad Value

The Relationship of Web Advertising Value and Types of Universities

From Table 11 as 0.41 was larger than the significant level of 0.05 it can be justified that there was no significant difference between those who study in a virtual or conventional university with regard to web advertising value.

Table 11
Independent t-test on the Types of University

Aspect	Types of University	N	Mean	s.d	t-value	Sig. Value
Advertising Value	IIUM	60	11.10	1.90	1.51	0.41
	UNITAR	60	10.55	2.08	1.51	

The Relationship of Web Advertising Value and Students' Programs

A test of one-way ANOVA was applied to investigate the significance of students' programs on advertising value. As in Table 12, the F ratio was not significant as $F(3,116) = 1.37$ and $p = 0.25$. It revealed that there was not much variation in the mean scores of the four courses. There appeared to be no differences in the advertising value among the programs taken by students.

Table 12
One Way ANOVA on Students' Programs

Source	DF	Sum of Squares	Mean Squares	F Ratio	F Prob
Between Groups	3	16.38	5.46	1.37	0.25
Within Groups	116	460.95	3.98		
Total	119	477.33			

CHAPTER FIVE

SUMMARY, CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS

The significant purpose of this research was to examine the relationship between web advertising value and four independent variables. Three of it were from the advertising aspects namely informativeness, entertainment, and irritation. While perceived web benefits fall under the customer aspect.

Summary of Findings

This chapter has described the analysis of all the data collected for this study. Inferential statistics according to the research questions and hypotheses postulated for this study were presented. The method of analyses included the application of Pearson Correlation Coefficient, Simple Linear Regression, Multiple Regression, Independent sample t-test, and one-way ANOVA using the Statistical Package for the Social Science (SPSS).

The analysis of the general characteristics revealed that most of the respondents are from business administration program which comprises of fifty-eight (48%). This followed by information technology twenty-six (22%), accounting twenty-three (19%), and economy thirteen (11%). Besides that, there was no difference in the advertising value among the four programs.

The analysis of the web value as a source of advertisement was placed on the fourth ranked after television, newspaper, and radio. This clearly indicated that web is still being considered as a work in progress as people are not about to shed their

attachment to the traditional media. These ranking reflected the web's status as an evolving advertising medium.

The analysis of the advertising value showed that only 17% of the respondents gained high score in the advertising value with overall marks of 13 and above for the questionnaire given. The negative skewness indicated that more than half of the respondents received smaller values on the marks, and hence, portrayed low and moderate advertising value. Moreover, there were no salient variation in advertising value and respondents' mode of education (virtual or conventional).

Given the results of the Pearson Correlation Coefficient, this study found that a significantly strong correlation existed between advertising value and four independent variables, which are informativeness, entertainment, irritation and perceived web benefits. Among the three predictors namely, informativeness, entertainment and irritation, entertainment has the strongest positive correlation with web advertising value. This is followed by informativeness and irritation. However, irritation significantly has an inversed correlation with advertising value. Perceived web benefits which was also one of the independent variable had a strong positive correlation with advertising value.

Overall, the descending order of Beta values on the three predictors identified that relatively entertainment was the best predictors of web advertising value. Irritation was ranked second with beta of -0.17 . Suprisingly, Informativeness which obtained a beta value of 0.15 was ranked as the lowest among the three predictors.

Conclusions

From the research, five major conclusions can be drawn. First, there are still many students are not about to shed their attachments to the traditional media and still consider web to be a work in progress. This reflected the web's status as an evolving advertising medium. In this respect, the difference between the mode of education background and program were not significant.

Second, there was a significant and positive correlation between web advertising value and entertainment and informativeness. It shows that entertainment (form) and informativeness (content) of advertising are both important predictors of advertising value.

Third, this study also revealed that among the three predictors informativeness, entertainment, and irritation, entertainment was the most significantly influence web advertising value.

Fourth, the study found that there was a negative correlation between advertising value and irritation. The higher the irritation levels the lesser the value toward web advertising.

Fifth, customer perceived web benefits significantly influence the overall value toward web advertising. This is a manifestation of the medium ability to provide relevant, timely, and convenient information which help customer to make wise purchase decision.

Implications

The objectives of this research is to examine the relationship between advertising value and its three predictors namely informativeness, entertainment, and irritation. Form this specific context, web advertising is a portrayal of a change or innovation media which needed to be applied by Malaysia marketers in order to ensure survival.

The results of this research found that entertainment, irritation and informativeness had more (1) significance, and (2) strong correlation with web advertising value. Such results support the theory postulated by Ducoffe (1995) that the roles of informativeness, entertainment, and irritation are vital essential predictors of web advertising value. At the same time, the results support the model originally develops to access advertising value in the traditional media.

Similarly, this study also confirms the positive relationship between web advertising value and perceived web benefits. Undeniably, this research reveals that, the more customers perceived the web benefits, the higher the value would be on the advertising value.

The general characteristics highlighted in this study were found to be insignificant. Students' programs and universities' mode of education did not significantly affect the value towards web advertising. In other words, high value toward web advertising goes beyond this consideration. Hence, there are still wide grounds for future research to unravel the effects of other attributes such as, interest toward Internet, IT background, the context in which the advertising processing occur, or

age. Besides that, study on the relationship between advertising value and attitude can also be used for future research.

Recommendations

Looking from the marketing angles, this study confirmed the hypotheses that the higher the informativeness, entertainment, and benefits provided by the web advertising the greater would the customers value it. This is because of timely, complete, and relevant information enough to warrant processing. Similarly, the ability of the advertising to provide enjoyment, escapism or emotional release will lead to high advertising value.

Whereas, an increase in irritation level such as silly, annoying or phony can lead to general reduction in the effectiveness of the advertising and directly affect the advertising value.

Moving from the above point, this study provides several recommendations which are as follow:

1. Entertainment as predictors is the first to be applied in web advertising as well as informativeness and perceived web benefits.
2. In addressing the issue of irritation, factors such as poor casting, contrived, unbelievable or overdramatized should be avoided in order to prevent the viewer from being annoyed or irritated with the advertising.
4. It is also recommended for future research to examine other factors to add explanatory power to the model such as the impact of advertising value on attitude and on-line behavior.

5. Besides that, future research examining the relationships between advertising and ad value and measures of actual marketplace performance will be necessary to determine whether advertising which consumers find valuable is also more likely to induce them to purchase.

Evidence of increased conversion click rates to banner ads targeted to selected individuals on the basis of their search behavior suggests that relevance (value) is key to generate on-line site visits. There exist important opportunities to conduct post-exposure on-line interviewing that will permit a fuller assessment of the role of ad value and other factors that leads to on-line ad responses. A promising benefit of this research is the possibility it will fundamentally improve the way the market function for consumer.

Future research investigating the relationships between advertising value ratings and other measures of advertising effects will of course be necessary to bolster the attractiveness of this assertion.

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APPENDICES

Appendix A : Questionnaire

Reference no:.....

WEB ADVERTISING AND ITS VALUE AMONG STUDENTS OF HIGHER INSTITUTIONS

Dear Respondents,

I am a final year UNITAR MBA student, is conducting a partial study in regard to Web advertising and its value among Malaysian Consumers. This research is in fulfillment for my MBA.

I would appreciate if you could spare some time and thought in completing the survey questionnaires. I hope that you would co-operate in completing the questionnaire to the best of your ability.

Your response will be treated as confidential and used for research purposes only.

Before you answer the questions, please be reminded that Web advertising is a general term encompassing all forms of advertising on the internet that you have been exposed to, not a single advertisement or advertising for a particular type of product or service. There is no right or wrong answer.

Thank you for your willingness to participate in this study.

Sincerely,

(NOR ASIAH OMAR)

MBA

Universiti Tun Abdul Razak

Kelana Jaya

Kuala Lumpur.

Section I

General questions related to demographic questions

1. What is your age?

-----years.

2. What is your sex?

<input type="checkbox"/>	Female
<input type="checkbox"/>	Male

3. What is your course of study?

<input type="checkbox"/>	Economy
<input type="checkbox"/>	Business Administration
<input type="checkbox"/>	Information Technology
<input type="checkbox"/>	Accounting

4. What is your year of study?

<input type="checkbox"/>	First year
<input type="checkbox"/>	Second year
<input type="checkbox"/>	Third year
<input type="checkbox"/>	Fourth year

5. How often would you say you personally use Internet?

<input type="checkbox"/>	More than once a day
<input type="checkbox"/>	Once a day
<input type="checkbox"/>	A few times a week
<input type="checkbox"/>	Once a week
<input type="checkbox"/>	A couple of times a month
<input type="checkbox"/>	Once a month
<input type="checkbox"/>	Less than once a month

Section II

Please indicate by circling the appropriate number, the extent to which you agree or disagree with the following statements. The scale is as below.

Disagree Very Strong	Disagree Strongly	Neutral	Agree Strongly	Agree Very Strongly
1	2	3	4	5

Advertising on the World Wide Web.....

6. is a good source of product information.

1 2 3 4 5

7. supplies relevant product information.

1 2 3 4 5

8. provides timely information.

1 2 3 4 5

9. is a good source of up-to-date product information.

1 2 3 4 5

10. makes product information immediately accessible.

1 2 3 4 5

11. is a convenient source of product information.

1 2 3 4 5

12. supplies complete product information.

1 2 3 4 5

13. Is entertaining.

1 2 3 4 5

14. is enjoyable.

1 2 3 4 5

15. is pleasing.

1 2 3 4 5

16. is fun to use.

1 2 3 4 5

17. is exciting.

1 2 3 4 5

18. insults people's intelligence.

1 2 3 4 5

19. is annoying.

1 2 3 4 5

20. is irritating.

1 2 3 4 5

21. is deceptive.

1 2 3 4 5

22. is confusing.

1 2 3 4 5

23. is useful.

1 2 3 4 5

24. is valuable

1 2 3 4 5

25. is important.

1 2 3 4 5

26. will help people to become better consumers.

1 2 3 4 5

27. helps people make wise purchase decisions.

1 2 3 4 5

28. will help companies become more profitable.

1 2 3 4 5

Advertising on the World Wide Web.....

29. will have negative effect on society.
1 2 3 4 5
30. will have positive effects on the economy
1 2 3 4 5

Section III

31. Please **rank order** the seven different media stated below according to your perception in its value as a source of advertising. " 1" is assigned as the most valuable source, "2" the next most valuable source, etc.

- Direct mail: _____
- Magazines: _____
- Newspaper: _____
- Outdoors: _____
- Radio: _____
- Television: _____
- World Wide Web: _____

Section IV

General questions related to Web and Internet Usage (the context where advertising processing occur).

32. What do you primarily use the Web for?
- _____ Education
- _____ Shopping/gather product information
- _____ Entertainment
- _____ Work/Business
- _____ Communication with others
- _____ Gathering information for personal use
- _____ Others

BIOGRAPHICAL SKETCH

The author was born in Kluang, Johor in 1973. She had her primary education in Sekolah Tunku Mahmood (1), Kluang before moving to Sekolah Menengah Rendah Jalan Batu Pahat for her lower secondary education. She continued her upper secondary education in Sekolah Tinggi Keluang, Johor in Social Art stream. In 1992, the author went to International Islamic University, Malaysia (IIUM) to pursue her degree in business administration and graduated in 1996. Later, she joined University Tun Abdul Razak to get her Master in Business Administration. The author is currently attached with the university as a lecturer.

APPROVAL PAGE

PROJECT PAPER TITLE : WEB ADVERTISING AND ITS
VALUES AMONG STUDENTS OF
HIGHER INSTITUTIONS

NAME OF AUTHOR : NOR ASIAH OMAR

The undersigned certify that the above candidate has fulfilled the condition of the project paper prepared in partial fulfillment for the degree of Master of Business Administration.

SUPERVISOR

Signature : _____

Name : Professor Dr. Abu Daud Silong

Date : 12 July 2000

Signature : _____

Name : Pn. Nor Khalidah Abu

Date : 12 July 2000

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Dean, Faculty of Business Administration

Date: 12 July 2000

