The Determinants of Consumers' Perception towards Online Advertising in Malaysia: A Measurement Model

Foong Chee Haur[*], Ali Khatibi[*], S.M.FerdousAzam[*]

Graduate School of Management
Management & Science University, Malaysia

Abstract- The aim of this study is to assess the determinants of consumers' perception towards online advertising in Malaysia. Present study has been developed the research model by reviewing the existing literatures in the area of factors influencing consumers' perception towards online advertising. The data are subsequently analyzed to explain the relationships among the variables by employing statistical analysis namely descriptive and inferential statistics. Hence, the quantitative strategy is more appropriate since present study test the hypotheses developed rather than a building theory. To execute the current research, altogether 526 respondents have been selected as a final sample size. This research uses survey method in this study because my purpose of the study is to generalize the findings from the sample to population. The current study used Statistical Software Package for Social Sciences (SPSS) and AMOS Software Package to analyze the data. The results of this study provide evidence that increased consumer perception is associated with increased online advertising. There is a direct positive, significant relationship between consumer perception and online advertising of the respondents in the online advertising in Malaysia. It was also found that all sub dimensions of consumer perception positively and significantly affect to online advertising and its dimensions. The resilience was the strongest predictor of online advertising. Besides, the results indicated the significant positive relationships between consumer perception and consumer acceptance. On the other hand, a significant weak relationship was found between consumer acceptance and online advertising. However, the consumer satisfaction has not correlated significantly with online advertising of the respondents in the online advertising in Malaysia.

Index Terms- Consumer Acceptance, Consumer Perception, Consumer Satisfaction, Determinants, Malaysia, Online Advertising

I. INTRODUCTION

Thewave of globalization has led to the rapid transformation of cultures and it facilitates the prospect of global business around the planet. Today, the world is becoming a common market place in which people, no matter where they live, desire the same products and life style (Ekta et al., 2017). Advertising, besides being an important source of revenue for the economy, is a viable and valuable form of communication. Like any form of communication advertisement also requires a 'medium' for its communication. Besides on medium of advertising it may be classified as traditional and online advertising (Dou et al., 2002; Cheema &Papatla, 2010; Passyn et al., 2011).

A dominant trend is the movement away from assuming that media exposure equals advertising effectiveness to considering the role of media engagement on effectiveness. Other developments include the increased use of digital video recorder, media fragmentation, new media, expanding advertising clutter, and so on (Abrantes et al., 2013; Ekta et al., 2017). Obviously, advertising plays an important role for consumer experiences, brand recalling, purchase intention and many more. There are few studies also have been done to support the importance of online advertisements. The study done by Amaro and Duarte (2015), described the experience potential of a range of media. They have conducted studies of what consumers think and feel, their qualitative experiences, while they read newspapers, magazines, and websites and watch television. The study shows two different experiences for those media. First is from the statements that are derived from extensive qualitative research with consumers. Magazines and newspapers that provide this experience give their readers a peaceful, quiet escape from their otherwise hectic lives (Ekta et al., 2017).

In particular, the online borderless nature of the internet raises the possibility of product exposure in the global market. Before the electronic media, the core advertisement tool was human advertising and personal selling. Meanwhile, technology keeps on going. It is already gives us the personal computer, the cellular phone, the Internet and the modern electronic communication system where these facilities are simple enough for virtually anybody to use (Erica & John, 2016). In marketing perspective, consumers are always exposed by thousands of commercial messages every day.

As the market has now changed and the consumers are now more receptive to the internet and accessible to global information systems, e-marketing and advertisement should be fully leveraged to feed the consumers' interest. Marketing activities through the internet or e-marketing is practical, more economical and faster as compared to the traditional marketing. Even though the importance

of online is commonly understood, however the lack of identifying factor influences the consumer perception. So, there is a need to identify the critical factors which influence consumers' perception towards online advertising, especially in Malaysia. Basically, this is a real gap in current Malaysian market. Therefore, from the managerial perspective, the research is meaningful as the research relates to the current issue of low demand for the property products and how advertisement will be effective and boost the property sales. From the academic perspective, the research is significant as very limited things are known about the acceptance of e-marketing for the consumer products. Therefore, this research will focus on the determinants of consumers' perception towards online advertising in Malaysia.

This article has several sections. After the introductory section, this paper talks about the literature review, followed by research methodology and data analysis. Finally, the paper ends up with conclusion and recommendation that addresses the important issues related to the determinants of consumers' perception towards online advertising in Malaysia.

II. LITERATURE REVIEW

This section reviews some of the related literatures of the variables. Historically, when the information technology began to expand in 1990, digital technology and information technology has begun a new era (Amireault, 2014). This is where competition among businesses began to start. This will be the biggest challenge since the businesses need to know how to expand the market from local to global. They are using many kinds of technologies to expand. Tool such as video conferencing has been used in terms of communication with supplier and business partners. Also using Internet as tool of product awareness and get direct feedback from consumers and creating strong Customer Relationship Management (CRM) through internet (Ekta et al., 2017).

2.1 Consumers and Advertising

Advertising is an important part of the marketers for promotional mix. It helps in creating brand image and product awareness. However, the designation of advertising certainly reflects the claimed desire of most marketing practitioners to communicate openly and honestly with consumers and that is how the advertising is able to create high revenue in the world of economy. Indeed, the law in most countries forbids false or deceptive advertising. Marketers justify advertising by arguing that advertising is intrinsic to markets and fundamentally beneficial to the customer (Arcand &Nantel, 2012). Bilgihan et al., (2014) purport the advent of the printing press brought about a paradigm shift. One could have multiple copies of posters, leaflets or print advertisements in the newspaper to reach many people at the same time. With the growth of the electronic media, followed by the Internet, Short Message Service (SMS) and MMS, the interactive media has now completely transformed the role of the expectations from advertising. The current era is technology driven and customer oriented. A lot of hope rests on the interactive media, which includes the Internet, to create a seamless global market. Connecting almost 300 million users worldwide, the Internet has truly created a seamless market and a global consumer.

2.2 Online Advertising

As like in many other countries in the world, Malaysia is not excluded from using the technologies specifically the computers. Many people and companies feel that having computers and laptops are necessity needs in the global era. Computers can be considered as a self actualization need as mentioned in Maslow Hierarchy of Needs theory (1970) where in this theory mentioned that as a human being we need self actualization as self development and realization so that we may improve ourselves. Technology is one way to achieve that need. Malaysia as a middle income country, transformed its economy from 1971 through the late 1990s from relying primarily on the production and export of raw materials, into one of the world's leading trading nations in electronics and information technology (IT) goods. The extent of IT penetration in the consumer, local business, industry and research sectors is considerably low. There are many Malaysian companies that have the potential to computerize their businesses or upgrade their computer systems but have not yet done so. The incidence of IT utilization and integration is larger among organizations involved in providing goods and services as compared to those dealing with products manufacturing and distribution (Ekta et al., 2017).

2.3 Conceptual Framework

By reviewing the literature, this research has come up with a model, which is research model. In this current research, three types of variables are available which is known as independent variable mediating variable and dependent variable. The process of identifying these variables was climacteric and in depth studies were taken in order to develop a well founded research model. The dependent variable is of chief importance in this research. The aspirations of this research are to understand the critical factors influencing consumers' perception towards online advertising of Malaysian perspective.

The research model that is shown in Figure l depicts the relationship between the variables used in this study. Based on established relationship found by previous scholars, research model is developed for these variables involved in this study, which consists of Consumer Perception, Consumer Acceptance, Consumer Satisfaction and Online Advertising.
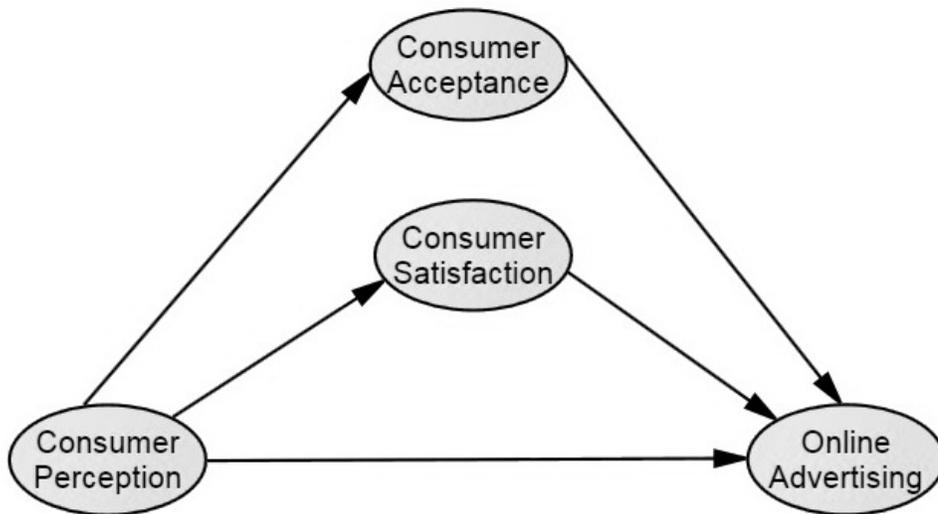
Figure 1: Research Model

In this research model, altogether five hypotheses are developed to test the relationships among the various variables. The following section presents an exhibition on the five hypotheses developed for this study.
H1: Consumer Perception is positively and significantly correlated with Online Advertising
H2: Consumer Perception is positively and significantly correlated with Consumer Acceptance
H3: Consumer Acceptance is positively and significantly correlated with Online Advertising
H4: Consumer Perception is positively and significantly related with Consumer Satisfaction
H5: Consumer Satisfaction has a positive and significant influence on Online Advertising

III.   RESEARCH METHODOLOGY

The present study is based on the quantitative research strategy. Zikmund, et al., (2010) mentioned quantitative researcher develop a model that based on the existing literatures and subsequently test it by gathering data. The research model according to the Sekaran and Bougie (2016) describes that the causal relationship among variables rather than describing variables as either cause or effect in which the cause is the independent variable and the direction of the effect (dependent variable) may either be positive or negative in nature. Thus, present study has been developed the research model by reviewing the existing literatures in the area. The data are subsequently analyzed to explain the relationships among the variables by employing statistical analysis namely descriptive and inferential statistics.

Besides, the sample size is influenced by the number of factors such as the purpose of the study, size of the population, non responsive error, and accuracy of the study (Kothari, 2004; Sekaran& Bougie, 2014). The simplest and appropriate method for deciding a sample size for given population was described by Sekaran& Bougie, (2016), whose book elaborated the scientific guidelines with a table which facilitate to decide the sample size.

Despite the table adopted by the Sekaran& Bougie, (2014), the simple technique demonstrated by Hair et al., (2012), which provide an easier guideline to decide the sample size. In the sense, the present study is focused with the table given by Sekaran& Bougie, (2016) when selecting sample size, which are minimum 300 respondents. Moreover, altogether 526 respondents have been selected as a final sample size.

In addition, this research uses survey method because my purpose of the study is to generalize the findings from the sample to population. The rationale for using the deductive approach and survey method is generalizing the findings on total population. In addition when considering the limited time period of data collecting and the cost it is reasonable to apply the survey method for this study (Sekaran, 2000; Malhotra, 2007; Sekaran& Bougie, 2014). Therefore survey method is appropriate for this study.

In the present study, questionnaire was mainly used as an instrument that mainly consists of closed questions, in which respondents are asked to select only one most suitable answer for each questions where numbers assign for each questions (Malhotra, 2000) ranging from 1 for strongly disagreed and 5 for strongly agreed. However, the first part in the questionnaire, comprised with questions regarding demographic data of the respondents.

This study will employ the Structural Equation Modelling (SEM), in which the first step is to specify the measurement model in three stages. Firstly, specify the number of factors or latent variables which is represented by ovals to be hypothesized by the scale's items constituted by rectangles. Next is to specify the items linked to each factor whereby each item linked to only one latent variable. Thirdly, if the hypothesized model includes multiple factors, then the associations between factors specify are to be represented. In this measurement model specification stage, three types of parameters are desired that are the hypothesized factor loadings, correlation between factors or the loading of a lower order factor in a higher order factor and error variance for each item (Malhotra, 2000; Furr, 2011).

Upon completion of specification phase, analysis begins whereby actual variances and actual covariances are computed using the collected data. This is done to estimate the model's veracity by creating the implied item variances and covariances and if it emulates the actual variances and covariances, hence, the research model is good. Therefore, indices of model fit are computed. Interchangeably, a good model fit will output small discrepancies.

From there on, it will be an interpretation of the results which includes model fit indices such as Goodness of Fit Index, Incremental fit Index, Normed Fit Index, Comparative Fit Index, Non-normed Fit Index, Root Mean Square of Approximation, Root Mean Square Residual and Standardized Root Mean Square Residual. Parameter Estimates. The items' factor loading, inter-factor associations and error variances is examined. An item with significantly large factor loadings is retained. This will be further discussed in the next section.

IV.   DATA ANALYSIS

This study used stem and leaf plots, box plot and whisker diagrams to detect extreme values and outliers in the data set; since the sample is large, the standard value of ±3.0 or beyond was considered as the outlier threshold. After clearing the problematic data, the final sample consisted of 526 questionnaires. Besides, to check the multivariate outliers, Mahalanobis Distance (D2) was used. According to Table 1, the maximum Mahalanobis Distance is 20.41. Since this study consists of four main variables, the standard Chi-Square critical value is 18.47. The alpha value is 0.001.

Table 1: Residual Statistics for Four Variables

	Minimum	Maximum	Mean	Std. Deviation
Predicted Value	244.81	290.98	267.83	6.609
Std. Predicted Value	-3.482	3.503	.000	1.000
Standard Error of Predicted Value	6.993	31.177	14.458	4.198
Adjusted Predicted Value	247.21	289.28	267.88	6.773
Residual	-272.505	264.569	.000	153.959
Std. Residual	-1.763	1.712	.000	.996
Stud. Residual	-1.770	1.718	.000	1.001
Deleted Residual	-274.471	266.582	-.052	155.381
Stud. Deleted Residual	-1.773	1.722	.000	1.002
Mahal. Distance	.079	20.407	3.992	3.014
Cook's Distance	.000	.015	.002	.002
Centered Leverage Value	.000	.039	.008	.006

Besides, the univariate normality was assessed using skewness and kurtosis values. If the skewness and kurtosis values do not exceed three and ten respectively, then univariate normality can be assumed. In this study, since all the skewness values and kurtosis values of the variables are below one, the univariate distributions are normal.

Table 2 – Skewness and Kurtosis Values for the Variables

Variables	Skewness	Kurtosis
Consumer Perception	-0.003	0.041
Online Advertising	0.190	-0.772
Consumer Acceptance	0.265	0.529
Consumer Satisfaction	-0.344	-0.321

Multivariate normality was tested examining Mardia's coefficient for multivariate kurtosis. The Mardia's multivariate coefficient of this study is relatively high. Thus, the data may not be normally distributed. The violation of the multivariate normality assumption is highly affected in confirmatory factor analysis. In the present study, due to the high multivariate normality value, the 1000 bootstrap resampling method was used. Besides, this study examined the homoscedasticity using scatter plots of the standardized residuals. The assumption of homoscedasticity requires that the variance of the dependent variable is the same at all values of independent variable or constant variance of the error term (Sekaran& Bougie, 2009; Hair et al., 2010). The Durbin- Watson value is 1.836 which is in between 1.5 and 2.5; thus, the assumption of independence of the error terms is not violated.

As mentioned earlier, the sample of this research was 526 consumers from the online advertising within Malaysia. The gender split in the sample was almost equal; 48.1% and 51.9% are male and female consumers respectively. In terms of marital status, the married consumers (53.4%) and unmarried consumers (46.6%) were distributed accordingly as well. Besides, the majority (63.7%) of consumers are in the 22-30 years' age group and 23.2% consumers belong to the 31-40 years age group. The other three age categories only represent 13.1% of the sample. At the same time, the majority of consumers (53.4%) claimed that they have obtained SPM qualification, whilst only 2.1% claimed they have studied up to ordinary level. The survey found that 15.4% respondents have obtained diplomas. However, 27.4% and 1.7% of the consumers possessed degrees and postgraduate qualifications respectively.

In the questionnaire development stage, the reliability test that was performed was explained. Regarding that, the Cronbach' alpha is the most commonly used coefficient that measures reliability (Hair et al., 2010). Furthermore, they noted that high construct reliability values indicate the existence of internal consistency. This means that all indicators consistently represent the same latent construct. Hair et al., (2010) suggests that the rule of thumb for a good reliability estimate is 0.7 or higher. A reliability estimate of between 0.6 and 0.7 may be acceptable if other indicators of the model construct validity are good. Table 4.8 demonstrates the results of reliability analysis for each variable. According to the table, each reliability coefficient is higher than 0.7 which indicates that the existence of internal consistency is high.

Table 3 Results of Reliability Analysis

Variable and constructs		No. of items	Alpha value
Consumer Perception	Self Efficacy	05	0.800
	Hope	06	0.800
	Optimism	05	0.732
	Resilience	05	0.757
Online Advertising	Total Performance	08	0.836
	Contextual Performance	13	0.887
Consumer Acceptance	Context	03	0.751
	Content	02	0.881
	Promotion	02	0.849
	Community	02	0.762
	Convenience	02	0.732
	Condition	02	0.705
Consumer Satisfaction		07	0.832

The initial measurement model for the framework was developed by combining 45 items based on each final individual measurement model. The initial measurement model for the framework model fit indices are demonstrated in Figure 2 and Table 4 respectively; according to the results, all the factor loading values are higher than the required cut-off point of 0.5. By looking at the model fit indices, it can be seen that the model does not fit the data well, as indicated by the significant chi-square fit, $\chi^2 (925) = 2354.97$, p=0.000. By observing the absolute fit indices and incremental fit indices, the RMSEA and RMR values are below 0.08 and 0.05 respectively; however, GFI, CFI, NFI, IFI & TLI values are less than the standard cut-off values. Thus, the initial measurement model is not a valid measurement model. Since the model does not fit the data well, the initial model was further evaluated. For this purpose, the modification indices and standardized residual covariance were used.

Table 4 - Model Fit Indices for the Initial Measurement Model of the Framework

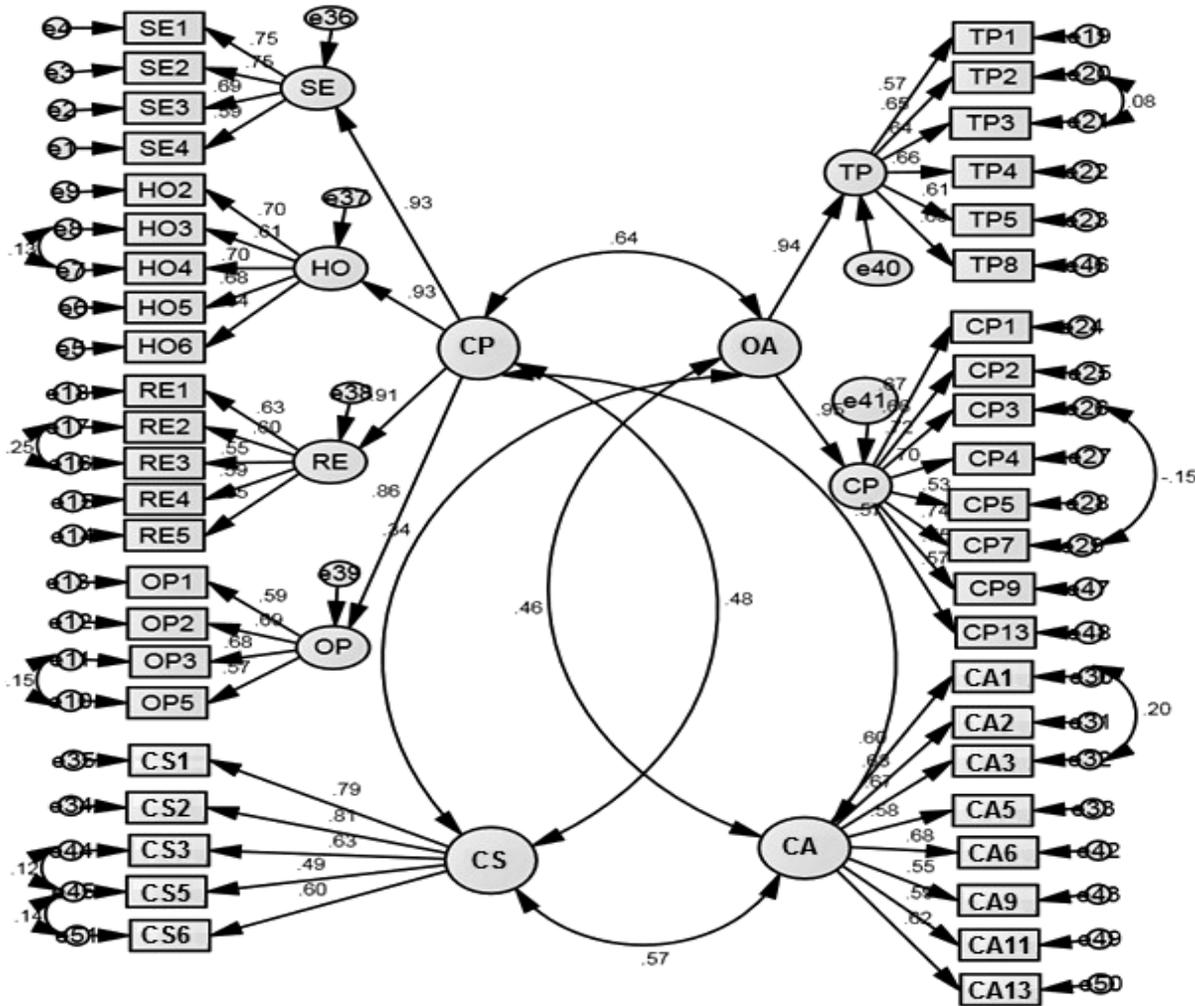| χ^2	df	χ^2/df	GFI	RMSEA	RMR	NFI	CFI	IFI	TLI
2354.97	925	2.546	0.835	0.054	0.024	0.777	0.851	0.852	0.840

Figure 2: Initial Measurement Model for the Framework

The initial measurement model was reanalyzed, as the initial measurement model did not fit the data well. Seven items (TP4, CP13, CA1, CA2, CA11, CS5 and CS6) were removed to enhance the model fit of the final measurement model. The final measurement model was tested using 38 items. The results for the CFA for the measurement model are given in Figure 3 and Table 5.

According to the model fit indices depicted in Table 5, the absolute fit indices (GFI = 0.903, RMSEA = 0.046, RMR = 0.020) were within the accepted level, indicating model fit. At the same time, NFI, CFI, IFI and TLI were 0.853, 0.923, 0.924 and 0.915 respectively. These values further confirmed the model fit, since all the values are over the cut-off values for each index.
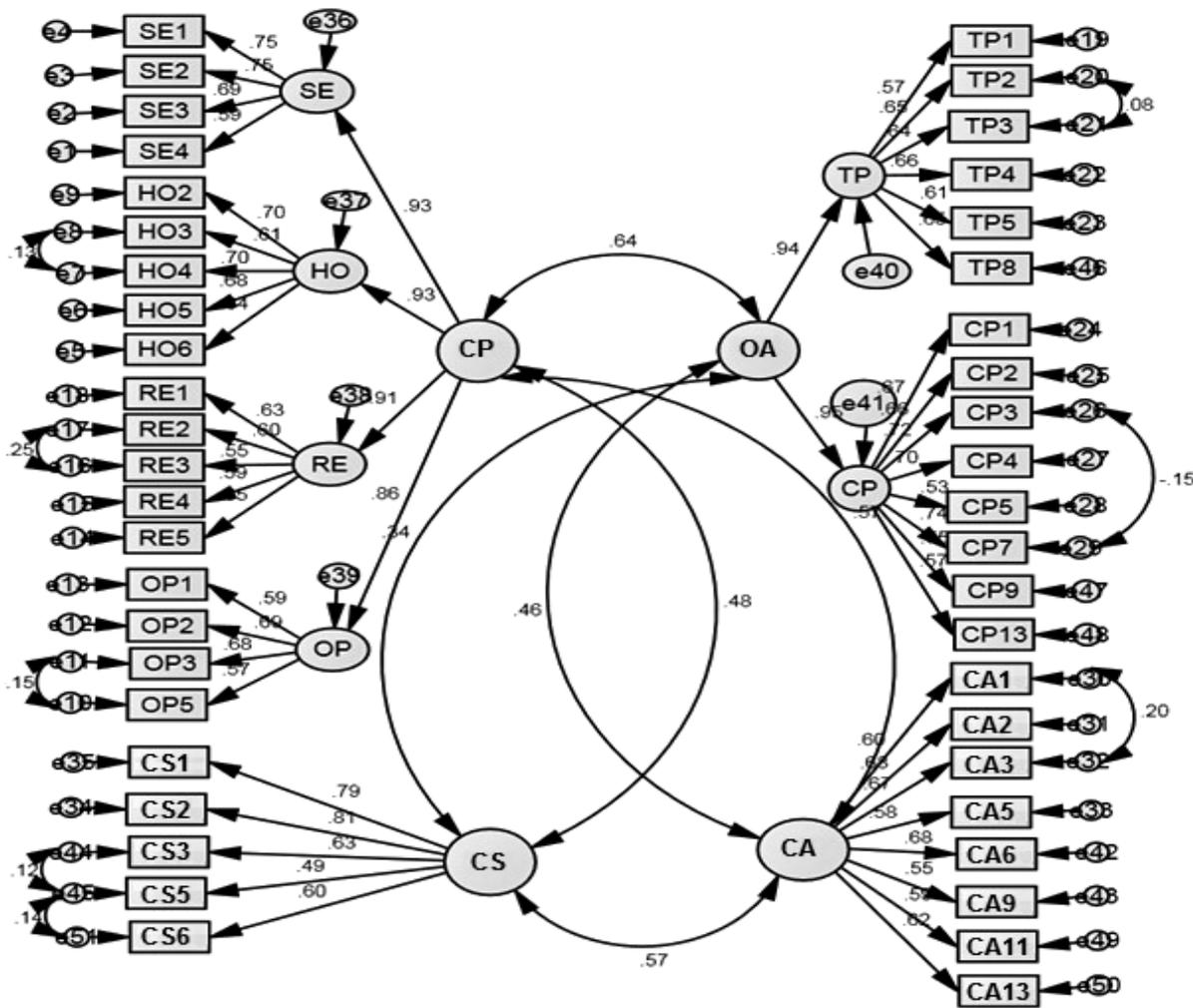
Figure 3: Final Measurement Model for the Framework

Table 5: Model Fit Indices for the Final Measurement Model for the Framework

χ^2	df	χ^2/df	GFI	RMSEA	RMR	NFI	CFI	IFI	TLI
1374.99	648	2.122	0.903	0.046	0.020	0.853	0.923	0.924	0.915

In addition to the model fit indices, results of confirmatory factor analysis indicate that items for each construct firmly possess convergent validity as the standardized regression weights of all variables are consistent with the cut-off value of 0.5. The results further reveal that the relationship between each variable and factors are statistically significant.

In addition, result also reveals that the four latent constructs are different because the correlations between latent constructs are not larger than 0.8 or 0.9. Larger correlations between latent constructs (greater than 0.8 or 0.9) suggest a lack of discriminant validity (Malhotra, 1997). The maximum correlation (between CP and OA) is 0.637; in this case there is no problem with the discriminant validity. Table 6 demonstrates that the AVE values for all the constructs are greater than 0.5. Further to this the CR values are greater than the AVE values which indicates convergent validity.

Table 6: AVE and CR Values for the Final Measurement Model

Variables	AVE	CR
Consumer Perception	0.83	0.98
Online Advertising	0.86	0.96
Consumer Acceptance	0.51	0.79
Consumer Satisfaction	0.57	0.83

The Table 6 demonstrated that AVE values for the entire constructs are greater than 0.5. Further to this, the CR values are greater than the AVE values which indicates the convergent validity. Moreover, Table 7 demonstrates the summarised results of the five hypotheses.

Table 7: The Results of the Hypotheses Testing

	Hypothesized Paths			SRW	P
H1:	CP	-->	OA	.596	***
H2:	CP	-->	CA	.548	***
H3:	CA	-->	OA	.119	.040**
H5:	CP	-->	CS	.493	***
H6:	CS	-->	OA	-.047	.366

Note: *** p-value is statistically significant at the 0.001 level
      ** p-value is statistically significant at the 0.05 level

Based upon the standardized regression weight and significant level shown in Table 7, the following result in Table 8 was derived for hypotheses.

Table 8: Decision for Hypothesis One

Hypothesis	Conclusion
H_1:Consumer Perception is positively and significantly correlated with Online Advertising	Supported
H_2:Consumer Perception is positively & significantly correlated with Consumer Acceptance	Supported
H_3:Consumer Acceptance is positively and significantly correlated with Online Advertising	Supported
H_4:Consumer Perception is positively and significantly related with Consumer Satisfaction	Supported
H_5:Consumer Satisfaction has a positive and significant influence on Online Advertising	Not Supported

This research study mainly focuses on four main variables; Consumer Perception, Online Advertising, Consumer Acceptance and Consumer Satisfaction. The researcher examined the level of Consumer Perception, Online Advertising, Consumer Acceptance and Consumer Satisfaction of managers and non-managerial respondents using a questionnaire.

For the purpose of this study Consumer Perception is defined as; the positive psychological state of development which is characterised by self-efficacy, hope, optimism and resilience. The data shows that the mean value of Consumer Perception is 3.86; according to the results, there was no remarkable difference between mean scores of each sub-scale. The mean values for each sub-scale are within 3 to 4. This provides evidence that the respondents' self-efficacy, hope, optimism and resilience are relatively higher in the online advertising. However, gender, marital status, educational qualification and age have had no significant effect on Consumer Perception. According to Sung-Bum Kim *et al.* (2016), there was no difference between Consumer Perception in relation to gender.

The dependent variable of this research is Online Advertising, according to the statistics; the mean value of Online Advertising is 4.12. Further to this, the age level of respondents has significantly affected Online Advertising; the age group below 21 years old are the highest performing group in the online advertising (M = 4.494, F = 3.598, p < 0.05). However, job position, gender, marital status and education do not have any significant effect on their Online Advertising.

V.   CONCLUSION AND RECOMMENDATION

This research has focused on the determinants of consumers' perception towards online advertising in Malaysia. The results of this study provide evidence that increased Consumer Perception is associated with increased Online Advertising. There is a direct positive, significant relationship between Consumer Perception and Online Advertising of the respondents in the online advertising in Malaysia. It was also found that all sub dimensions of Consumer Perception positively and significantly affect to Online Advertising and its dimensions. The resilience was the strongest predictor of Online Advertising. Besides, the results indicated the significant positive relationships between Consumer Perception and Consumer Acceptance. On the other hand, a significant weak relationship was found between Consumer Acceptance and Online Advertising. However, the Consumer Satisfaction has not correlated significantly with Online Advertising of the respondents in the online advertising in Malaysia.

5.1 Managerial Implications

The results of this research revealed that there is a significant positive relationship between Consumer Perception and Online Advertising. However, the managers of the online advertising consider Consumer Perception of the respondents as an insignificant factor that can influence their Online Advertising. Therefore, it is recommended that managers become highly concerned and acquainted with this newly developed concept because it has a direct relationship with Online Advertising, other work outcomes and work attitudes. Consumer Perception is a collection of positive psychological capabilities of the individual. According to the results, all the dimensions of Consumer Perception have positively and significantly correlated with Online Advertising and its two dimensions. Therefore, it is recommended that managers embrace and concern themselves with each dimension of Consumer Perception of their respondents.

There is no reported research in the online advertising within Malaysia on consumer perception and its effect. So, there should have some academic research on the respective field. According to the findings, Consumer Perception has positively and significantly affected Consumer Acceptance and Consumer Satisfaction. This phenomenon also needs to be tested further. On the other dimension of this, therefore, it is recommended that stakeholders correctly use this new capital to enhance Consumer Satisfaction of the online advertising to the respondents. Thus, it is recommended that advertisement and marketing managers should go beyond the traditional assumptions and consider the new approaches to enhance online advertising to their consumers. Therefore, it can be concluded that the concept of consumer perception and its' dimensions have direct impact on online advertising.

5.2 Recommendations

Considering the findings of the study, it was found that the Consumer Acceptance and Consumer Satisfaction are not significant predictors of Online Advertising. It stressed that the managers to think about the importance of the factors on Online Advertising than traditionally accepted factors in online advertising. This research found positive significant relationships between Consumer Perception, Consumer Acceptance, Consumer Satisfaction and Online Advertising. Consumer Acceptance and Consumer Satisfaction did not work as mediators. This study was the one of the rare research study which investigated the impact of Consumer Perception within Malaysia according to the reported research literature. The available research knowledge regarding Consumer Perception is based on European and American knowledge and the cross-cultural validation of the construct is much needed. Thus, it is very important to extend this knowledge to the Asian context.

5.3 Study Limitations and Future Study

The present study has provided many potential paths for future researchers. Future studies can be extended to check the applicability and relevance of Consumer Perception within Malaysia using different samples from different sectors, occupations etc. Therefore, future research should focus on examining the antecedents of consumer perception. Since this study was a cross sectional research study, it would be valuable for researchers to conduct longitudinal studies to explore whether Consumer Perception would affect Online Advertising, Consumer Acceptance and Consumer Satisfaction.

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AUTHORS

First Author – Foong Chee Haur, Marketing Practitioner and Phd Scholar, Management & Science University, fch8828@gmail.com

Second Author – Ali Khatibi,Professor, Management & Science University, alik@msu.edu.my

Third Author – S. M. FerdousAzam, PhD, Management & Science University,drferdous@msu.edu.my

Correspondence Author – Foong Chee Haur,fch8828@gmail.com, +6012 3751418.