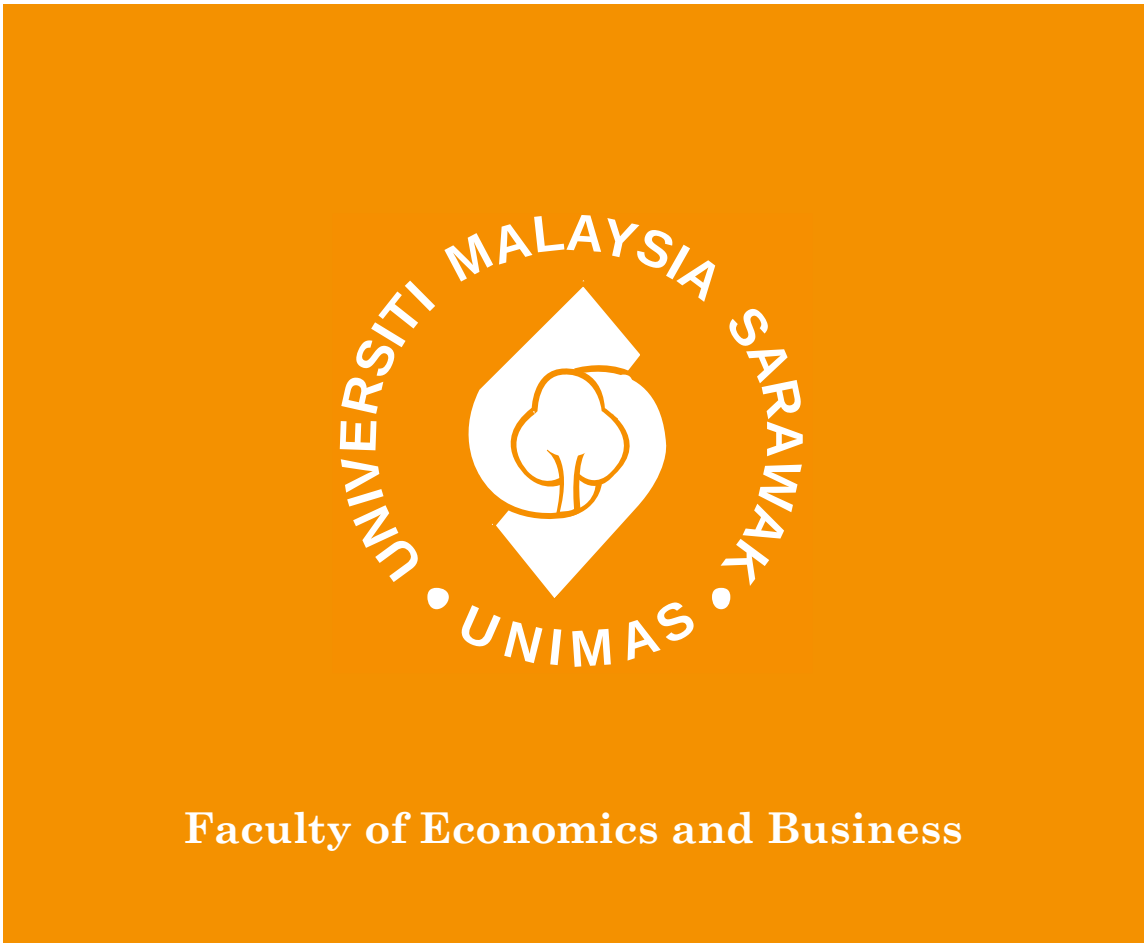

Faculty of Economics and Business

THE EFFECT OF PERSONAL VALUE AND BELIEF ON POLITICAL ADVERTISING VIEWS: GENERATION NEOTERIC-INHERITORS' PERSPECTIVE

Chai Sin Hui

Bachelor of Business Administration

Marketing (Honours)

2014

THE EFFECT OF PERSONAL VALUE AND BELIEF ON POLITICAL ADVERTISING VIEWS: GENERATION NEOTERIC INHERITORS' PERSPECTIVE

CHAI SIN HUI

This project is submitted in partial fulfilment of the requirements for the degree of Bachelor of Business Administration with Honours (Marketing)

Faculty of Economics and Business
UNIVERSITI MALAYSIA SARAWAK
2014

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Final Year Project Report ☑

Masters ☐

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I CHAI SIN HUI, 29808, FEB

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29808

ABSTRACT

The effect on personal value and belief on political advertising views: Generation neoteric-inheritors' perspective

By

Chai Sin Hui

The main aim of this study is to determine whether there are significant relationships between belief and personal values that will influence attitude toward political advertising view. General Election 13 was noted to be the most interesting in Malaysia's history as has become the most competitive election public included the young voter. Respondents selected are neoteric-inheritor at the age between 15 and 21 years old as they are the future voters and limited in Sarawak only. The theory of reasoned action (TRA) will be employed in this study to form a framework to investigate the belief and personal value. However, subjective norm will not be used in this study. Thus, 11 statement of belief about political advertising will be adapted from exploratory studies and 3 dimension of person value will be adapted from List of Value (LOV). The results of have indicated misleading, interest for personal gain, ineffective, waste of resources, offensive, aid for development that has showed significant relationship among the hypotheses. Beside, this study revealed personal value is important as the entire personal values have shown significant to influenced attitude toward political advertising and lead to intentions.

ABSTRAK

Kesan ke atas kepercayaan dan nilai peribadi terhadap pandangan pengiklanan politik: Generasi perspektif neoteric-inheritor

Oleh

Chai Sin Hui

Tujuan utama kajian ini adalah untuk menentukan sama ada terdapat hubungan yang signifikan antara kepercayaan dan nilai peribadi daripada remaja muda yang akan mempengaruhi sikap terhadap pandangan politik pengiklanan. Pilihan raya umum 13 telah dijadikan perkara yang paling menarik dalam sejarah Malaysia dan juga menjadi berdaya saing awam pilihanraya termasuk pengundi muda. Kepercayaan dan nilai peribadi diuji untuk responden. Responden yang dipilih adalah generasi muda (neoteric-inheritor) berumur antara 15 dan 21 tahun. Mereka diangkap sebagai pengundi-pengundi pada masa hadapan. Secara khususnya, responden dalam kajian ini adalah terhad di Sarawak. "The theory of reasoned action (TRA)" akan digunakan dalam kajian ini untuk membentuk satu rangka kerja untuk mengaji kepercayaan dan nilai peribadi terhadap politik pengiklanan. Subjektif tidak akan digunakan dalam kajian ini. Maka, 11 kenyataan dan 3 dimensi daripada nilai orang akan digunakan dalam "List of Value (LOV)". Keputusan telah menandakan kelirukan, keuntungan peribadi, ketidakkan berkesanan, sisa sumber, keserangan, perkembangan telah membuktikan hubungan signifikan antara hipotesis. Pada masa yang sama , kajian ini telah mendedahkan nilai peribadi amat penting kerana ia telah membuktikan hubungan signifikan antara hipotesis dan dapat menpergaruhi kelakuan terhadap generasi muda.

ACKNOWLEDGEMENT

First and formal, I have to thank to my supervisor, Professor Ernest Cyril de Run for the valuable guidance and engagement through the learning process of this research. Patience and caring of Professor are much appreciated. Besides, I would like to thank to Mr. Hiram that has gave me advisors and helps from him when I face problems. Also, special thanks to my lovely friends for helping me to distribute the questionnaire. Moreover, thank you to my course-mates for sharing information.

Besides that, I would like to thank all the respondents for their times in answering the questionnaires and returned to me on the spot. Lastly, I would like thanks to my parents for always supporting me. With the support from all of you, I would face a hard time and facing difficulties in doing this research.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Advertising plays an important role and become one of the significant components in our modern life (Munusamy & Wong, 2007). Advertising often defined as a tool that persuasive in nature about product, services or ideas to remind, persuade, and inform customers (Eze & Chai, 2012). Advertising also refer to non-personal communication for people to get information and usually used to inform, persuade and remind consumers (Bovee & Arens, 1992). Most of the people tent to become the reader of advertisements with the advantage of technology (Eze & Chai, 2012). Therefore, markets used advertisement as to create awareness of the products, services or ideas for consumers to build up knowledge (Modern, 1991).

Recently, political issue has becomes one of the important issues that are more concern in our society as it may result in reliable economy to countries (de Run, Jee & Lau, 2013). In Malaysia, political advertising disclosure negative advertisement which brings bad impression in politics. Therefore, voters may become cynicism and reluctant involved in politics. Some argument stated that some party purposely use advertisements to assault rival so as to momentum rival become lower (Surlin & Gordon, 1997). This may be due to political advertising create a shortest communication between parties and voters. Somehow, it indicated that the noteworthy information of party to voters such as location, people, and activity

(Robinson, 2010). Thus, political advertisement easily makes voters wavering about decision voting through a range of advertising influences (Robinson, 2010).

At the same time, decision making may link with the topic of perceptions. The topic of perception toward advertising has got the attention in the recent years. Studies showed that belief has strong relationship based on the dependent upon consumer characteristics (Natarajan, Balasubramanian, Balakrishnan & Manickavasagam, 2013). Researcher claims that specific statement of an object is known as belief and attitude is summative evaluation of object. Beside, individual may have different of cognitive abstraction and may show different belief and attitude (Pollay & Mittal, 1993).

Attitude of viewer towards message given by advertising will be prone to retain information rather than change their mind-set (Dellicarpini & Keeter, 1996). People may think that advertising would not influenced their attitude and decision (Korn, 2006; Baker, 2005), but research showed that almost 60% of advertising was found in magazine, newspaper and electronic media (Korn, 2006). Thus, people may easily influence by advertisement as advertising has integrated in their daily life and political advertising may influenced the attitude of people (Packard, 1957).

In fact, attitude believed to influence the individual's behaviour intention (Fishein & Ajzen, 1975). Recent study also showed that attitude has been identified as assemble of future behaviour a consequences that may lead to a particular behaviour. Research claimed that attitude defined as the evaluative effect of positive

and negative feeling of a person when they show in a particular behaviour (Fishein & Ajzen, 1975).

In addition, value is another element that can influences people in making decision (Fishein & Ajzen, 1975). Previous studied had claimed that personal values had play and important role. It is essential to know that individual may have different personal values and it may affect the decision and judgment in their daily life. For example, an individual may think that being loyal to friends is important than enjoying life such as he tried to help his friends instead go movie at night (Defever, Pandelaere & Roe, 2011).

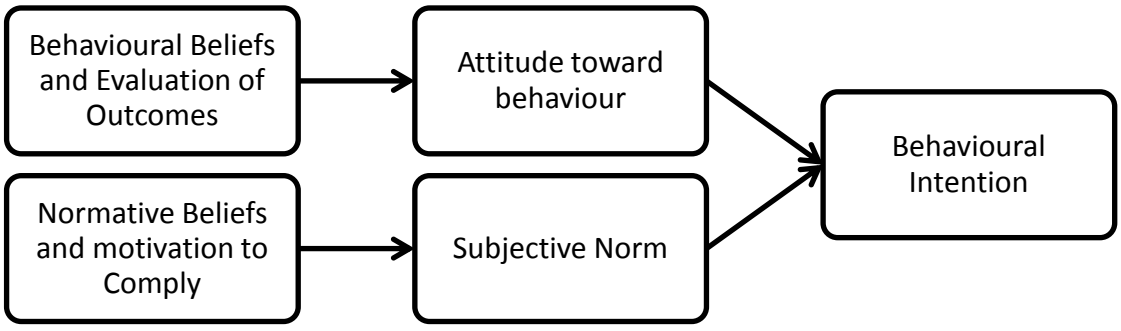
Moreover, generation cohort may influence individual behaviour. A generation cohort refers to as group of individual who experience the similar external event with a same time period such as late adolescent and early of adulthood. Individual may influenced by the event occurring during their coming-of-age. Past exploratory study showed that there are five generation cohorts which are neoteric-inheritors, prospective-pursuers, and social-strives, idealistic-strugglers and battling-lifters. (Ting, de Run & Fam, 2012). There are also much previous studies focuses on students' attitude toward advertising (MacKenzie & Lutz 1989; Muehling 1987). Thus, this study is intent to test the neoteric-inheritors of generation cohort which is the youngest among the five generation cohort.

Hence, the purpose of this paper is to investigate the effect of personal value on belief of neoteric-inheritor toward political advertising. This paper consists of six sections. The first section discussed study's overview associated to objective and problem statement. The second section offers about literature review of the study's and theoretical framework. The third section discusses about research methodology.

1.2 Theoretical Consideration

The Theory of Reasoned Action (TRA) can be defined as an analysis process that explained the ways and the reasons the attitudes anticipated the behavior (Fishein & Ajzen, 1975). The reason may due to the belief and perception of individual. In addition, TRA is one of the theories that related to behavior. Researcher also described TRA as the best predicted by intention that can determine the person's attitude and subjective norm and influence the behavior intention which has shown in the Figure 1 (Fishein & Ajzen, 1975).

Figure 1: Theory of Reasoned Action (TRA)



Sources: Fishbein and Ajzen (1975); Ajzen and Fishbein (1980)

Over years, much researches has been studied on Ajzen and Fishbein's (Fishbein & Ajzen, 1980) theory of reasoned action. Based on the theory (Figure 1), behaviour is decided by the behavioural intention. In the theory, there are two major factors that determine behavioural intention which is an individual or "attitudinal" factor and a social or "normative" factor (Vallerand, Pelletier, Mongeau, Desharies & Cuerrier, 1992).

The first component of the theory is the beliefs toward attitude. The belief is about the perceived consequences or actions of performing about the behaviour and the person's evaluation of those consequences. The second component is subjective norms. Subjective norms included the individual's perception of the important specific individual or group think he or she should do. Subjective norm are the belief of a person (normative) to what each person's thinking of what he or she should do and the motivation is obey with the thinking (Vallerand et al., 1992) Both of the components were used to determine to intention and to expect based on the behaviour, the situation and individual differences of each individual (Ajen & Fishbein, 1980).

Besides that, there are also many researches had adopted the theory of reasoned action in their research. In fact, attitudes are included the belief of a person will influence the behaviour over his/her lifetime. Belief is created from experiences, outside information or within an individual (Sadeghi & Hanzaee, 2010). Therefore, this theory was applied in this study because this study was investigating the relationship of belief toward political advertising that may influence the attitude of

an individual. However, this study were only adapted from the theory of TRA because subjective norm were not be tested in this study due to most of the researcher has showed that attitude has more influenced toward behavioral intention than subjective norms (Oliver & Bearden, 1985).

1.3 Problem Statement

For many years, people have debated about political advertising issue. It has been playing an important role in election campaigns in democratic countries around the world (Waller & Polonsky, 1996). While many disprove the tone of political advertisement, political consultant and media advisor respond that it actually work (Kamber, 1997). Even small advertising effect could be large enough to decide elections. Advertising about political had been aware by public and been studied over years in some countries, but there are only little focus in Malaysia (de Run, Jee, Lau, 2013)

Nevertheless, it is essential to understand student attitudes toward advertising and the issue has been recognized (Dubinsky & Hensel, 1984; Larkin, 1977; Munusamy & Wong, 2007). This is because university students requires a define attention and they represent substantial and meaningful segment of the public (Beard, 2003). Past research had measured about the attitude towards advertising among adult (Zanot, 1981; Mittal, 1994) and among students' samples (Dubinsky & Hensel, 1984; Larkin, 1977; Muechling, 1987; Sandage & Leckenby, 1980). However, a search in Sarawak of Malaysia revealed a huge gap in the knowledge of student's

belief and attitudes toward political advertising (Munusamy & Wong, 2007).

Besides, recent studies had identified generation cohort in Sarawak and revealed that the generation in Sarawak and others country are not same. Different age group performs different perception and belief (Ting et al., 2012), so it is important to determine which age group of people is more influential toward political advertising. However, there is still lack of the study in doing political advertising in Sarawak.

Values are important in our lives because each person may have numerous values. Past studied also declared value may change a person's motivational characteristic during adulthood (Feather 1990, 1995; Schwartz 1992; Schwartz and Bilsky 1987, 1990). Advertisement always link with value to promotion product and services, but little is known about the effect of value-driven behaviour (Defeve et al., 2011).

Many researches that were investigated the attitude and belief toward advertising, but there is lack of information in the belief of young generation cohort toward political advertising. It is to interesting to investigate the belief of young generation toward political advertising as the political issues has been highlighted in these recent years. Hence, the purpose this paper is to investigates the attitude and belief of neoteric inheritor toward political advertising. The group of neoteric inheritor are important because to the fact that they represent a large segment of future voter.

1.4 Research Question

The main research question is to study what are the neoteric inheritors' (15-21 years old) personal values and belief influenced their attitude and behavioural intention toward political advertising. Other research questions are:

i) What is the effect of personal value dimension of neoteric inheritor (15-21 years old) on attitude towards political advertising?

ii) What is the effect of belief dimension of neoteric inheritor (15-21 years old) on attitude toward political advertising?

iii) What is the effect of attitude of neoteric inheritor (15-21 years old) on behavioural intention toward political advertising?

1.5 General Objective

1.5.1 General Objective

The purpose of this study is to investigate the effect of neoteric inheritors' (15-21 years old) personal values and beliefs toward political advertising.

1.5.2 Specific Objective

The specific objectives are as follow:

i) To determine the effect of belief dimension of neoteric inheritor (15-21 years old) on attitude toward political advertising.

ii) To determine the effect of personal value dimension of neoteric inheritor (15-21 years old) on attitude toward political advertising.

iii) To determine the effect of attitude of neoteric inheritor (15-21 years old) on intention toward political advertising.

1.6 Significance of Study

This study will be significant to understanding the view of young cohort from their belief and attitude toward political advertising. Perception influenced attitude of an individual and then attitude influenced the behaviour intention of individual. Most of the young cohorts are easily influenced by others and the perception and attitude may change by time to time. It is important to understand the view of young cohort toward political advertising as they are the future voter and may affect the development of our country in the future. Nevertheless, this study helps public to increase the awareness of political advertising and understand the perception of young cohort. Moreover, this study helps to develop a better understanding toward political advertising to avoid misunderstanding and critical issues.

1.7 Scope of the Study

This study is a second data analysis and the sample size will focus on Sarawakian at the age of 15 until 21 years old. This study aims to investigate the effect of personal value and belief toward political advertising. In this study, introduction of the research proposal will be discussed in chapter 1. In chapter 2,

literature review will be discussed on various views of previous researches which relate to research topic. Research methodology and the data collection will be present in chapter 3 while chapter 4 will discuss about the result and discussion of the result will be in chapter 5. A conclusion and limitation will be discussed in the chapter 5 of this study as well.

1.8 Summary

This chapter has talked about the brief discussion of the topic of this study. The introduction has talked about the background and showed a brief image about this study. Followed by theoretical consideration that was used in this study, problem statement, research question, and objective, significance of study and lastly scope of study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Chapter two showed of the literature review on various views of previous researches which relate to research topic. This chapter consist of a few sections which include political advertising, political advertising in Malaysia, and beliefs toward advertising, attitude toward advertising, generation cohort, personal value and behavioural intention.

2.2 Political Advertising

Advertising has been used as a tool for politician to send their messages to a huge target of people at the same time. It has been used as an important component of the political communication strategies by political parties, election candidates and interest groups (Rafter, 2009). Over past years, the use of social and political advertisement has been increased and it could be seen especially during the elections period (de Run et al., 2013: Munira, 2012). Previous studies stated that the use of the political advisement not only a communication tools, but it also help the candidates to be better known by public through establishing popularity and enable the candidate to connect with particular demographic group (Munira, 2012). Besides, political advertising also help to attract new supporters, stimulate voters participation in the campaign, raising fund for the candidate and party involved, and ultimately