

Perception of the Effectiveness of Information Content in Newspaper Advertising in Promoting Government's New Policy: Goods and Services Tax (GST)

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ABSTRACT

In Information Management (IM) field, one of the important and critical part is dissemination of information. It is also an important phase in Information Life Cycle Management. This phase is where information is actively being shared among information users. In other field such as advertising, it is called communication. In both fields, information management and advertising, information content is crucial in determining its effectiveness. In the new information society, the 20th century, information is the essential valuable commodity used almost in every industry to create a better economy using available technology and tool. Using advertising as a tool to disseminate information and newspaper as a channel to disseminate information, it will look at the factors influencing the effectiveness of advertising and information content of advertising is the focus in this study. As our country is headed towards becoming a high income nation with several initiatives through transformation plan, Government Transformation Program (GTP), informing the public is important to embrace the challenge of global economy change. The focuses are postgraduate students of research universities in Malaysia to test their awareness of Goods and Services Tax (GST). In this paper, it will discuss the initial findings on the factors related to the effectiveness through factor analysis and correlation between factors. The findings will assist in providing initial insight on actual factors affecting the effectiveness, thus helping organizations and the government to understand the best practice to enhance effectiveness in organization and government communication and improve part of information governance and information management in an organization which is the dissemination of information. It also provides views on the feasibility of the study. The results from this study show that there is a potential relationship between effectiveness of information dissemination through advertising, and information content of the medium or channel which is newspaper. A few findings on the current environment regarding the public's view on advertising information as they regarded advertising and information important and also how they portray Malaysia's current scenario in advertising information especially in providing relevant information on Goods and Services Tax (GST). The Newspaper as a medium is still significantly relevant to the young people particularly in Malaysia and they read newspaper regularly which brings into the conclusion the relevancy

of newspaper advertisement towards the effectiveness of advertising information content. It can be concluded that the public thinks that advertising is an effective and efficient tool to help the dissemination of information and newspaper advertisement is regarded as one of the most source of information alongside the internet and television.

Keywords: Information Management, Information Dissemination, Information Content, Newspaper Advertising, Government Communication and Effective Communication

Introduction

The public is often poorly informed about important attributes and vital information on government initiatives, policies and services resulting lack of awareness of the government initiative's benefits provided by the government and inefficiency of advertising information from the government to the public. The study looks at the effectiveness government communication and dissemination of information by looking at the content of advertisement in government initiatives. The medium involved in this study is newspaper as it is mostly used by the government to communicate with the public and to disseminate vital information. The objectives of the study are to assess the results of preliminary study of factors related to effective communication through advertising based on information content and also how its influence effectiveness by examining the content of advertising dimension and to propose a model for effective communication focusing on disseminating information on government initiatives. The variables obtained through an extensive literature review on related fields. In this initial study, 30 respondents for pilot test preliminary to strengthen the framework prior moving forward to the next phase. The focus of the study is mainly on government's effort to educate public the importance of GST implementation. The implementation causes confusion and controversy because of the ineffective flow of information on what is GST and how it will benefit the consumers especially the public. There a several actions taken by the government to increase the awareness of the public on GST and one of them through advertising. The government launches advertisements in an effort to educate the public on GST. Based on this, the study will look into factors affecting the effectiveness of advertising through its content and what are the significant roles played by the content in assuring the effectiveness of advertising. Government information dissemination to the public, communication is important to ensure excellent dissemination of information content. According to Nelson (1974), Advertising has been a great tool to disseminate information content to the public. The government had been using it to promote and to disseminate information on its initiatives (MAMPU, 2012). Advertising helps to spread out information on government product, services, policies and programs (McCoy, 2009). However, the public is often poorly informed about important attributes and vital information on government initiatives and services (McCoy, 2009, Anderson and Renault, 2006) resulting lack of awareness of the government initiative's benefits provided by the government and inefficiency of advertising information content from the government to the public. Previous studies show that, this is significantly contributed by the lack of focus towards the content advertising (Tellis, 2004) and it is a key factor to the effectiveness of advertising information content (Heath and Nairn, 2005). This study had identified factors related to the effectiveness of advertising; information content and visual appeal based on

Elaboration Likelihood Model proposed by Petty and Cacioppo (1979). The effectiveness of advertising information content is also influenced by creative and graphic design (Ahmad and Mahmood, 2010; Marshall, 2006) as the nature of advertising is the physical and visual attraction of the advertisement. The factors influenced the effectiveness of information content of advertising have to be investigated and prioritized. Therefore, it is in this context, this study is to identify what factors influenced the information content of advertising. Somehow, it is important for The National Economic Model (NEM) as planned by the government as its main objective is to make Malaysia, a high income developed country and to increase economic growth (NEAM, 2010). Thus the effectiveness of advertising information content in disseminating information on government initiatives is crucial to fulfill those objectives by ensuring informative advertisement received and what information content must have in advertising. It will affect the ambitions of the country if this situation prolongs. The latest example is the implementation of Goods and Services Tax (GST) that implemented in April 2015 where it causes confusion among the public (Saidie, 2014) because of lack of understanding and information on the benefits of GST. It shows 70% of the public either not ready or not sure about the implementation of GST and their readiness to pay the GST when it implemented (Hussin, Alghazali and Normala, 2013). It has to be a grace period before the implementation of GST where the public will fully understand what GST is and how it will benefit individuals and the country holistically. Thus, it is important to examine the effectiveness of information dissemination through advertising in the dimension of information content by identifying factors relating to effectiveness of content. The government has done tremendously many campaigns, promotions and adverts, create awareness of the benefit on GST (MAMPU, 2012; Ezleezan, 2014 and RMCD, 2014). Still, the public is not sure about GST and its benefits. Through this investigation on generally focusing on government communication through its content will hopefully unveil the best practice.

Literature Review

Information Management and Advertising

Information management (IM) can be defined as: “The economic, efficient and effective coordination of the production, control, storage, retrieval and dissemination of information from external and internal sources, in order to improve the performance of the organization (Best, 2010). As we can see, information can be defined and used differently in different field such as communication, information technology, mathematics, communication engineering and information management. Based on that, the term “information” has several concepts as explained earlier. Information Management point of view, the research relating to information there is a diverse level of Information Management (IM): research done on personal, organizational and state wide IM. There are many organizational perspectives on IM which can be portrayed to as a general introduction to IM includes information requirement, information life cycle, information resources, the economics of information, information on communication, information access and networks, legal aspects and privacy, information strategy and policy and lastly strategic information systems (Wilson, 2003). Empirical research in the area of economic, management, information systems, organization theory, library and information science

provides better influence of the development in IM, not to mention the spreading and widen of the scope of IM field. The most influential and significant research is in structural- functional and the cognitive (Wilson and Maceviciute, 2005). The traditional view on IM focused more on information as a resource and as a commodity and also focused on the services to organizations where providing access to information that they have (Kirk, 2005).

For the past years, IM modules in the universities and colleges teaches students about information as resources in a form of records through records management and how they access the information, information as knowledge and how information is an asset and commodity to give organizations advantages in the economy and market their venture into. The enormous volume of information that available today enables the emergence of various fields of information study. Information has become easy to require, extract, disseminate and manipulate (Davies, 1992) because of the availability of technology and other tools. Thus, it's caused the emergence of IM as a field to control and manage the information and also to identify what information is valuable. The consequence of the emergence is significant for research. It is a significant part of the economy and the market where information is power (Wilson and Maceviciute, 2005). It is with the help of tools such as IT system, information is becoming more significant over the years in the economics of an organization. Information provide economic burst in organization as well as country.

Malaysia as a government spent millions of Ringgit Malaysia to invest in every part of IM field. As we can see, the government embarks in a conquest to be a nation that excels in every aspect contained in Government Transformation Program (GTP) agenda lead by PEMANDU. The emergence of National Economic Model will provide a significant reason to support the economic growth through proper management of information using tools available. In the future depends on Information which regarded as the new power, need to be properly managed to gain advantages. In the modern information society, information regarded as a commodity where, when exchange, it added value (Madden, 2000). The emergences of IM to help us manage high traffic of information enable the government to enhance the plan to propel Malaysia towards becoming a high income developed country by the year 2020. One of its agenda mostly targeted the service based economy at the same time transforming Klang Valley, a high class city (PEMANDU, 2012). IM will be an important element to materialize the plan to transform the country to be excellent in the economy. In order to face the challenge, the government must be equipped with the necessary tools and its public servant must be trained in the concept of management of information and other related field as a tool to manage information (Gregory, 2012). This is because IM is a concept and a field that has been evolving since the beginning of the information revolution with the help of technology. The function of each component of information has slowly become significant and important area to the government. One of the areas is to do an information transaction or communicate to the public when there is any inquiry on the government, for example its policies, products, services and programs (McCoy, 2009). Informing public and the better use of information may provide legitimacy to the government, which would serve the public better through effective governance (Meijer and Thaens, 2008). Thus, this means by making information available to the public by the government is crucial in making the government solidly works.

Over the years, IM research generally is about to entail organizing, retrieving, acquiring, securing and maintaining information. IM in theory is to capture, store, preserve and disseminate information and there is a comprehensive approach to manage the flow of the information called as Information Life Cycle Management (ILM) (AIIM, 2013). IM as detailed in ILM is to disseminate and share information as part of its approach before the information becomes obsolete (see Figure 1, next page). In an organization, or particularly the government, disseminating information to the public is important to create a high awareness society on the government's agenda, especially when the country is beginning to initiate GTP programs to be developed high- income nation.

Advertising is a marketing strategy that helps to boost up products and services. Rodgers (1995) stated that "The body of advertising is information, its heart is imagination, and its soul is repetition". He also suggests that all it matters is to provide useful and relevant information for public interest. Advertisements should provide truthful and trustworthy information in its body and as a content. The government has increasingly recognized the importance of advertising as a tool to promote its initiatives in a form of transferring useful and meaningful information to the public through its aesthetic nature. Public concern suggested that the level of creativity is secondary comparing to the content of the information involve as it suggest only the cosmetic value of the advertisement.

Newspaper has been an important medium to reach out to a wider audience. Since the emergence of the Internet in the 90's and new media it shares the top spot of major advertising medium. According to MAMPU (2012), although electronic media and social media has been the highest of the total expenditure in advertising, print media specifically newspaper advertising conquers 64.4% of the Malaysia audience and newspaper advertisement it is cheaper compared to electronic media advertisement. This makes newspaper is one of the most valuable medium among advertisers (Belch and Belch, 2011). The role of newspaper traditionally is to deliver prompt, but detail coverage of news and to disseminate information with features that appeal to the readers. Newspaper has sections that will give depth of coverage and enable advertiser options to choose wider range of audience. There are different types of newspaper, daily newspaper, weekly newspaper and national newspaper (Belch and Belch, 2011). Most of main Malaysian newspapers fall into daily and national newspaper category, such as New Straits Times, Utusan Malaysia, Berita Harian, Nan Yang Siang Pau, Tamil Nesan and others. Some of it also published weekly such as The Edge, Focus Malaysia and Utusan Melayu. Most weekly newspaper target regions based audience, for example Selangor Kini which focuses on Selangor state population. There is also special-audience newspaper which targeted business community and corporate professionals such as The Edge. There are two types of advertisement in newspaper advertising, display and classified. This paper focuses mainly on display advertising as it involves visual appeal unlike classified advertising.

Dissemination of information in communication

The challenge of today community and public in the new information society of the 20th century is to raise their socioeconomic status (Dhawan, 2009). It enables the society to embrace the challenge of a global economy where it affects how the society progress, stagnate or regress. Therefore, keeping up with high awareness of the changes of the economic environment of the

nation is important to individuals in the society. The nation's economy will significantly affect the level of society's socioeconomic in the long term (PEMANDU, 2012). By implementing strong structure in the economy holistically will enable our country to become more productive and stable, thus becoming a developed high income nation is not far away. When the progression of our nation in the economy, it certainly will make the society's socioeconomic level increase by increasing their income and education opportunity. The government has already set its foot on the accelerator by introducing initiatives and new policies to embrace the change of the global economy and also to become a high developed country. However, the level of awareness of these changes is far from the reach of the public. In other words, the dissemination of good information to the public is shockingly low and lack of awareness in the government's campaign, promotion of initiatives is a major concern (McCoy, 2009). For example, the implementation of GST in the year 2015, there are so much confusion and lack of informed information leads to the debate among politicians on both sides and also create discomfort among the public. In conclusion, the public in majority does not know exactly how it will benefit and how it will be implemented by the government parallel with the benefits as claimed by the government (Hassan, 2014). This will relate to how effective the government disseminates information and address the issue regarding the implementation of GST. The public is totally dependent on information and communication given by the government through available channel such as the internet, television, radio, printed material such as newspaper and magazines, direct mail and outdoor, using tools like information technology, advertising, announcement, seminars and public relations. All these will create awareness among the public through effective communication and dissemination of information. It requires systematic planning, collection, organization, storage of information for its delivery to the intended audience using communication means. The public expects high standards of accountability and transparency to provide quality services in every area in achieving this. Thus, robust information practice, especially in disseminating information is a critical factor in order to meet this lofty standard (Wright, 2013) to inform them the progress made by the government on its policies. Mastering information practice is essential for every public servant to ensure smooth flow of information dissemination. It is a link between the government and the public through communication. More often, government perceives information dissemination to be a one way form of communication, circulating information and advice mainly through mass media in a cost effective and timely manner (MAMPU, 2012). Most of government communications use mass media such as Television, Radio, internet, publication, outdoor and also direct communication. Mass Media's advantages are its ability to reach wider population and audience (Sociology Central, 2011). The mass media generally is classified as "one to many" communication. One sender such as the creator of a program, who uses television or radio as a channel and then communicate to their audience in a away is largely impersonal, an organization such as government department which is a policy and initiative maker, uses newspaper to inform and promote for the objective to communicate with public the benefit of its policies and initiatives. However, mass media requires vehicle or a tool to allow messages and information to be sent to the receiver (Sociology Central, 2011). A tool such as advertising is perfect to be used as communication between government and public as it is

suitable in influencing the public's attitude and behaviors (McCoy, 2009). It creates a special kind of visual appeal to attract public by changing their views through attitude and behaviors. This will be discussed later in the next part of this chapter. According to Dhawan (2009), disseminating information is content-centered activity and it focuses on the content of relevant information. It has different types of information because it is generated for communication and dissemination. An assessment about the usefulness of what type of information need to be delivered or disseminate is based on the objectives and what medium and tools used.

Goods and Services Tax (GST)

Based on PEMANDU (2012) reports, the Economic Transformation Program (ETP) reports the growth of the economy is also in parallel development and as important as the development of the higher education system because it provide skilled workers especially in higher management to spearhead the economic growth. This is also stated in the earlier report by The National Economic Advisory Council (2010) which is the fundamental development of the country's ETP program through the GTP spearheaded by our Prime Minister, Datuk Sri Najib Tun Razak. The importance to nurture students in higher education, especially the postgraduate students in higher education learning is crucial to this cause. It is proven by the implementation of most of the initiatives by the government through its ministries to enhance the capability of the postgraduate students for example, Mybrain15. This initiative provides the country in the future with capable, highly skilled and educated worker as an asset to spearhead every sector in the country and to provide 60,000 PhD holder by the year 2015 (Ministry of Higher Education, 2011) parallel with the implementation of Goods and Services Tax (GST) in the year 2015. The importance of postgraduate students in GST implementation will be discussed later.

In the Budget Report 2014 announce by the Prime Minister on 25 October 2013, the government will abolish sell and service tax and will replace it with GST. The implementation of GST, according to the Prime Minister will improve trade internationally and internally. In the long run, it will boost the economy by increasing the income of the country. The objective of the implementation of GST is to make Malaysia as high income developed country and with GST, it will attract foreign investors to invest because of the decreasing income tax and corporate tax and will make Malaysia more competitive (Hussin, Alghazali and Normala, 2013). GST need to be realized and implement immediately to maintain competitiveness of the economy to attract investment, maintain the economic growth, sustainability and increase high income jobs in the market (Suhaimie, 2013). According to Suhaimie (2013), It can be seen in other developed country such as Australia and Singapore which adopt the GST has the income per capita three times (USD \$67,000) since the implementation of GST compared to USD \$20,000 in the early implementation of GST. It is ideal for Malaysia to compare it with Australia because of the geographically, demographically and culturally, it is more or less the same with Malaysia.

Visual Appeal and Information Content of Advertising

Resnik and Stern (1977) identified several categories of information content of advertising. These serve as basic input in determining variables related to the effectiveness of advertising information. Most of the studies on the information content of advertising were based on Resnik and Stern categories of information content (Abernethy and Franke, 1996). Information

content is important and it is the body of advertising where it contained critical information about something to clear out uncertainty, so that proper decision and action can be taken. The quality of information content in advertisement should be given more priority (Turley and Kelly, 1997) to ensure a high level of confidence among public that subsequently would enhance the effectiveness of advertising information content. The quality of information is not dependent on the quantity or high amount of information inside content of advertising and cannot be measured individually (Abernethy and Franke, 1996; Hunt, 1976). In different perspective it is seen as how useful is the information in the content towards the public. The amount of information in a content should be minimal (Anderson, Ciliberto and Liaukonyte, 2010) as it is crucial to make sure only the relevant information go through in the content and limited space in the advertisement. A content of information must not only have quality over quantity, but is also must be useful for public. According to Anderson and Renault (2006), a poorly informed attributes of services and product can be solved by providing credible information and not misleading information. Misleading information will also cause inaccuracy in information (McKechnie, 1999). Accuracy of a message is the main concern and information content in advertisement must represent what its claimed (ASAM, 2008; ASC, 2012) and must not deceptive and mislead. Newspaper, as a channel is a high rating channel in carrying advertisements which are reliable and informative. Its credibility is also depends on the publishing organizations and its rating from the readers. Thus, it confirms the reliance of the public towards newspaper advertisement for its accuracy and specific information (Lucas and Britt, 2012). It suggests accuracy of information content is an important element in information quality. The establishment of a committee by Ministry of Domestic Trade, Co- operatives and Consumerism (KPDNKK) was to support accuracy and monitor misleading information through advertising (Utusan Malaysia, 2012). Accuracy is an important characteristic of information credibility in information content. Attitude toward advertising becomes negative because of the truthfulness of information content (Chan and Chan, 2005) despite the growing industry of advertising. Therefore, it shows that truthfulness of information contributes to the success of channeling information to ensure positive attitude among public. The public prefers trustworthy and truthful information. Accuracy is one potential dimension of advertising truthfulness (Allen and Stevens, 2010). Clearly, the information content of advertising is one of the important attributes in determining the effectiveness of advertising.

Visual design of advertising focuses more towards design elements of information. It offers more aesthetical values inside the advertisements. It includes the design of content, page design, website design, illustration design, typography, colour usage and picture usage (Rouse, 2005). The output of the visual design may be part of information plan, a separate design document or in this case advertisement. The first step in designing is to find out how audiences perceived information and this will help to design more effectively (Lipton, 2007). Information design shows how to present content so that is clear and understandable. The attractiveness of advertising based on information visual design offers more influence in the effectiveness of advertising (McCoy, 2009). It often relates to the persuasive nature of advertising that capable to influence the attitude change and behaviour change of the public. The use of typography or

text in graphic design which applied in the advertisement is important. From the basic setting of typographic, it can become a letter to produce texture, abstract and visual puns, which creates visual attraction towards the eyes (Stone, 2005). Since advertising is associated with graphic designs, letters and typeface (text) became an important aesthetic value similar to colours, pictures and illustrations in the layout design of advertising. Gorn et.al (1997) suggests that colours can be used to generate good feelings and increase the persuasiveness of advertising

The Elaborate Likelihood Model and Model of Communication

The study incorporates Elaboration Likelihood Model Theory developed by Richard E. Petty and John T. Cacioppo (1984) to explain the relationship between variables. The Elaboration Likelihood Model is one of the most details and comprehensive, persuasive hierarchical models (Vakratsas and Ambler, 1999). This model explains two routes involve in explaining the attitude change through persuasion: central route and peripheral route which explains measures the effectiveness of advertising information content. Central route is an influence through contextual information where it involves heavy participation cognitively from the participants. Central route process relevant and ample information and is straightforward. It needs heavy involvement of the individual where they are motivated to react towards the content of the advertisement and the elaboration of the cognitive response are high. This usually occurs when ample information content were inside the body of the advertisement which triggers careful information processing which leads to attitude change through persuasion. Peripheral route which uses visual appeal means such as the attractiveness of colors, typography, pictures, creative graphics of illustrations and well developed implementation of aesthetic values. In other words, the attractiveness of the source. This time the involvement is low and the audience is no motivated and guided by the assessment of the information content, instead it influenced by peripheral cues which are attractive visual appeals. In this study, it incorporates the variables as central route represents information quality and peripheral route represents visual appeal as shown in Figure 1. Persuasive process and attitude change are the measures of persuasiveness of information content. It is a persuasion model attempts to explain how persuasive information content works to change the attitude of the audience. Central route, as stated before, consist of consideration of the arguments provided in the body of the advertisement as information content in the message. It involves effortful cognitive activity where audiences focuses their attention on content relevant information and attracted through the experience and knowledge to elaborate more based on the information content (Lien, 2001). According to Petty and Cacioppo (1984), attitude change through central route tends to last longer and more predictive of behavior than the changes induced through the peripheral route. This is because attitude changes through central route brings more meaningful argument based on the information content where the information was processed cognitively and used to take decisive actions towards attitude change. The peripheral route on the other hand is where it involves low motivation of the audiences. It is not processed cognitively because of the absence of ample information. Audience unable to process and elaborate the information or the information is not relevant or related to the audience, they are persuaded by peripheral cues which consist of attractive designs, colors, typography, pictures, graphics etc. This is where usually advertising plays major parts by producing attractive visual appeal. Attitude change

through peripheral route occur through non-elaboration cues where the person paying more attention to the execution elements and not necessary to the information (Petty and Cacioppo, 1984). For example, a student of higher education sees a few advertisements on GST initiatives through a newspaper. The advertisement’s central cues, i.e the information content failed to initiate an elaboration on the message. Seeing the peripheral cues will persuade him on applying to the initiatives. In this study some general assumption on ELM is that they can co-exist between central and peripheral routes (Eagly and Chaiken, 1993; Wilson, 2007).

Jakobson (1956) model of communication initially proposed for spoken not written. After its introduction, however, it was used often in written communication. The model is often generalized for any kind of communication. Later, the model was improvised based on the Jakobson Model of Communication which includes advertising information elements. The model was derived to understand advertising as a communication and Fuerte- Olivera classifies the elements based on writing elements. The model derived from Jakobson’s model by Fuerte-Olivera is called Pragmatic Elements of Advertising Communication. Print advertising is one domain where an orientation towards the reader is crucial in securing rhetorical objectives. The model suggests there are three elements that are significant in transmitting messages and information through communication, advertiser (the government), message (information contain in advertisement) and target audience (the public).

From the theories and variables discussed earlier, it can be shown through conceptual framework (Figure 1) constructed by underpinning Elaboration Likelihood Model and Jakobson Model of Communication which has been improvised by Fuertes-Olivera to include advertising information’s elements in the model.

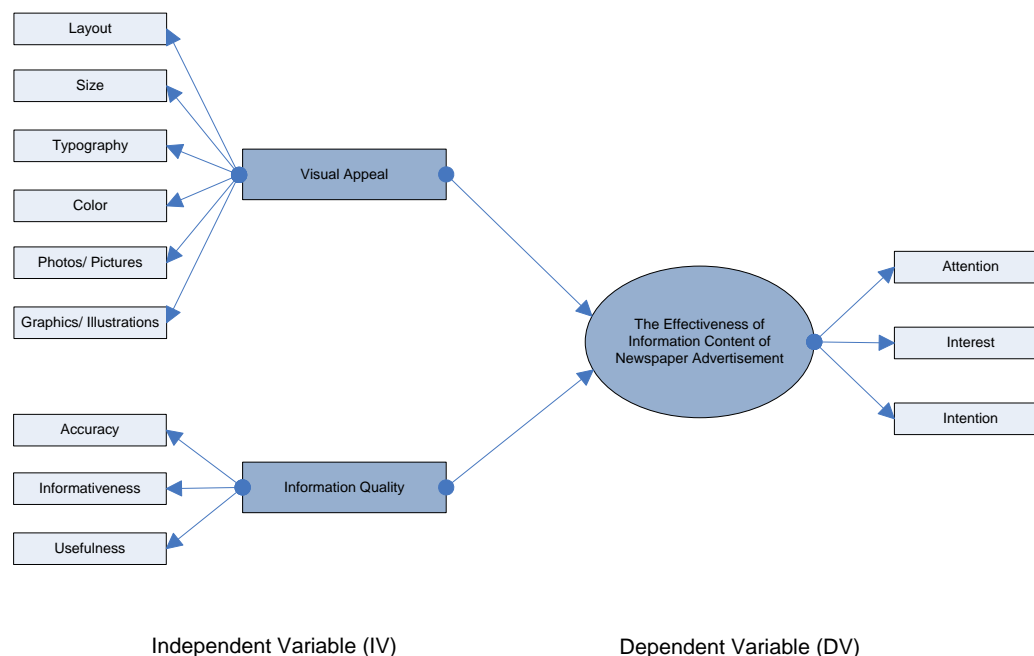


Figure 1: Conceptual Framework

Variables	Definition	Measurement
Effectiveness of Information Content	The degree of the effectiveness in providing efficient information to the target audience	Attitude change towards advertising. <ul style="list-style-type: none"> • Attention (Fuertes- Olivera, 2001; Lucas and Britt, 2012; Holder and Treno, 1997). • Interest (Lucas and Britt, 2012). • Intention (Cathy et al. 1995; Lucas and Britt, 2012).
Information Quality	Message content in advertising characteristics which contribute to the efficiency of delivery of information.	Information content quality <ul style="list-style-type: none"> • Comprehensiveness and Informativeness (Abernethy and Franke, 1996; Anderson et al., 2010) • Accuracy (McKechnie, 1999; ASAM, 2008; ASC, 2012; Chan and Chan, 2005; Allen and Stevens, 2010; Lucas and Britt, 2012) • Usefulness (Hunt, 1996; Abernethy and Franke, 1996)
Visual Appeal	Characteristics of aesthetic value of advertising content which influence the effectiveness of advertising	Creative Design attractions <ul style="list-style-type: none"> • Layout (Rouse, 2005; Lipton, 2007) • Size (Lipton, 2007; Rouse, 2005) • Typography (Lipton, 2007; Rouse, 2005; Stone, 2005; Tellis, 2009) • Color (Gorn et al., 1997; Rouse, 2005; Tellis, 2009; Lipton, 2007) • Photos/ picture (Lipton, 2007; Rouse, 2005; • Graphics/ illustrations (Rouse, 2005; McCoy, 2009; Lipton, 2007)

Table 1: Summary of variables and measurement

Research Methodology

This study consists of two phases, the validation of variables and items construct of the questionnaires from the fields experts and also a session of pilot study consist of 30 respondents and the second phase is to distribute questionnaires based on the validated factors to the respondents. In this study the effectiveness of advertising information content which consists of the relationships between the construct and indicators used to measure them. Two professionals have been asked to list the entire effectiveness factors elements, especially for visual appeal of content to judge the advertising content based on their practice

in the industry. The selection of these experts is based on their willingness to participate during the period of this study. The lists of the experts are taken from the Association of Accredited Advertising Agents Malaysia. They are professionals in advertising handling creative and content of advertising. Next, postgraduate students from various faculties from research universities (UM, UKM, UPM, USM and UTM) as samples to be handed the questionnaires based on validated factors. The sample size of the study is based on calculation of the effective sample and also based on a sample technique by Krejcie and Morgan (1970).

Sampling Methods

The selection of samples is a process of selecting a respondent that will represent the larger population, thus sample is a subset of the population. Sample is a limited number of respondents taken from a large group for testing and analysis on the assumption that the sample can be taken as representative of the whole group (Crouch and Housden, 2003). The inclusion of experts from academician from Information Management and Mass Communication area are also considered. About 415 respondents will be targeted to achieve at least 10% of the population as proposed by Krejcie and Morgan (1970). This study will be focusing on postgraduate students of Higher Education Institution mainly Research Universities as main respondent to elicit responses. The sample for this research is taken from Research Universities in Malaysia. There is 4130 sample draw out of the population, which consist of postgraduate students from Communication and Information Management mainly with Social Science background which represent the whole population of graduate students in Malaysia.

Data Collection

Electronic questionnaires were designed with the help of panel experts in Advertising and Information fields with the intention to determine the factors affecting the effectiveness of information content through newspaper advertising. The first section of the questionnaire asked respondents their profile and basic information. The second section asked about general information of respondent's knowledge about advertising, information and the general environment of advertising information content in Malaysia. The third section was the visual appeal as a factor of effectiveness, which consist of six items. The fourth section asked about the information quality of the advertisement which consist of three items and lastly the fifth section was about the effectiveness of advertising information content, consist of three items.

During the first session, which was done manually, the researcher managed to get 51 respondent's feedbacks. As the session went through, the researcher realized that it was quite difficult to achieve minimum respondents' feedback as most of the postgraduate students were in part time and research mode where the time they spent in class were limited and it was quite impossible to conduct special survey sessions for them. Therefore, the researcher decided to distribute the questionnaire electronically. The questionnaire was distributed electronically to each of the respondents with the help of the university representatives from each faculty. They are program coordinator, registrar, administration staff and also student representative which helped me in distributing the questionnaire through emails. The researcher needed the representative in distributing the questionnaire because it was impossible to get email addresses of the students of each university as it is considered confidential. Thus contributing to slow responses from the respondent. After a few reminder to the representatives, the

researcher manages to get minimum participation from the respondent which is 415 respondents. The representatives specifically asked to distribute the electronic questionnaires stage by stage as it is easier for the researcher to control and to keep track of the distribution. Constant communication with the representatives was crucial and important in this matter. The rate of responses was 55.3% with 415 responses from the respondents.

Result and Analysis

Demographic of Participants

Data was obtained and collected from 415 postgraduate students enrolled mostly in Information Management and Mass Communication course in their respective universities, mainly research universities in Malaysia with the population of 4130 students. The demographic of the respondents were indicated in Table 2. The pattern of the demographic indicates that the majority of the respondents were Malay ethnic which covers 85.8% of the total respondents, the Chinese covers 6.5%, Indian, 4.1%, while the rest of it includes natives ethnic and also foreigners from other countries which represents 3.6% of the total respondents. The majority of the students taking postgraduate studies in major universities is still the Malays as it covers the majority of the Malaysia population. Approximately, 41.7% were from 31-40 years of age, which represent the biggest group of age. It shows that most of the students are from this group as most of them pursue postgraduate study while working in various industries in the country and also as part of the requirement to hold a higher post in their respective organizations especially those in public service (Bernama, 2014). Group of 20-30 comes second with 39% of the respondents. This group consist of students enrolled directly after they have finished their degree program. The third group is 40 and above which consist of 18.6% of the respondents, while the last group is Below 20, 0.7 % of the respondents. The population for this study at the beginning was postgraduate students from research universities in the Klang Valley and most of the education level of the respondents were Masters (75.7%) and PhD (24.3%).

Variable	Frequency	Percentage (%)
Age		
Below 20	3	0.7
20-30	162	39
31-40	173	41.7
40 and above	77	18.6
Race		
Malay	356	85.8
Chinese	27	6.5
Indian	17	4.1
Other	15	3.6
Education level		
Master	314	75.7
PhD	101	24.3

Table 2: Demographic characteristics of the respondents

Table 3 shows that the majority of the respondent reads newspapers regularly where 62.7% read the newspaper on a daily basis. It shows newspaper still considered important channel of information among public. It is also shown that the probability of the respondent to exposed to GST advertisement in the newspaper as according to Azleezan (2014), an officer from the Ministry of Finance (MOF), MOF is one of the agencies that handled GST implementation at all level including the dissemination of information that related to GST, it is also include the promotion campaign through various media and their communication department had engaged with all major newspaper to include GST advertorial and advertisement. Out of 62.7%, the majority came from 20-40 years of age. Second, 15.7% of the respondents only reads newspaper during their spare time over the weekend, 9.2% respondents read newspaper every 2-3 days, while 8.4% seldom read newspaper and lastly only 4.1% read newspaper once in 2 days. This question was included in the survey as to ensure the high exposure of the respondent towards the advertisement.

Variable	Frequency	Percentage (%)
Daily	260	62.7
Every 2 days	17	4.1
Every 2-3 days	38	9.2
Weekend	65	15.7
Seldom	35	8.4

Table 3: How often respondents read newspapers

Table 4 shows that 51% respondents agree that advertising is an efficient tool to disseminate information, while 38.6% totally agree. This question was included in the beginning of the survey to determine the significance of advertising as a source of information. It shows that advertising plays major role in any channel to disseminate information. 7.5% were unsure about it and 2.9% disagree that advertising is an efficient source of information. This question also important to ensure the respondent understanding of the research about the information content of advertising.

Elements	Frequency	Percentage (%)
Totally Agree	160	38.6
Agree	212	51
Neutral	31	7.5
Disagree	12	2.9
Totally Disagree	0	0

Table 4: Advertising is an efficient source of information.

Source of Information

Question related to the channel of information was included in the survey questionnaires to further examine the opinion of the respondent on the most effective channel in disseminating information using advertising. Using the scale of Very High to Very Low the findings concluded in Table 5. The highest was the internet as the most sources of information through advertising as it 61.4% respondents think that the internet provide Very High level of information and the

rest went for High (31.6%), followed by Newspaper, 55% respondent conclude Newspaper is High source of information and 10.4% went for High, while Television scores 47.4% as High sources of information and Radio scores 45.6% as High sources of information. However, there was a slight uncertainty on Magazine where the majority of respondents were unsure (38.6%) and they went for Neutral. These results depict that while the internet is the most efficient channel in disseminating information, the efficiency of other channel, especially traditional medium such as Television, Radio and Newspaper were still reliable and trusted in dissemination of information. It also shows that this research was feasible as the respondent generally rely on newspaper as their source of information by looking at the results given in the table (Table 4.4) and newspaper advertising is still relevant among respondents and also public in Malaysia, thus leading to conclusion that this provides the general overview of what the respondents think about the medium of advertising.

Source of Information	Percentage (%)				
	Very High	High	Neutral	Low	Very Low
Television	38.1	47.4	5.1	7.2	2.2
Newspaper	10.4	55.0	21.7	4.8	8.1
Radio	8.4	45.6	23.4	19.0	3.6
Magazine	12.3	28.9	38.6	14.7	5.5
Internet	61.4	31.6	5.3	1.7	0

Table 5: Most sources of information through advertising.

General Advertising Information Content Environment

During the survey, the researcher decided to include questions on Advertising and Information generally to be answered by the respondents to determine the current environment based on the attitude and perceptions towards the fields and what they think the relations between the areas involved in the study. These were Likert- type questions with the range of Totally Agree to Totally Disagree leading to conclusion that advertising information content environment was viewed as very good and generally the respondents seems aware of the current environment and most of them show concern and interest about the current situation and practice on advertising information in Malaysia and sufficient knowledge about area of study. Based on that, this study shows its relevancy in understanding the factors affecting the effectiveness of advertising information.

Based on the results, it can be concluded that the level of knowledge of advertising information among respondents was sufficient enough and the respondents were in a good position to understand the purpose of the research and also they are aware of the current issues that the public face in the context of dissemination of information in implementing GST.

The first statement “Advertising and Information have strong relationship” scores 4.19 mean which means the respondents collectively agree with the statement. The second statement “Advertising Information is a powerful tool of information deliverance” scores 4.27 mean, shows that the respondent agrees with the statement. However, the third statement “Advertising Information provide true picture of the product or service” have a mean of 3.05 which indicates that respondents disagree with the statement. The fourth statement

“Advertisement is the best means of reaching out to the audience” scores 4.45 and it has been concluded that respondents agree with the statement. The last statement “The level of efficiency of advertising information is good in Malaysia” scores slightly lower mean 3.31. Although it is lower than previous four statements, it is considered that the respondents generally unsure and neither agree or disagree with the statement.

	Mean	Std Dev
1. Advertising and Information have strong relationship	4.19	0.77
2. Advertising Information is a powerful tool of information deliverance	4.27	0.70
3. Advertising Information provide true picture of product or service	3.05	1.13
4. Advertisement is the best means of reaching out to audience	4.45	0.77
5. The level of efficiency of advertising information is good in Malaysia	3.31	0.89

Table 6: Analysis of general view on advertising information content.

Internal Consistency and Reliability Test

This section discusses the internal consistency of each of the sections of variables through reliability test. Internal consistency estimates (Cronbach’s Alpha) for each scale were computed to confirm the reliability of the scale used in this study. The summary of the reliability analysis results is presented in Table 7. As shown in the table, all the variables reliabilities estimates produce above 0.6 Cronbach’s Alpha. The results show that the lowest is Typography of advertisement (0.610) and the highest is Usefulness of content (0.910). Based on the results obtained, it can be concluded that all the variables and items in the questionnaires are high in internal consistency and reliability.

	Category of Variables	Number of Items	Cronbach’s Alpha
Visual Appeal	Layout of the content	7	0.696
	Size of advertisement	7	0.753
	Typography of advertisement	7	0.610
	Colour	6	0.784
	Photo/ picture	6	0.746
	Graphics/ Illustrations	7	0.823
Information Quality	Accuracy of content	8	0.802
	Informativeness of content	8	0.828
	Usefulness of content	5	0.914
Advertising Content Effectiveness	Attention	2	0.848
	Interest	2	0.775
	Intention	3	0.790

Table 7: Reliability Analysis of Variables

This test was run based on data obtained on sample size of 415 respondents. According to Pallant (2011), the rule of thumb is the lowest it can be is 0.6 and the highest is 0.9. An alpha value 0.6 is acceptable, but questionable and it should not be more than 0.9. Based on the results, the items is reliable and have high internal consistency.

Conclusion

The results obtained in this study confirms that there was significant correlation between the variables suggested through the framework in this paper. There were a few findings on the current environment regarding the public's view on advertising information as they regarded advertising and information important and also how they portray Malaysia's current scenario in advertising information. Newspaper as a medium is still significantly relevant to the young people, particularly in Malaysia and they read newspaper regularly, which brings into the conclusion the relevancy of newspaper advertisement towards the effectiveness of advertising information content. Secondly, it can be concluded that the public thinks that advertising is an effective and efficient tool to help the dissemination of information and newspaper advertisement is regarded as one of the most source of information alongside the internet and television. Lastly, the findings points out to the consistency and reliability of the items used in the survey.

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