

The Relationship between Internet Advertisement Value and Customer Buying Behavior in Kluang

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Abstract: It is widely acknowledged that the most useful source of information when making purchasing decisions is advertisement. There are a variety of advertisement values that influence customer buying behavior. This study also focuses on existing effects like incentives and personalization, which have a lot to do with internet advertisement, but there hasn't been a lot of work done to draw conclusions from it. Consequently, the main purpose of this research is identify the level of the customer buying behavior, as well as the level of internet advertisement value that influences customer buying behavior in Kluang, Johor, as well as to evaluate the relationship between the internet advertisement value and customer buying behavior in Kluang. This research was conducted in Kluang, Johor. The targeted number of respondents in this study are 384 people, and the data is gathered using a questionnaire and will be quantitatively evaluated using the SPSS software. The researcher used descriptive analysis to accomplish the first and second objectives, and the spearman rho correlation to accomplish the third. According to the study's findings, most of the respondents of Kluang, Johor prefer to buying online from the social media because it is convenient for them, and the main factor of internet advertisement value that influences customer buying behavior is informativeness. Future researchers could benefit from a larger sample size to obtain more reliable study data, as well as a mix-method approach that combines qualitative and quantitative approaches. Consequently, it is hoped that this study will provide more information and understanding about customer buying behavior that is influenced by the value of internet advertisement.

Keywords: Advertisement, Customer buying behavior, Advertisement value, Internet.

1. Introduction

For the research background, Kluang was the early British capital of Johor but has since made a name for itself in the tile industry and organic farming. Kluang, formerly Keluang, is one of the city in

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the Kluang District of Johor, Malaysia. The British established Kluang in 1915 as the administrative capital of central Johor. It is centrally placed in the state and is within 90 minutes of all major urban areas in Johor. Kluang, together along with Batu Pahat, encompasses central Johor, with a market catchment of over 700,000 people. Kluang's economy shifted from rubber to palm oil over the twentieth century, and it already has some of Malaysia's largest organic farms. The industry sector has also increased rapidly with international investment and a massive number of tile manufacturers facilitating the district to be called the 'tile asset of Malaysia' (Wikipedia, 2022).

The consumer buying behavior is the result of Millions of discrete decisions. They are the ones who make the market happen. Customers wield considerable power, and it is up to marketers to comprehend and consider strategies for capturing this critical market. Following that, consumers have a direct impact on business decisions regarding advertisement strategies. As a result, when marketing their products and services, businesses must understand consumer purchasing decisions. Every purchase made by a customer helps to shape the Malaysian market. There are a variety of social media advertisement values that influence customer purchasing behavior. The value of advertisement with an organization's communication products can be used to calculate an index of customer purchasing behavior and user satisfaction (Tabitha & Rachel, 2019).

According to a Nielson Media Research report from 2008, Malaysians spent RM 1.5 billion on internet advertisement. As a result, it is vital for businesses to ensure that internet advertisement is effective in terms of providing appropriate returns. Furthermore, Internet World Stats (2009) stated that with the internet penetration increasing drastically from 15 percent in 2000 to 65.7 percent in 2009, there are enormous prospects for online advertisement growth in Malaysia. The advertisements is a marketing tool that using to promoting the goods and service as well as companies reputation and image. In recent years, there have been numerous methods of attracting client attention, including billboards, television, radio, newspapers, and the most current trend of advertisement via the internet with using social media websites.

For the problem statements, the internet advertisement including mobile advertisement, email advertisement, display advertisement, pay-per-click advertisement, pop up advertisement, social media advertisement and other types of internet advertisement. Social networking sites are rapidly permeating every aspect of our lives. As a result, customers engage on a perceptual and behavioral level with the biggest internet or social media advertisement sites which are Facebook, Google, Snap Chat, YouTube, and Twitter (Shareef *et al.*, 2017). The important factors, however, is credibility and security. The electronic commerce relies heavily on trust. Understanding customers' online purchasing behavior and the factors that influence this behavior when shopping online should be prioritized in order to increase digital media online shopping (Singh & Bharath, 2021). Certain obstacles have contributed to customers' reluctance to buy. Consequently, the social media advertisement' credibility should be the thing that need to pay more attention, because credibility is the element that can affect the consumer purchasing attitude when it comes to social media advertisement, it can affect to the raise or decrease in the sales. Furthermore, consumers are heavily involved in the purchasing process, but they have difficulty distinguishing between brands. Customers may feel uneasy if they are afraid they will come to regret their decision. As a result, the informativeness of the advertisement content is another important factor that may influence customer engagement with social media advertisements. Due to the information is essential in providing information to customers, advertisement content should include product specifications and attributes that will give the customer confidence to purchase the product without hesitation (Arora & Agarwal, 2019).

It is clear from reviewing previous research that some of the previous research having a look in the different advertisement techniques, such as traditional or modern methods, and how they influence attitudes toward those techniques, however the subject of the social media advertisement is still in its infancy, and one of the "ever-evolving" areas (Zhang & Mao, 2016). Despite the fact that many studies

have been conducting this topic, the majority of previous research has only examined four antecedents in advertisement value, such as informative, entertainment, irritation, and credibility (Murillo *et al.*, 2016), and while social media advertisement relies heavily on antecedent effects such as incentives and personalization, little research has been reported to draw conclusions from it (Arora. T & Agarwal, 2019). Furthermore, there is a need to conduct this research in Kluang, Johor because no previous research has been conducted in this state of Malaysia.

For the research question for this research including the level of the customer buying behavior, the level of internet advertisement value that influences customer buying behavior in Kluang, Johor and the relationship between internet advertisement value and customer buying behavior in Kluang, Johor.

Therefore, to achieve the research objectives the level of the customer buying behavior are determined. Furthermore, the level of internet advertisement value that influences customer buying behavior in Kluang, Johor also determined. Consequently, the relationship between internet advertisement value and customer buying behavior in Kluang, Johor is identified.

For the study scope, this research was conducting in Kluang, Johor. Targeted number of respondents for the survey in this research were 384 respondents, representing 323,762 resident population in Kluang, Johor. The data were collecting by use the questionnaire and also were use the SPSS software to analyzing quantitatively.

For the significance of this study, the findings of this study will significantly raise awareness of the influence of internet advertisement value on customer's buying behaviors, particularly customers in Kluang who have intention to buying service and goods from online retailers. This study will also act as a source of inspiration for businesses looking to market their products via internet advertisement. This study finds out the reason why consumers are willing to change their purchasing behavior in order to be encouraged to buy online. It will benefit online digital websites and applications by highlighting critical areas where attention can be directed to make the changeover and improvement of their digital marketing easier and safer for customers. Besides, it will also benefit firms who are involved in the development and launch of digital stores. Marketers need to research customer buying behavior to help them to better grasp their clients' needs. It helps to identify what motivates a client to purchase a certain product. First, we need to find out what buyers want before introducing a product in the market. This information may be used by marketers to understand more about their clients' tastes and adjust their marketing strategy appropriately. Finally, further researchers will find this research useful as additional information in their studies of online advertisement and its impact on the consumer attitude.

2. Literature Review

2.1 Internet Advertisement Definition

According to SendPulse (n.d.), internet advertisement is the collection of the technologies using for distribute promotional message to the people all around world by utilising the Internet as a global marketing platform. As online technology advanced in the 1990s, internet advertisement emerged as a virtual equal to traditional marketing strategies such as television and radio commercials, newspaper advertisements, billboards, and so on. Marketers anticipate that corporations will spend more money on digital advertisement in 2019 than on traditional advertisement. The art of using the internet as a medium to convey marketing messages to a specific and targeted audience is known as online advertisement. It is beneficial for increasing website traffic and brand visibility, but online advertisement is primarily intended to encourage the targeted customer to take a certain action, such as making a purchase (Tidal Marketing, n.d.).

2.2 Internet Advertisement Value

The term of advertisement value was first introduced by Ducoffe in 1995, which is employed to assess the effectiveness of advertisement. 'Utility or advertisement value' is how advertisement is valued. This can be used as a measure of user behavior or satisfaction with a company's communication products. It is often referred to as a subjective assessment of the relative value or utility of advertisement to consumers. It demonstrated that customers were influenced by the advertised product or not (Arora & Agarwal, 2019). The positive attitudes of many aspects of advertisement are shaped by their perceived value. The advertisement value model has evolved into one of the most successful and widely used frameworks for assessing user attitudes and perceptions of advertisement, which is information, credibility, entertainment, irritation value (Murillo *et al.*, 2016). Findings from Murillo *et al.*, (2016) revealed information and entertainment is the strongest predictor, followed by credibility.

One research was undertaken by Hamouda. M (2018) to enhance the present knowledge of internet advertisement which is the social media advertisement by applying Ducoffe's Advertisement Value Model. The study analyzes the antecedents of advertisement value and its effects on consumers' attitude and conduct in the particular setting of tourist advertisement. Survey was done on a quota sample of 352 Tunisian Facebook members. Web-based surveys were utilized to gather the data which was examined using Exploratory Factor Analysis and Structural Equation Modelling. The data reveal that there is a considerable association between informativeness, entertainment, credibility and social media advertisement value. This positive value will effect positively consumers' views about social media advertisement and their behavioral responses. Another study was done by Arora and Agarwal (2019) to come up with a comprehensive advertisement model. They looked at how predictors like entertainment, informativeness, irritation, credibility, incentives, and personalization affect social media advertisement value (SMAV) and how SMAV affects the attitudes of millennials toward social media advertisement as well (ATSMA). A quantitative and deductive research method was used, which meant that 478 Indian social media users filled out a self-administered questionnaire to get the data. The model was tested with exploratory factor analysis and confirmatory factor analysis, and then with structural equation modelling to see how the identified predictors and SMAV were linked. The results show that the factors that were identified as predictors are related to SMAV. Also, it has been found that SMAV and ATSMA have a good relationship.

2.3 Customer Buying Behavior

As a result of advancements and broad usage of mobile devices, customer buying patterns have shifted considerably, affecting how people communicate and use social media advertisement to make decisions and buy online. Consumer buying perceptions about online shopping have been positively affected by the increased usage of digital advertisement and social networking, with market share for e-commerce centric or online businesses growing rapidly (Abou-Elgheit, 2018). The growing number of e-commerce platforms has an impact on customer purchasing behavior (Hossain *et al.*, 2020). Consumer are another term for customers. Consumerism originated from the verb consume, which is derived from the Latin word "consumere," which means "to consume" or "to waste." Consumerism is a social and economic system and philosophy that encourages people to buy more products and services (Ioanas and Stoica, 2014).

2.4 Attitudes towards Advertisement in General

The people attitudes toward advertisement in general have long been the subject of study (Mittal, 1994; O'Donohoe, 1995; Pollay and Mittal, 1993; Zano, 1984). The first large-scale, national surveys of public opinion about advertisement, according to Zano (1981, 1984), date back to the 1950s and 1960s (Bauer and Greyser, 1968; Gallup, 1959). Many recent studies have also been conducted (Alwitt and Prabhaker, 1994; Andrews, 1989; Mittal, 1994; Muehling, 1987; O'Donohoe, 1995; Reid and Soley, 1982; Sandage and Leckenby, 1980; Shavitt, Lowrey, and Haefner, 1998), but the majority of these

have been more focused on investigating the structure of advertisement attitudes rather than the generalizability of overall attitude favorability. Moreover, although the types of samples used and the data collection methods used in the studies on advertisement attitudes have varied greatly, they have all focused on many of the same dimensions of judgement. Respondents are typically asked not only about their overall attitudes toward advertisement, but also about their perceptions of its trustworthiness, offensiveness, informativeness, entertainment value, and effect on product prices and value, as well as their attitudes toward regulatory issues.

Early surveys of advertisement attitudes produced somewhat positive, if mixed, results. Gallup (1959) discovered that the majority of their respondents liked advertisement in general, and that the majority of those respondents liked it because they thought it was informative. They also discovered that the majority of respondents preferred advertised goods over unadvertised products, though the majority also believed that advertisement increased the cost of the items they purchased. According to Bauer and Greyser (1968), more people have favourable attitudes toward advertisement than unfavourable attitudes, and the majority of respondents believe advertisement is necessary. Nonetheless, the majority of their respondents believed that advertisements were deceptive and resulted in higher prices.

2.5 Relationship between Internet Advertisement Value and Customer Buying Behavior

Over the years, numerous studies have been undertaken to explore the relationship between the internet advertisement and customer buying behavior. The internet advertisement including different type of advertisement which include mobile advertisement, social media advertisement and other advertisement that using internet. The social media advertisement value have been frequently used by past researchers to study the relationship. The advertisement value model has evolved into one of the most successful and widely used frameworks for assessing user attitudes and value of advertisement (Murillo *et al.*, 2016). Users utilise the internet to look for information since it is more accessible and available at all times. On the basis of the information provided, advertisements are able to educate customers about other products on the market (Rodriguez, 2018). Individuals can use media channels or social media to interact and share information. Consumers in Southeast Asia regard this sort of advertisement as informative. In a society, well- thought-out advertisement that conveys the proper message is critical (Dao *et al.*, 2014). Therefore, the following theory has been presented:

H1: There is a significant relationship between informativeness values with customer buying behavior.

Advertisement's value comes in the form of improved communication, self- control, and responsiveness. When it comes to connecting customers and providers through customised ordering, interactivity is crucial. Many studies have indicated that due to their interactivity, advertisers are able to acquire a faster and more direct response from customers. The relevance of interactivity in customer behavior, especially in response to mobile advertisement, is generally acknowledged (Wang *et al.*, 2017). Customers use media channels or social media to have fun, relax, and spend time, and advertisement meets their hedonic demands by providing entertainment, emotional release, diversion, and enjoyment. Interactivity, message appeal, and live virtual experience, which is popular on social networking sites, provide entertainment value that is highly dependent on the means of advertisement execution (Zhang and Mao, 2016). According to Dao *et al.* (2014), entertainment in advertisement has a significant influence on perceived value. As a result, the following is the second hypothesis proposed:

H2: There is a significant relationship between entertainment values with customer buying behavior.

According to Zha *et al.* (2015), among the most significant factors in assessing the effectiveness and value of advertisements is credibility. The ability to include honest and transparent information increased trust in the internet media by allowing users to leave reviews and ratings. As a consequence, Aydogan *et al.* (2016) claimed that in many firms, credibility will be a difficult aspect or the value of social media advertisement which is the internet advertisement. Furthermore, if customers have doubts

about the authenticity of an advertisement, they may avoid it and decide not to respond to it. Generally, credibility refers to the content's trustworthiness, honesty, and believability. Rather than taking a risk on a product, consumers prefer something that is more secure and trustworthy. Today's customers see the benefits of the internet advertisement which is the social media advertisement in terms of information trustworthiness, time and energy efficiency. According to Liu *et al.* (2012), credibility increases the value of advertisement. As a consequence, the following hypothesis emerged:

H3: There is a significant relationship between credibility values with customer buying behavior.

Customers are likely to learn from any advertisement, according to the cognitive response model; nevertheless, whether or not they are persuaded, it also depends on how well you think and how well you feel. The natural conclusion is that if something about the advertisement is irritating, the user will be unconvinced by the advertisement. Many experts believe that if people are irritated by the message for any reason, they do not want to be exposed to, notice, or benefit from it. Emphasizing that irritation generated by any marketing might divert the consumer's attention away from the statement's intended meaning, lowering the commercial's perceived value (Shareef *et al.*, 2015). Irritation, according to the Ducoffe model, creates a negative reaction to the advertisement. Loureiro (2018) reported that irritation and intrusiveness have a detrimental impact on customer views. Logan *et al.* (2012), however refused the influence of irritation on advertisement value. As a result, the goal of their research is to identify and investigate the primary elements that can predict a customer's buying intention for products promoted through the internet advertisement which is the social media advertisement. Therefore, the following hypothesis is based on the aforementioned considerations:

H4: There is a significant relationship between irritation values with customer buying behavior.

Based on previous literature, price reductions have been shown to be quite successful in inducing outcomes such as product trials and purchase decisions. Customers are more interested in tangible benefits than in advertisement messages that promise financial gain (Kim and Han, 2014). Incentive advertisement values offer specific monetary advantages to people who consent to receive advertisements. Incentives include a variety of monetary rewards such as discounts, gifts, and coupons, as well as non-monetary perks such as upgrades, status recognition, and access to privileged services (Varnali *et al.*, 2012). A large proportion of customers want to profit financially from marketing activities. Consumers pay special attention to messages that involve a financial benefit or incentive, and they make every effort to enjoy the benefits of the message (Kim and Han, 2014). As a result, based on previous findings, the current study suggests the hypothesis as follows:

H5: There is a significant relationship between incentive values with customer buying behavior.

Consumers were shown to be more receptive to advertisements customised for them and to respond more positively in experimental research and surveys on personalization value (Walrave *et al.*, 2018). As a result, with less frequent but personalised delivery, customised and targeted orders can provide greater value to recipients and senders of messages. Advertisement that is personalised can be more useful, less bothersome, and amusing to users. Furthermore, such personalisation might influence the trustworthiness of the advertisement by instilling trust in the recipient. Kim and Han (2014) examined and confirmed this effect in mobile advertisement and on media channels or social media. The media channels or social media platforms, on the other hand, offer several chances to customise communications. It's worth noting that personalization isn't just important in the advertisement sector. Personalization was discovered to be a crucial feature for e-retailers, as well as a key factor in persuading customers (Pappas *et al.*, 2017). Based on prior research and literature on internet related advertisement, this study proposes the following hypothesis:

H6: There is a significant relationship between personalization values with customer buying behavior.

2.6 Research framework

Figure 2.6 shows the research framework of this study which includes independent variables (i.e. informativeness, credibility, incentive, entertainment, irritation and personalization) as the factors of the dependent variable, customer buying behavior.

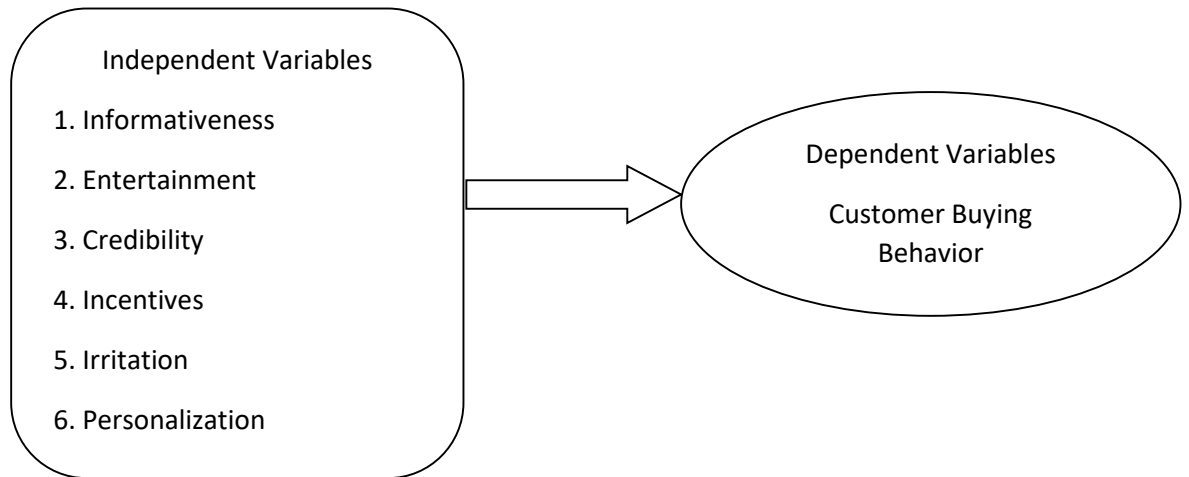


Figure 1: Research Framework

2.7 Hypothesis development

- H1: There is a significant relationship between informativeness values with customer buying behavior.
 H2: There is a significant relationship between entertainment values with customer buying behavior.
 H3: There is a significant relationship between credibility values with customer buying behavior.
 H4: There is a significant relationship between irritation values with customer buying behavior.
 H5: There is a significant relationship between incentives value with customer buying behavior.
 H6: There is a significant relationship between personalization's values with customer buying behavior.

3. Research Methodology

3.1 Research Design

The objective of this research is to determine the influence of internet advertisement value on customers buying behavior. For this study, the quantitative approach will be used to gather data from the participants. When conducting a quantitative study, an online questionnaire will be sent to the respondent. An independent and dependent variable relationship is shown using a quantitative technique in order to answer the research issue (Cavana *et al.*, 2001). Multiple-choice questions will be used in this survey as part of the study. Using quantitative study, the researcher hopes to discover how internet advertisement influences customers buying behavior.

3.2 Data Collection

This study was conducted utilizing a survey method, with a three-section questionnaire as the data collection tool which includes section A, section B, and section C. The first component of the survey collected demographic information from respondents, while the second section gathered information on the internet advertisement value, and the third section focused on customer buying behavior. Section A is about the background of respondents such as gender, age, race, marital status, occupation, monthly income average and what type of media channels consumers used for advertisement. The six internet advertisement values (informativeness, entertainment, credibility, irritation, incentives and personalization) are discussed in Section B. There are a total of 24 items that assess the respondent's opinion on advertisement value. The respondents were asked from strongly agree to strongly disagree with each of the items presented using the 5 Likert scale.

Table 1: 5 likert scale

Scale	Interpretation
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

3.3 Population and Sampling Technique

People, institutions, items, and other entities that have a common attribute of interest to a researcher might be considered a population. In contrast to other persons, institutions, products, and so on; the groupings' shared characteristics distinguish them apart (Lin, 2013). The target population for this study is the customers in Kluang, Johor who are using media channels. Hence, the customers in Kluang have a huge potential for using media channels for advertisement and most of them have the buying power. The population of Kluang is 323,762. In this study, a sample was drawn from the Kluang, Johor, which has 384 respondents. The target respondents include people of all ages, races, occupations, and backgrounds.

3.4 Data Analysis

The data is then analysed using version 22.0 of the Statistical Package for Social Science (SPSS). SPSS is a sort of software that helps in the management and analysis of massive amounts of data by producing accurate and timely results in the form of tables and graphs. Data analysis, according to Langkos (2014), is a sort of study in which data is grouped into themes and sub-themes that are more comparable. Responses are tabulated and analysed in terms of mean, percentage, and standard deviation for the descriptive analysis. Inferential analysis, such as Pearson Correlation or Spearman's Correlation, was used to compare and test hypotheses. Data analysis used in this research is descriptive analysis, scale measurement, and inferential analysis. The data gathered is utilized to look into the demographics of the customers in Kluang, Johor that take part in the study. Correlation tests are utilized to determine the relationship between internet advertisement value and customer buying behavior. In this research, the descriptive analysis and the normality test also will be used.

4. Results and Discussion

4.1 Demographic Analysis

Table 2: demographic analysis

Gender	Number of respondents	Percent (%)
Female	97	50.8
Male	94	49.2
Total	191	100

Age	Number of respondents	Percent (%)
Below 18 years	25	13.1
18 - 24 years	111	58.1
25 - 32 years	24	12.6
33 - 40 years	17	8.9

41 - 48 years	6	3.1
49 - 55 years	3	1.6
Above 55 years	5	2.6
Total	191	100

Race	Number of respondents	Percent (%)
Malay	48	25.1
Chinese	111	58.1
Indian	21	11
Others	11	5.8
Total	191	100

Marital status	Number of respondents	Percentage (%)
Married	25	13.1
Single	166	86.9
Total	191	100

Occupation	Number of respondents	Percentage (%)
Fulltime worker	43	22.5
Part time worker	7	3.7
Job seeker	7	3.7
Housewife	2	1
Retired	4	2.1
Student	128	67
Total	191	100

Monthly Average Income	Number of respondents	Percentage (%)
0 - 500	129	67.5
500 - 1000	7	3.7
1001 - 1500	5	2.6
1501 - 2000	8	4.2
2001 - 2500	12	6.3
2501 - 3000	13	6.8
3001 - 3500	7	3.7
3500 and above	10	5.2
Total	191	100

Type of media channels	Number of respondents	Percent (%)
Facebook	51	26.7
Instagram	86	45
Youtube	30	15.7
Twitter	9	4.7
Other	15	7.9
Total	191	100

According to the table 2, the table shows the results of demographic analysis of this study.

4.2 Reliability Analysis

Table 3: reliability analysis

Variables	Cronbach'sAlpha	Cronbach's Alpha Based onStandardized	
		Items	N of Items
Informativeness	0.834	0.834	5
Entertainment	0.898	0.899	4
Credibility	0.824	0.826	3
Irritation	0.807	0.808	3
Incentive	0.822	0.824	3
Personalization	0.859	0.861	4
Customer buying behavior	0.853	0.853	4

Based on the table 4.2, which demonstrate correlation between dependent variables and the independent variables. Total number of the items measured is 26, with 5 for the informativeness, 4 for the entertainment, 3 for the credibility, irritation, and incentives, and 4 for the personalization and customer buying behavior, respectively. Values of Cronbach's Alpha of 0.6 to 0.7 are considered as the acceptable, while for the values of 0.8 or higher than 0.8 are considered as very good level. The Cronbach's alpha for informativeness is 0.834, entertainment is 0.898, credibility 0.824, irritation 0.807, incentives 0.822 and personalization is 0.859. For the customer buying behavior is 0.853. All items that used in the survey or questionnaire for this research have a Cronbach's Alpha reliability score of at least 0.6, demonstrating that the dependent variables and the independent variables are both reliable. The entertainment and personalization had the greatest value of the Cronbach's Alpha, with 0.898 and 0.859 for personalization respectively. In comparison, the irritation has a Cronbach's Alpha rating of 0.807. The table 4.2 indicate that the total of the reliability test result was equal to 0.6 or more than 0.6, demonstrate the high validity and the reliability scale.

4.3 Descriptive Analysis

Table 4: Descriptive Analysis

Elements	N	Mean	Std. Deviation	Level	Rank
Informativeness	191	3.9351	0.5099	High	1
Entertainment	191	3.6846	0.5190	High	5
Credibility	191	3.2880	0.4972	Moderate	7
Irritation	191	3.5637	1.0079	High	6
Incentives	191	3.7784	0.4767	High	2
Personalization	191	3.7277	0.4853	High	4
Customer Buying Behavior	191	3.7474	0.4942	High	3

Average	191	3.675	0.570	-	-
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The table 4 shows the descriptive analysis for this study, the descriptive analysis will used to answer the first and second research objective of this study. Based on the table 4, the overall elements of the internet advertisement and the customer buying behavior mean score, the highest rank of the score of mean is the informativeness items with the mean score of 3.9351, followed by incentives items with the mean score of 3.7784. The entertainment, irritation, personalization and the customer buying behavior respectively have a high level of mean, which is 3.6846, 3.5637, 3.7277 and 3.7474. While for the lowest score of mean is for the items of credibility with just 3.2880.

4.4 Normality test

Table 5: Normality test

Elements	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
Customer Buying Behavior	.115	191	.000
Informativeness	.113	191	.000
Entertainment	.140	191	.000
Credibility	.133	191	.000
Irritation	.121	191	.000
Incentives	.146	191	.000
Personalization	.171	191	.000

The normality test was carried out to determine whether the research population was normally distributed or not (Sulaiman, 2005). If the data is normally distributed, the Pearson correlation test can be used to perform a parametric test. When the data is not normally distributed, a non-parametric test will be performed using the test of Spearman correlation. According to the table 4.4, there are two type of normality test which including Kolmogorov-Smirnova and the Shapiro-Wilk, the normality test of Kolmogorov-Smirnova were be used due to there were more than 50 respondents. In a table analysis, all the significant variables for both dependant variable and the independent variables had P values less than 0.05, which is 0.000. As a result, the distribution of this data is not normal. The test of Spearman's rho correlation was be needed to fulfil the research aim and objectives.

4.5 Correlation analysis

In this section, the correlation analysis will answered this study's research question and research objective which is the relationship between internet advertisement value and customer buying behavior in Kluang, Johor.

Table 6: Correlation analysis

		Customer buying behavior	
Spearman's rho	Informativeness	Correlation coefficient	0.538
		Sig. (2-tailed)	0.000
	Entertainment	Correlation coefficient	0.601
		Sig. (2-tailed)	0.000
	Credibility	Correlation coefficient	0.559
		Sig. (2-tailed)	0.000
	irritation	Correlation coefficient	0.067
		Sig. (2-tailed)	0.356
	Incentives	Correlation coefficient	0.604
		Sig. (2-tailed)	0.000
	Personalization	Correlation coefficient	0.529
		Sig. (2-tailed)	0.000

a) *Correlation between informativeness and customer buying behavior*

H_0 = There is no relationship between informativeness and customer buying behavior.

H_1 = There is a relationship between informativeness and customer buying behavior.

The value of significance for informativeness value towards the customer buying behavior was $0.000 < 0.05$. Therefore, H_0 was rejected. The correlation is significant. Due to the Spearman's rho correlation coefficient between the informativeness and the customer buying behavior is 0.538, it can be demonstrated that the correlation is statistically significant ($P = 0.000$). There was a moderate positive correlation between the informativeness and the customer buying behavior, which was statistically significant.

b) *Correlation between entertainment and customer buying behavior*

H_0 = There is no relationship between entertainment and customer buying behavior.

H_1 = There is a relationship between entertainment and customer buying behavior.

The value of significance for entertainment value towards the customer buying behavior was $0.000 < 0.05$. Therefore, H_0 was rejected. The correlation is significant. Due to the Spearman's rho correlation coefficient between the entertainment and the customer buying behavior is 0.601, it can be demonstrated that the correlation is statistically significant ($P = 0.000$). There was a moderate positive correlation between the entertainment and the customer buying behavior, which was statistically significant.

c) *Correlation between credibility and customer buying behavior*

H_0 = There is no relationship between credibility and customer buying behavior.

H_1 = There is a relationship between credibility and customer buying behavior.

The value of significance for credibility value towards the customer buying behavior was $0.000 < 0.05$. Therefore, H_0 was rejected. The correlation is significant. Due to the Spearman's rho correlation coefficient between the credibility and the customer buying behavior is 0.559, it can be demonstrated that the correlation is statistically significant ($P = 0.000$). There was a moderate positive correlation between the credibility and the customer buying behavior, which was statistically significant.

d) *Correlation between irritation and customer buying behavior*

H_0 = There is no relationship between irritation and customer buying behavior.

H_1 = There is a relationship between irritation and customer buying behavior.

The value of significance for irritation value towards the customer buying behavior was $0.356 > 0.05$. Therefore, H_1 was rejected. The correlation is not significant. Due to the Spearman's rho correlation coefficient between the irritation and the customer buying behavior is 0.067, it can be demonstrated that the correlation is not statistically significant ($P = 0.356$). There was a very weak positive correlation between the irritation and the customer buying behavior, which was not statistically significant.

e) *Correlation between incentives and customer buying behavior*

H_0 = There is no relationship between incentives and customer buying behavior.

H_1 = There is a relationship between incentives and customer buying behavior.

The value of significance (2-tailed) for the incentives value towards the customer buying behavior was $0.000 < 0.05$. Therefore, H_0 was rejected. The correlation is significant. Due to the Spearman's rho correlation coefficient between the incentives and the customer buying behavior is 0.604, it can be demonstrated that the correlation is statistically significant ($P = 0.000$). There was a moderate positive correlation between the incentives and the customer buying behavior, which was statistically significant.

f) *Correlation between personalization and customer buying behavior*

H_0 = There is no relationship between personalization and customer buying behavior.

H_1 = There is a relationship between personalization and customer buying behavior.

Value of significance for personalization value towards the customer buying behavior was $0.000 < 0.05$. Therefore, H_0 was rejected. The correlation is significant. Due to the Spearman's rho correlation coefficient between the personalization and the customer buying behavior is 0.529, it can be demonstrated that the correlation is statistically significant ($P = 0.000$). There was a moderate positive correlation between the personalization and the customer buying behavior, which was statistically significant.

5. Conclusion

The research was undertaken to establish the level of the customer buying behavior, as well as to identify the level of the value of internet advertisement that drives customer buying behavior. Additionally, it was aimed to evaluate the relationship between the dependent variable (customer buying behavior) and the independent variables (internet advertisement).

5.1 The level of customer buying behavior.

Most of the respondents of Kluang, Johor agreed with the question "I prefer to buy online from the social media because it is convenient for me" with the highest mean score (3.85). The respondents of Kluang, Johor also prefer to buy from the internet even though they know the risks of the online purchasing with mean score of the 3.82. Due to the advancements and the broad usage of mobile devices, customer buying patterns have shifted considerably, affecting how people communicate and use social media advertisement to make decisions and buy online. Consumer buying perceptions about online shopping have been positively affected by the increased usage of digital advertisement and social networking, with market share for e-commerce centric or online businesses growing rapidly (Abou-Elgheit, 2018). The respondents also will be using the internet advertisement to consume whenever they have chance with mean score of the 3.72. This is due to the reason that the internet advertisement having the incentive advertisement values that could offer specific monetary advantages to people who consent to receive advertisements. Incentives include a variety of monetary rewards such as discounts, gifts, and coupons, as well as non-monetary perks such as upgrades, status recognition, and access to privileged services (Varnali *et al.*, 2012). A large proportion of customers want to profit financially from marketing activities. Consumers pay special attention to messages that involve a financial benefit or incentive, and they make every effort to enjoy the benefits of the message (Kim and Han, 2014). In addition, the item of customer buying behavior which is "I like to buy from internet advertisement due to information given as well as the product quality" having the mean score that is less than other items of customer buying behavior which is just had the mean score of the 3.60. However, the mean score of 3.60 still considered as the high level of the mean score. According to the Rodriguez (2018), the users utilise the internet to look for the information since it is more accessible and available at all times. On the basis of the information provided, advertisements are able to educate customers about other products on the market (Rodriguez, 2018). Dao *et al.* (2014) stated that the Individuals can use social media to interact and share information. The consumers in Southeast Asia regard this sort of advertisement as informative. In a society, well-thought-out advertisement that conveys the proper message is critical (Dao *et al.*, 2014).

5.2 The level of internet advertisement value that influences customer buying behavior in Kluang

The second goal of this study was to identify the level of the internet advertisement value that influences the customer buying behavior. Informativeness, entertainment, credibility, irritation, incentives, and personalization are the six factors of internet advertisement. Informativeness came out on top with the highest mean score (3.9351). In a comparative analysis, Logan *et al.* (2012) discovered

that informativeness had an effect on the value of internet related advertisement which is the social media advertisement and discovered other significant connections between advertisement value and customer behavior (Logan *et al.* 2012). With a mean score of 3.7784, the second factor that influences customers' buying behavior is incentives. Consumers pay close attention to messages that include a financial benefit or incentive, and they go to great lengths to reap the benefits of the message (Kim and Han, 2014). Personalization came in third place, with a mean score of 3.7277. Consumers were shown to be more receptive to personalised advertisements and to respond positively to personalization value (Walrave *et al.*, 2018). In addition, the entertainment factor was ranked fourth, with a mean score of 3.6846. Customers use media channels or social media to have fun, relax, and spend time, and advertisement satisfies their hedonistic needs by providing entertainment, emotional release, diversion, and enjoyment. Interactivity, message appeal, and live virtual experiences, which are popular on social networking sites, provide entertainment value that is highly dependent on the manner in which advertisement is delivered (Zhang and Mao, 2016). It came in fifth place for the irritation factor, with a value of 3.5637. Many experts believe that if a message irritates people for any reason, they will avoid being exposed to, notice, or benefit from it. However, Logan *et al.* (2012) rejects the influence of irritation on advertisement value. According to the findings of this study, consumers in Kluang, Johor are less irritated by internet advertisements, and the respondents are mostly unbothered by internet advertisements. Credibility has the lowest mean score, with a value of 3.2880. According to Zha *et al.*, (2015), credibility is one of the most important factors in determining the effectiveness and value of advertisements. By allowing users to leave reviews and ratings, the ability to include honest and transparent information increased trust in internet media. Last but not least, as previously stated, informativeness has the highest mean score, implying that informativeness is the most important factor of internet advertisement that influences customer purchasing behavior.

5.3 The relationship between internet advertisement value and customer buying behavior in Kluang

According to the findings, all internet advertisement value factors were highly associated with customer buying behavior, with the exception of irritation, which was found to be the least associated with customer buying behavior. Furthermore, all the internet advertisement factors have a moderate correlation, including incentives (0.604), entertainment (0.601), credibility (0.559), informativeness (0.538), and personalization (0.529). For the annoyance, it was discovered that this factor of internet advertisement has a very weak correlation with customer buying behavior, which was 0.067. This demonstrates that the relationship between irritation and customer buying behavior is extremely weak.

Although the correlation is very weak, irritation has a relationship with customer buying behavior because the correlation coefficient is 0.067. However, the significance value for irritation toward customer buying behavior was 0.356, which was greater than 0.05. As a result, the hypotheses (there is a relationship between credibility and customer buying behavior) were rejected, and there is a positive relationship between irritation and customer buying behavior. Meanwhile, other internet advertisement factors such as informativeness, entertainment, credibility, incentives, and personalization have a significant p-value, indicating that all hypotheses are accepted while the null hypothesis is rejected.

5.4 Limitations of the Study

This study had a significant drawback due to the method used to collect data. The questionnaire was used solely to collect data in order to achieve the study's objectives. Although the questionnaire was a low-cost, quick, and simple method of administration, it had some drawbacks. Respondents may have a low participation rate. Furthermore, respondents may be unmotivated to accurately answer the questions and may feel compelled to finish them under duress. Because the questionnaire questions were all closed-ended, it's possible that respondents chose a response that didn't accurately represent their actual situation and thoughts. Another limitation of this method was a lack of time. To put it another way, the time allotted for completing the study was insufficient. It takes a long time for

researchers to distribute questionnaires and wait for responses. It was used several times to negotiate and distribute the questionnaire to the intended respondents.

5.5 Recommendations for Future Research

The researcher hopes that the study's findings will be useful to those who read it. For those who are interested in this field in the future, this research can be expanded with more in-depth research. The following paragraphs highlight a few areas for further research. Several suggestions may be made in light of the findings of this study. To begin, researchers may want to look into including more samples and respondents in their study to improve the accuracy of their results by including a larger sample size. Future studies could combine other data collection techniques, such as interviews or focus groups, to provide more useful information on the associated concerns. Besides that, the mix-method could be used in future surveys and studies that combine qualitative and quantitative approaches. For future research, the quantitative method, such as this survey, only deals with numerical data, whereas the qualitative method, which is more subjective, deals with words. In a qualitative method, such as an interview with a party, the opinions and data for the research will be more detailed, allowing researchers to better understand the research situation. As a result, the data analysis results will be more accurate and reliable.

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