



Effectiveness of island homestay advertisement

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General Note

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ABSTRACT

Effectiveness of advertising is one of the business successes where it functions in determining people's attitude towards advertisement. In the study of island homestay, effectiveness of advertisement was measured to evaluate two mutually exclusive statements to determine which statement is best supported by the sample data that obtained from social media users. Before the effectiveness of advertisement measured, four hypotheses were formulated as specific statement of prediction that will be tested. Then, hypothesis testing was conducted to get result of the four hypotheses. The result shows positive relationship where dimension of advertisement content effect and persuasive multimedia significantly influences attitude towards advertised brand, awareness of persuasive intent, attitude towards advertisement and purchase intention.

Keywords: Effectiveness, advertisement, advertising, advertising effectiveness, island homestay

1. INTRODUCTION

In today business world, the major concern of advertisers or marketers is to make advertising effective (Sachdeva, 2015). It due to the purpose of advertising is to orient people for purchase of products (Dirkson & Kroeger, 1960). In order to make advertising

effective, majority of business normally allocate money for their advertising efforts to tell people about their products and services. This is importance of advertising in changing people attitudes as a necessary prerequisite to stimulate purchase behavior (Dirkson & Kroeger, 1960). According to Sachdeva (2015), advertisers or marketers have been equipped with the valuable information and knowledge by marketing research companies about consumers' need, preferences and demand. Its purpose is to design advertisement (ad) as a tool to deliver message about the products and services.

An ad that has been delivered by advertiser commonly intends to get respond from the people as consumers (Moriarty et al., 2015). The advertiser and marketer want the consumers to buy and keep purchasing their product or services. Therefore, they should make their advertising facilitate exchange by ensuring the business advertisement communicates to a message that motivates consumers in some way (Moriarty et al., 2015). In order to motivate consumers respond, an ad must gain their attention and hold interest. The purpose in gaining their attention and interest is to persuade them to change their attitude and behavior towards the product or services. Good advertising can effect to incremental shifts in consumers thinking, creating awareness, fostering association between product and certain message or quality and lastly creating purchase intention (Rossiter & Percy, 1997).

In the study of island homestay, the purpose of island homestay business is same with other businesses where advertising must be effective in order to influence people in creating purchase intention. Advertisements (ads) that have been created, then embedded with persuasive elements were used to attract people attention. However, people attitude after seeing the ads is difficult to know. Thus, the ads should be measured in order to know their effectiveness. Before the ads effectiveness measured, four hypotheses were formulated. These four hypotheses were formulated by correlating a dimension of advertisement content effect and persuasive multimedia with other four dimensions. Then, these four hypotheses were tested to get result of the effectiveness of island homestay ads.

2. METHOD OF SURVEY

Effectiveness of ads of island homestay was measured among social media users. To measure the effectiveness of ads, survey technique was carried out to get data. Quantitative survey questionnaire and copy-testing technique were included for user experience. Table 1 shows summary of the survey method for user experience.

Table 1 Summary of survey method

SURVEY	PROCEDURE AND APPARATUS FOR USER EXPERIENCE
Procedure	<ol style="list-style-type: none"> 1. Respondents were social media users who have Facebook account. 2. They were invited to participate in the survey. 3. The researcher of the study gave instruction to complete the questionnaire. 4. Based on the given instruction, the respondent read questionnaire. 5. They turned to Facebook application and search for 'Island Homestay' page. 6. Ads in Island Homestay page were seeing by the respondents. 7. They turned to the questionnaire and complete questions.
Apparatus	<ol style="list-style-type: none"> 1. Prototypes: island homestay ads and Island Homestay Facebook page. 2. Online and hardcopy/paper questionnaire. 3. Personal computer or laptop or mobile phone.



Figure 1 Sample of One of the Respondent during the Copy-testing

The questionnaire was created in two forms: (i) hardcopy and (ii) online. For online questionnaire, it has been distributed to internet users through e-mail and Facebook Messenger while hardcopy questionnaire is distributed to students at UUM library and tourists at public places in Langkawi. For hardcopy questionnaire survey, all respondents were given 15 to 20 minutes to see the island homestay ads on Island Homestay Facebook page and complete the questionnaire. While online questionnaire survey, no time limit is given to the respondents. Figure 1 shows one of the respondents that participating in the survey.

In the phase of user experience, exposure of island homestay ads were emphasized. To emphasize the exposure of island homestay ads, selection of image and video with sound is important. For example, the selection of image for content creation is based on advantages for copy testing. According to Mooij (2014), imagery is an important element of advertising used to test effectiveness of advertising in copy testing. After both survey of online and hardcopy were completed, data that obtained from the respondents are ready to be analyzed. Data in 179 questionnaires were ready to distribute in Statistical Package for Social Sciences (SPSS).

3. DATA DISTRIBUTION

The data from both survey of online and hardcopy were ready to be analyzed. Before the analysis process, acceptable of questionnaires were checked. It involves checking for completeness to detect any problems in the questionnaire. As result, 15 incomplete questionnaire were found after went through questionnaire screening. Five questionnaires from the 15 incomplete questionnaires were discarded because many of the questions were unanswered. According to Malhotra (2012), the respondents with unsatisfactory responses can simply discard if the responses on key variables are missing. Finally, the acceptable questionnaire for analysis is 169. It was exceed 150 of the minimum size as recommended by Malhotra (2012).

Descriptive Statistic of Demographic Background

There were 35 and 134 respondents gained in both online and hardcopy survey respectively. Table 2 shows the general information of respondents who participated in the both survey.

Table 2 Respondents' General Information

INFORMATION	FREQUENCY = N		PERCENTAGE = %	
	ONLINE	HARDCOPY	ONLINE	HARDCOPY
Age				
1. 18-20	1	7	2.86	5.22
2. 21-30	10	72	28.57	53.73
3. 31-40	15	40	42.86	29.86
4. 41-50	6	13	17.14	9.70
5. 51-60	2	2	5.71	1.49
6. 61 years and above	1	-	2.86	-
Total	35	134	100.00	100.00
Nationality (country)				
1. Algeria	3	3	8.56	2.23
2. Australia	4	-	11.42	-
3. Bangladesh	1	10	2.86	7.46
4. Brunei	1	-	2.86	-
5. China	1	8	2.86	5.97
6. Czech Republic	-	2	-	1.49
7. France	1	6	2.86	4.47
8. Holland	1	-	2.86	-
9. India	3	6	8.56	4.47
10. Indonesia	1	14	2.86	10.44
11. Iraq	-	11	-	8.20
12. Jordan	1	6	2.86	4.47
13. Libya	1	-	2.86	-
14. Nigeria	6	19	17.14	14.20
15. Pakistan	-	15	-	11.19

16. Philippine	1	-	2.86	-
17. Russia	1	-	2.86	-
18. Somalia	-	2	-	1.49
19. Sweden	-	3	-	2.23
20. Thailand	1	6	2.86	4.47
21. Uzbekistan	-	1	-	0.74
22. Yemen	1	12	2.86	8.95
23. Unspecified	7	10	20.00	7.46
Total	35	134	100.00	100.00

Based on Table 2, frequency of respondent was 169 persons and all of them were from variety of nationalities including unspecified nationality. As outlined in this study, respondents who are non-Malaysian were selected based on the researcher's judgment and consideration.

Hypothesis Testing

In this stage, descriptive research is adopted to test the hypothesized relationship (Malhotra, 2010). Before these hypotheses tested, few inferences of the hypothesized relationship were made. To test the hypotheses, Pearson correlation test was conducted. Hypothesis testing was conducted to prove the impactful of the effectiveness of island homestay ads. According to Adetunji, Nordin and Noor (2014), testing the relationship between the advertisement content and audiences' beliefs are more realistic, logical and less controversial in literature. Before the hypothesis testing conducted, four hypotheses were formulated. Then the copy-testing was conducted. As result, all hypotheses indicate positive correlation. This positive correlation indicates directions. Therefore, the predictions are one-tailed. Significant correlations are highlighted with an asterisk (*) for a significance of $p < .05$ and double asterisks (**) for $p < .01$.

Hypothesis H1

Hypothesis H1 is conducted to test relationship between dimension advertisement content effect and persuasive multimedia (Ad) with attitude towards advertised brand (AB).

Table 3 Correlation of Advertisement Content Effect and Persuasive Multimedia and Attitude towards Advertised Brand

		Attitude toward Advertised Brand	Advertisement Content Effect and Persuasive Multimedia
Attitude toward Advertised Brand	Pearson Correlation	1	.616**
	Sig. (2-tailed)		.000
	N	169	169
Advertisement Content Effect and Persuasive Multimedia	Pearson Correlation	.616**	1
	Sig. (2-tailed)	.000	
	N	169	169

** . Correlation is significant at the 0.01 level (2-tailed)

The result shows evidence not to reject H1 due to the correlation coefficient $r = .616$ and value of $p = .000$. As the r value reported is positive and $p < .01$, it means that advertisement content effect and persuasive multimedia influences attitude towards advertised brand and it is significant at 0.01.

Hypothesis H2

Hypothesis H2 is conducted to test relationship between dimension advertisement content effect and persuasive multimedia (Ad) with awareness of persuasive intent (AP).

Table 4 Correlation of Advertisement Content Effect and Persuasive Multimedia and Awareness of Persuasive Intent

		Awareness of Persuasive Intent	Advertisement Content Effect and Persuasive Multimedia
Awareness of Persuasive Intent	Pearson Correlation	1	.691**
	Sig. (2-tailed)		.000
	N	169	169
Advertisement Content Effect and Persuasive Multimedia	Pearson Correlation	.691**	1
	Sig. (2-tailed)	.000	
	N	169	169

** . Correlation is significant at the 0.01 level (2-tailed).

The result shows evidence not to reject H2 due to the correlation coefficient $r = .691$ and value of $p = .000$. As the r value reported is positive and $p < .01$, it means that advertisement content effect and persuasive multimedia influences awareness of persuasive intent and it is significant level at 0.01.

Hypothesis H3

Hypothesis H3 is conducted to test relationship between variable advertisement content effect and persuasive multimedia (Ad) with attitude towards attitude towards advertisement (AA).

Table 5 Correlation of Advertisement Content Effect and Persuasive Multimedia and Attitude towards Advertisement

		Attitude towards Advertisement	Advertisement Content Effect and Persuasive Multimedia
Attitude towards Advertisement	Pearson Correlation	1	.616**
	Sig. (2-tailed)		.000
	N	169	169
Advertisement Content Effect and Persuasive Multimedia	Pearson Correlation	.616**	1
	Sig. (2-tailed)	.000	
	N	169	169

** . Correlation is significant at the 0.01 level (2-tailed)

The result shows evidence not to reject H3 due to the correlation coefficient $r = .616$ and value of $p = .000$. As the r value reported is positive and $p < .01$, it means that advertisement content effect and persuasive multimedia influences attitude towards advertisement and it is significant level at 0.01.

Hypothesis H4

Hypothesis H4 is is conducted to test relationship between variable advertisement content effect and persuasive multimedia (Ad) with purchase intention (PI).

Table 6 Correlation of Advertisement Content Effect and Persuasive Multimedia and Purchase Intention

		Purchase Intention	Advertisement Content Effect and Persuasive Multimedia
Purchase Intention	Pearson Correlation	1	.580**
	Sig. (2-tailed)		.000
	N	169	169
Advertisement Content Effect and Persuasive Multimedia	Pearson Correlation	.580**	1
	Sig. (2-tailed)	.000	
	N	169	169

** Correlation is significant at the 0.01 level (2-tailed)

The result shows evidence not to reject H4 due to the correlation coefficient $r = .580$ and value of $p = .000$. As the r value reported is positive and $p < .01$, it means that advertisement content effect and persuasive multimedia influences purchase intention and it is significant level at 0.01.

4. CONCLUSION

As conclusion, island homestay ads were significantly influenced social media users towards the island homestay business. It is based on the four positive relationships as obtained in the hypothesis testing. The application of effective island homestay ads significantly can influence social media users in changing their attitude towards island homestay. They have positive tendency and interest to experience island homestay culture and lifestyle in the future.

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