



ADVANCED INTERNATIONAL JOURNAL
OF BUSINESS, ENTREPRENEURSHIP
AND SMES
(AIJBES)

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MARKETING DETERMINANTS OF EFFECTIVE ONLINE ADVERTISING: THE IMPACT OF CORPORATE CREDIBILITY, INFORMATIVENESS AND MATERIALISM ON CONSUMER BEHAVIOUR


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Article Info:

Article history:

Received date: 18.03.2026

Revised date: 07.04.2026

Accepted date: 14.05.2026

Published date: 04.06.2026

Abstract:

As Malaysia progresses towards being a developed nation, online advertising has become one of the most beneficial marketing platforms for companies to promote and sell their products. Individuals today utilize the internet nearly 24 hours a day in their daily lives, whether for communication through social media platforms, conducting online purchases, or fulfilling employment responsibilities. The challenges encountered by the company include the misinterpretation of information, such as incorrect usage instructions and misleading product details, as well as deceptive advertisements. These misunderstandings can significantly affect consumer behavior regarding online advertising, particularly resulting in negative perceptions. Therefore, this research aims to explore consumer attitudes towards online advertising, specifically to analyze the connection between independent variables, which are corporate credibility, informativeness, and materialism. A sample of 100 respondents was

To cite this document:

Abd Manaf, K., Husin, N., Naser, F. L., & Roosdhani, M. R. (2026). Marketing Determinants of Effective Online Advertising: The Impact of Corporate Credibility, Informativeness and Materialism on Consumer Behaviour. *Advanced International Journal of Business Entrepreneurship and SMEs*, 8 (28), 70-86.

chosen and analyzed using the convenience sampling technique. The questionnaires were distributed to participants who regularly use the internet, particularly those who have made purchases through Facebook and are likely to have encountered with online advertisements. The analysis revealed that both corporate credibility and informativeness are significantly related to consumer attitudes towards online advertising. Meanwhile, the materialism variable does not show a positive correlation with consumer behavior. Hence, various suggestions have been proposed to improve the future research regarding online advertising and to make it easier for respondents to grasp the study conducted. For instance, the company should develop an online survey, targeting respondents who are internet users, which could enhance the overall efficiency of the research results in a more cost-effective manner. Additionally, future studies should provide a brief and straightforward explanation to less educated respondents before they respond to the questions.

DOI: 10.35631/AIJBES.828004

Keyword:

Consumer Attitudes, Corporate Credibility, Informativeness
Materialism, Online Advertising



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Introduction

Online advertising is a form of promotion that is spread across the internet. This can be effective in raising awareness about an organization and its products and services. As consumers framed distinctive disposition towards the online advertisement, this will thusly impact the purchasers' informative reactions. Informational responses are the process through which consumers thoroughly engage when reacting to an online advertisement (Lütjens et al., 2022; Mo et al., 2023). The exposure to digital advertisements has resulted in a dynamic situation within the Malaysian market. Data showed that during the first half of 2025, Malaysia experienced a significant revitalization in Digital Advertising Expenditure (ADEX), with a growth rate of 6.4% in the first quarter and remarkable increasing to 22% in the second quarter. This trend reflects a rising confidence among Malaysia advertisers and is influenced by the developments of social media platform (Malaysia Digital ADEX Report Q1 2025). By mid of year 2025, social media and digital engagement represented nearly half of total digital spending (Malaysia Digital ADEX Report Q1 2025). Numerous social networks and mobile applications have become an important component for contemporary advertising strategies. In 2024, digital channels accounted for 72.7% of global commercial outreach, boosted by increased expenditure on social media and influencer campaigns (Bernama, 2025).

Digital advertising continues to exceed with market data for 2024 indicating that both online and offline digital channels constitute the predominant share of total advertising revenue, this trend is expected to continue yearly (IMARC Group, 2024; Statista, 2025). However, low interactivity levels and irrelevant content can decrease the effectiveness of online advertising. This emphasises the necessity for user-focused and high-quality strategies that prioritize consumer engagement (Zilbershtein, Barile, Odijk & Tintarev, 2024). Advertisers need to adjust to the new rush of innovation unrest by moving to internet publicizing with a specific end goal to remain focused in their esteem chain, if not they will lose in the market. Consumers could manage their advertising experience by deciding when and how much promotional content they want to view. As a result, advertisers cannot tell if a customer has clicked on a link by mistake or with intent. This indicates that advertisers are unable to exert complete control over how their advertisements are presented to consumers (Jerath & Miller, 2024). On the other hand, these issues highlight that important advertising values such as credibility, informativeness, and materialism factors play an important role in shaping consumer feedback. Understanding how these factors influence consumer behavior is important for creating an effective advertisement that are trusted and culturally relevant with meaningful information aligning to local digital media consumption behavior.

Importance of Research Issues

There are millions of people online any time and they all are a potential consumer in the online market. Since there are so many providers, the most important thing for organisations is to understand what consumer are wants and needs in this competitive business environment. In the online retail space, where direct interaction is ambiguous, it is important to examine and determine elements that affect consumer behavior. Consequently, it is increasingly essential to address consumer demands in order to retain the customer (Mo et al., 2023). Recognizing that consumers play a significant role in online marketing, understanding the factors that crucially influence purchasing intentions is vital. Analysing the process of shopping activities, how consumer decide and make purchasing over the internet and what they purchase need to be identified by online providers in order to satisfy and succeed in the competitive business environment. Consumer behaviours are influenced by different factors such as culture, credibility of advertisement, social class, references group relation, family, salary level, information on the advertisement, age, gender etc. These differences are seen more specific when it is considered between two different consumer groups from different countries and culture (Mo et al., 2023; Zilbershtein et al., 2024).

The identification of this information suggests that how consumers respond to online advertisements is very subjective. This issue is particularly relevant in the Malaysian market, where high internet penetration and widespread mobile connectivity have resulted in increasing number of exposures in digital advertisements. Consumer response to brands is influenced by individual and situational factors, such as cultural norms, perceived trustworthiness of advertisements, quality of information, or demographic attributes. These influences can also lead to variance effects in the Malaysian study which emphasizes the significance of local consumer behavior in digital marketing. Addressing this gap is important to assist marketers and policymakers in designing culturally advertising strategies that consider local cultural norms and media usage patterns. (Lütjens, Berens, & Van den Berg, 2022).

Literature Review

Consumer Attitudes Towards Online Advertising

Consumer attitudes regarding online advertising can be indicated through consumer's favorable or unfavorable response towards a particular online advertisement. After consumer exposure to the online advertising, they will then form either positive or negative responses to the advertising (Argyriou, E., & Melewar, T. C. (2011). Additionally, advertisement perception refers to the evaluation of traditional advertising media, which is also recognized as relevant when assessing consumer attitudes toward online advertising content. The purchaser may make positive observation in which they may see that online advertisement empowers a person to get more data simple by just tap on an advert, the capacity to respond promptly towards an advert, credibility of the promoting, fascinating notice and capacity to pick and choose what and when to watch (Petty & Cacioppo, 1986; Mo et al., 2023).

Additional privacy concerns can emerge from data collection and targeted advertising methods, influencing consumer views on personalized advertisements unless advertisers provide clear explanations, highlighting the importance of ethical advertising approaches. Ultimately, consumers who cultivate an uplifting attitude toward the advertising approach and the innovative product will be motivated to buy. Nonetheless, consumers can develop negative attitudes and behaviors, such as dismissing the online advertisements and consequently having no intention to purchase the product. Generally, literature demonstrates that attitudes towards internet advertising are complicated and shaped by long-standing themes, such as trust, informativeness and new digital structures centered on personalization and privacy management (Jerath & Miller, 2024).

Informativeness

Informativeness refers to the accuracy of an advertisement's message and its ability to provide essential information for individuals who depend on such details information when making decisions to purchase a product or service (Ducoffe, 1996). It plays a critically important role in consumer perceptions and behavioural outcomes, since buyers perceive digital advertisements not only aesthetically but informatively (Mo et al., 2023; Lütjens, Eisenbeiss, Fiedler, & Bijmolt, 2022). Informative communications reduce uncertainty regarding quality of goods and offer better descriptions of the product to assist buyers to make a good decision, especially with internet advertisements since they cannot see the product directly, Hence, the buyers must figure out the value or suitability of the product based on the information given in online advertisements (Ducoffe, 1996). Along these lines, the company has to guarantee that the information conveyed through web-based publicizing is adequately useful with genuine product information (Kothari, H et al., 2025).

Many studies described that informativeness is enhanced when advertisements have rich information (such as product information, contextual, and explanatory information according to consumer informational needs) and promote the positive attitudes and behavioral intentions of the consumer towards the brand through their online commercial (Kothari, H et al., 2025). Advertisements that are personalised to consumers' interests and preferences are perceived to be more informative and relevant, which lead to overall advertising effectiveness and consumer satisfaction (Mo et al., 2023). Besides, informative advertisements also make post-exposure cognitive processing more feasible so that the brand is more remembered and will affect the

higher purchase intention. In order to create consumers trust, motivation, intention and make the product different from competitors, the facts and figures should be presented clearly and relevantly as a kind of consumer-engaging information (Ducoffe, 1996; Kothari et al., 2025).

Materialism

Materialism is the degree to which humans focus on the acquisition and possession of objects such as how people pursue life satisfaction that leads them to happiness and enhance social status, etc. (Richins & Dawson, 1992; Belk, 1985). Contemporary research has uncovered an increase in consumer sensitivity to luxury, prestige, and symbolic consumption marketing messages because these messages address consumers' desires for the impression of social acknowledgment, status, and personal brand identity (Pellegrino et al., 2022; Sun et al., 2023). Online advertising has been shown to intensify materialism through the introduction of scarcity, exclusivity, and an aspiration for consumption that led to higher intentionality to consume a product by engaging with the product and demonstrate clear consumption (Dinh, T. C. T., & Lee, Y. 2024). Visual presentations and influencer approvals create the expectation that product possessions support social acceptance, personal achievement, and self-expression (Dinh & Lee, 2024; Dittmar et al., 2014; Djafarova & Rushworth, 2017). Additionally, this promotes more pointless consumer habits like brand-showing, purchasing needless items, and purchase based on social prestige (Yi et al., 2023).

The principles of materialism in an online medium arise from engagements with social media and strategies related to social comparison (Dinh, T. C. T., & Lee, Y., 2024) which indicates that visually presentation have a tendency to enhance materialistic values by promoting consumers with carefully selected images of products and lifestyles (Pellegrino et al., 2022). Research indicates that media featuring influencers who showcase luxury goods and an aspirational way of lifestyle are more likely to encourage individuals to adopt materialistic values, leading to consumer behavior and intentions to make purchases (Dinh, T. C. T., & Lee, Y. 2024; Pellegrino et al., 2022; Avcı, 2023). In addition, high levels of exposed consumption have been connected to their social media usage and attitudes regarding the material, as well as social media content (Dinh, T. C. T., & Lee, Y., 2024).

Hypothesis Development

Consumer Attitudes Towards Online Advertising and Corporate Credibility.

Consumer attitudes towards online advertising can be described as how a person reacts to either favorable or unfavorable promotional online advertising, depending on the experience of the digital advertisement (Hwang et al., 2011). Attitudes influence how consumers evaluate advertising messages from brands, while corporate credibility reflects consumers' perceptions of a company's trust and reliability, which is important in internet marketing where consumers assess both message content and the credibility of the message sources (MacKenzie & Lutz, 1989; Newell & Goldsmith, 2001). The corporate credibility of companies has a direct relationship to online advertising as contributes positively to higher ratings of trust, authenticity, and competence (Lou & Yuan, 2019).

H1: There is a significant relationship between consumer attitudes towards online advertising and corporate credibility.

Consumer Attitudes Towards Online Advertising and Informativeness

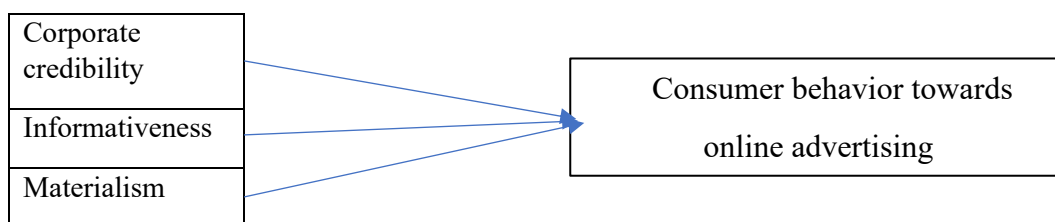
Informativeness pertains to how significance the information is conveys in influencing consumers engagement, attitudes, and purchase decisions (Ducoffe, 1996; Kothari et al., 2025). Prior research indicates that informativeness is an important variable of effective advertisements regarding the online advertising as consumers search for accurate and genuine information in order to help them make decisions. An informative advertisement can make the consumers aware of the attributes, benefits and value propositions (Lütjens et al., 2022). When delivered effectively, advertisements message will help to generate increases in perceived advertising value and consumer trust and also can decreases perceived uncertainty about products (Ducoffe, 1996; Newell & Goldsmith, 200; Hasbullah et al., 2023).

H2: There is a significant relationship between consumer attitudes towards online advertising and informativeness.

Consumer Attitudes Towards Online Advertising and Materialism

Materialism refers to the pursuit of happiness through possession-based constructs such as physical wealth, power, status, and money (Richins & Dawson, 1992; Dittmar et al., 2014). According to Richins and Dawson (1992), the essence of materialism encompasses three essential dimensions: centrality of acquisition, happiness derived from material possessions, and successful life. Materialism motivates consumers to invest more attention and resources into consumption-oriented messaging, highlights luxury brand, show prestige, and aspirational lifestyle values (Richins & Dawson, 1992; Dinh & Lee, 2024). Therefore, materialistic norms in online advertising can influence consumer attitudes, as advertising messages often promote fashion or luxury brands as an indicator of social status, leading to favorable beliefs on those brands (Richins & Dawson, 1992; Dinh & Lee, 2024). Consumers with a high materialistic orientation are more likely to develop favorable attitudes toward online advertising that promotes material and symbolic rewards when they exposed to lifestyle-oriented in digital advertising (Richins & Dawson, 1992; Dinh & Lee, 2024).

H3: There is a significant relationship between consumer attitudes towards online advertising and materialism.



Adapted from Chan, M. L., Chee, H. L., Chin, S. P., & Sim, G. X. (2014)

Research Methodology

Research Design

This research develops a descriptive and quantitative research design in analyzing consumer attitudes toward online advertising and the relationships between corporate credibility, informativeness, materialism.

Data Collection and Sampling

Data were collected from a self-administered questionnaire survey which is an efficient and low-cost medium that captures responses and information from selected consumers (Creswell & Creswell, 2022; Sekaran & Bougie, 2020). This method has the advantage of prompting people to respond whenever they feel comfortable in order to get high quality feedback. The target respondent is the users of the company's Facebook advertisement in Kota Bharu town. Since respondents were able to witness the online advertisement performance, they are considered as a qualified respondents who accurately assess the effectiveness of the company's online advertising. The sampling frame was determined from at least two criteria: the respondent must be the person who has clicked on an online advertisement at least once, and they should have spent at least five hours a week online.

Questionnaire Design

The survey consisted of five parts. In Section A, we described the demographic characteristics of respondents (i.e., gender, age, education level, occupation, weekly internet usage, and frequency of clicking on online advertisements). Corporate credibility, informativeness, materialism, and consumers' attitudes towards online advertising were assessed in Sections B, C, D, and E, respectively. A five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used for all construct measures. A total of 20 measurement items were adapted from standard, peer-reviewed literature, including minor contextual variations in order to maximize content validity and relevancy to online advertising (Creswell & Creswell, 2022; Sekaran & Bougie, 2020).

Pilot Testing and Reliability

The reliability scales were tested in a pilot study with 20 respondents and the result showed that the Cronbach's alpha values above 0.70 (Hair et al., 2020; Tavakol & Dennick, 2011), indicating sufficient reliability for all questions constructs. Based on those findings, minor modifications were made to the questionnaire. Then, 100 final survey questionnaires were administered for the main data collection.

Finding and Analysis

Gender	Frequency	Percentage (%)
Male	45	45.0
Female	55	55.0
Total	100	100.0
Age	Frequency	Percentage (%)
20-29	77	77
30-39	23	23
40-49	0	0
50 and above	0	0
Total	100	100
Education Background	Frequency	Percentage (%)

Doctorate (PhD)	0	0
Master's degree	20	20
Bachelor's degree	34	34.0
Diploma	23	23.0
Pre-university/ Certificate	23	23.0
Total	100	100
Occupation	Frequency	Percentage (%)
Student	22	22.0
Housewife	11	11.0
Self-employed	56	56.0
Government servant	11	11.0
Total	100	100
Hours Spend Online Per-week	Frequency	Percentage (%)
5-10 hours	22	22.0
11-20 hours	0	0
21-30 hours	34	34.0
31-40 hours	44	44.0
41 hours and above	0	0
Total	100	100
Frequency clicks on internet	Frequency	Percentage (%)
At least once	0	0
Frequently click	67	67.0
Occasionally click	33	33.0
Total	100	100

There are 100 respondents (55% female study respondents, and 45% male study respondents). Age distribution of respondents are from 20-29 years old (77%), followed by 30-39 (23%). Majority of the respondents came from bachelor's degree background (44%), diploma holders (23%), master's degree holders (20%), and pre-university and certificate level consist of 13%. From the occupations level, most of the respondents were self-employed (56%), students (22%), government servants (11%), and housewife 11%. Regarding to the internet usage patterns, a significant number of respondents had high digital behavior, with the majority of respondents (44%) were reported to have spent time online between 31-40 hours a week and 34% spent over 21-30 hours and 22% spent over 5-10 hours. It means that most of the respondents were heavily interfaced with online advertisements. At the same time, 67% of the respondents indicated that they regularly clicked on online advertisements, and 33% did so from time to time as well. Therefore, this data was suitable for investigating the purchase behavior in relation to online advertising.

Reliability Analysis

Variable	Number of items	Cronbach's alpha
Consumer behavior towards online advertising	6	.831
Corporate credibility	4	.749
Informativeness	5	.651
Materialism	5	.654

The table above show the value of Cronbach's alpha coefficient size at Kota Bharu for every variable. The value of Cronbach's alpha for independent variable of credibility is 0.749 and for informative and materialism is 0.651 and 0.654. While the Cronbach's alpha for dependent variable is 0.831. The value of Cronbach's alpha for all variables is acceptable because the value is higher than 0.60. Therefore, it shows that all the question in each section is reliable and can be used for this research.

Descriptive Analysis

Variables	Min	Max	Mean	Std Deviation
Consumer behavior towards online advertising	3	5	4.0600	0.51548
Corporate credibility	3	5	4.0425	0.41509
Informativeness	3	5	4.2680	0.41509
Materialism	3	5	4.1960	0.41486

Based on the table above, dependent variable, which is Consumer behavior toward online advertising, has mean 4.0600 with 0.51548 standard deviation. The highest mean is independent variables which is informativeness with the value of mean is 4.2680 and 0.41509 value of standard deviation. Followed by materialism with mean value is 4.1960 and 0.41486 of standard deviation value. Meanwhile for corporate credibility variable, the mean value is 4.0425 and 0.41509 of standard deviation. Based on the above result, it shows that respondents believe that informativeness give more effect on consumer behavior towards online advertisement efficiency compared to other two variables.

Correlation Analysis

Correlation among variables

	CB	C	I	M
Customer behavior (CB)	1			
Credibility (C)	.728**	1		
Informativeness (I)	-.213*	-.075	1	
Materialism (M)	-.141	-.098	.626**	1

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

* Correlation is significant at the level 0.05 level (2 tailed)

There is a very strong relationship between consumer behavior and corporate credibility with coefficient value of 0.728. This factor has a perfect relationship and have a very strong linear correlation. Then, result shows negative relationship between consumer behavior and informativeness with value of coefficient is -0.213. This indicate that informativeness and consumer bahavior do not really related. Furthermore, negative linear correlation also found between consumer behavior and materialism with result of coefficient is -0.141. This indicates that sometimes, information provided through online advertisement does not fulfill consumer expectations, leading to the information being disregarded by the consumer and rendered ineffectively.

Regression Analysis

Model	R	R Square	Adjusted R Square
		0.556	0.542

Coefficient of determination or denoted by R square is the common measure of the goodness of fit. The linear regression analysis is presented in table above shows that R square value indicates how deep the dependent variable which is consumer behavior can be explained by the changes of independent variables which are corporate credibility, materialism and informativeness. In this scenario, 55.6% of R square or variance of the dependent variable can be explained by independent variables while the balance of 44.4% can be explained by other factors which are not included in the research model.

Hypotheses Testing

Independent variables Hypotheses	Dependent variable Relationship	t-value	Sig.	Result
H1 C	Customer behavior towards online advertising	10.508	0.000**	Supported
H2 I		-2.164	0.033	Supported
H3 M		0.551	0.583	Not Supported

** (p < 0.05) significant level

Referring to the above table, corporate credibility has a significant relationship with consumer behavior with the t-value is 10.508 and p-value = 0.000. It shows that it is a significant result by indicating the positive relationship between consumer behavior towards online advertising with corporate credibility. Thus, the H1 is supported. The data show that consumers are more likely to respond to online advertising positively if they consider the advertising source to be credible. Meanwhile, for informativeness variable, the result shows a significant relationship with consumer behavior with the t-value is -2.164 and p-value = 0.033. It posits that there is a significant relationship between consumer behavior with informativeness. Hence, the H2 is supported. This suggests that online advertisements informational content is an important factor for consumers' responses. Furthermore, materialism has no significant relationship with consumer behavior with the t-value is 0.551 and p-value 0.583, indicating that materialism values do not have a significant impact on consumers' attitudes toward online advertising. So, the H3 is not accepted.

Discussion

This research was conducted to examine the relationship between corporate credibility, informativeness, and materialism with consumer behavior toward online advertising. The variables have been identified, and all the objectives are attainable. The results had been obtained as the data were already collected through the distribution of the questionnaires. 100 set of questionnaires had been distributed and all is valid. The collected data had been performed through statistical analysis. In this research three main independent variables were considered to be the independent variables which it can be the determinants of the consumer behavior towards online advertising.

For the first research hypothesis which is to investigate the relationship between consumer behavior towards online advertising with credibility of advertisement. Based on the results that have been analysed, the correlation test in the finding analysis shows the corporate credibility have a significance relationship with consumer behavior towards online advertising with the r value is 0.728 and p-value is 0.000. This result shows that there is a positive relationship between consumer behavior towards online advertising with corporate credibility of advertisement by indicating a moderate strength of association.

Meanwhile, for the second research hypothesis which is, to investigate the relationship between consumer behavior toward online advertising with informativeness. Based on the results gathered, it has been shown that the correlation test in the finding analysis showed the consumer behavior towards online advertising and informativeness has a negative relationship with consumer behavior resulted the r value is -0.213 and p -value is 0.034 . This posits there is a negative relationship between consumer behavior towards online advertising with informativeness by indicating a weak strength of association. The weak relationships occur due to consumer felt unsatisfied with lack or not genuine information provided by company in the online advertisement.

Furthermore, the third research hypothesis which is to investigate the relationship between consumer behavior towards online advertising and materialism. Based on the result that has been shown in the above table, the correlation testing for the finding analysis posits that consumer behavior and materialism have no significance relationship with the r value is $-.141$ and p -value is 0.163 . This means that there is a negative relationship between consumer behavior towards online advertising with materialism by indicating a very weak strength of association. Next discussion regarding the research question which is to determine significant influence between consumer behavior toward online advertising with corporate credibility of online advertisement. The result shows that the corporate credibility has a significant relationship with consumer behavior with the t -value is 10.508 and p -value = 0.000 . This show there is a significant result by indicating the positive relationship between consumer behavior toward online advertising with credibility of online advertisement.

Furthermore, for next research question which is to determine significant influence between consumer behavior toward online advertising with informativeness. Based on table above, the consumer behavior has a significant relationship with informativeness with the t -value is -2.164 and p -value = 0.033 . This shows that there is a significant result by indicating the positive relationship between consumer behavior towards online advertising and trusted information provided in online advertisement. For the last research question, which is to determine the significant influence between consumer behavior towards online advertising and materialism. It appears that materialism do not have a significant relationship with consumer behavior with the t -value is 0.551 and p -value = 0.583 . This shows that there is no significant relation that indicating the negative relationship between consumer behavior and materialism.

Conclusion

This study focused on consumer who always purchase through online platform like facebook at Kota Bharu town. This research using primary data and also supported by the literature review from the past research. The data were collected from 100 respondents, and the variables include corporate credibility of online advertisement, informativeness of the online advertising and materialism. To complete this research, the researcher has to face limitation of study which is the sample size in this study cannot be generalized to the whole population due to this study only cover Kota Bharu town. Basically, the main objective of this study is to investigate the relationship between independent variables and dependent variable. The regression analysis had been used to test the significant relationship between those variables either the hypothesis is supported or rejected. From the analysis, it can be concluded that independent variables which are corporate credibility and informativeness have significant influence on dependent variable which is customer behavior. So, based on the result, only H1 and H2 is supported while H3 is not supported.

Recommendations and Future Research Directions

Future research needs to broaden the research setting by incorporating a larger sample size of respondents. In order to represent the total population of Malaysia, the sample must draw from different races based on the percentage of each race in Malaysia population. Different geographic area and age of the respondents should also be taken into consideration when drawing the new sample.

Moreover, since the current survey using traditional survey method will limit the coverage of demographic and increase the cost, hence in the future, researcher is strongly encouraging to construct an online survey as the target respondents of this research are internet user. This may enhance the overall effectiveness of the research result in a less costly method.

Furthermore, this research consists of different types of education levels of respondents, therefore researcher may obtain different perspective from different education level of respondents. This will generate the issue for less educated respondents, whereby they will be more likely to answer the questionnaire without depth and clear understanding compared to high educated respondents. As a result, in the future research studies, we propose to the researcher to convey a short brief and clear explanation to the less educated respondent before they answer the questionnaire.

In addition, the future research questionnaire should be translated into multilingual languages in order to assist those respondents who are poor in English and Malay. This will help researchers to save time for explanation and enable them to reach out to more respondents and can maximize response accuracy.

Last but not least, the model may can be extended in the future for subsequent studies adding more explanatory variables such as entertainment, personalization, interactivity, or social influence to increase the explanatory strength of models on the effectiveness of online advertising.

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- Acknowledgements:** The authors would like to express their sincere appreciation to all respondents who generously participated in the survey and contributed valuable insights to this research. Finally, appreciation is extended to colleagues, GAE teams and reviewers whose constructive comments and suggestions helped improve the quality and clarity of this study.
- Funding Statement:** This research received no financial support.
- Conflict of Interest Statement:** The authors declare that there is no conflict of interest regarding the publication of this paper. All authors have contributed to this work and approved the final version of the manuscript for submission to the Advanced International Journal of Business, Entrepreneurship and SMEs (AIJBES).
- Ethics Statement:** This study was conducted in accordance with ethical research standards. Informed consent was obtained from all participants prior to data collection. Participation was voluntary, and respondents were assured of confidentiality and anonymity. The data collected were used solely for academic purposes.
- Author Contribution Statement:** All authors made meaningful contributions to this manuscript and collectively ensured the quality of the work. Khamisah Abd Manaf initiated and supervised the research project, including the development of the study framework and research methodology. Norhusniyati Husin was involved in reviewing relevant literature, preparing the initial manuscript draft, and revising the manuscript critically for intellectual content. Noorita Mohammad conducted the data collection and analysis processes and interpreted the research findings. Faradiba Liana Naser and Mohamad Rifqy Roosdhani contributed to the validation of the study, proofreading, and enhancement of the final manuscript. All authors have read, reviewed, and approved the final manuscript for publication.
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