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THE INFLUENCE OF ADVERTISING VALUE ON ATTITUDE TOWARD POLITICAL ADVERTISING IN SOCIAL MEDIA AMONG UNIVERSITY STUDENTS

Mohd Nabil Ahmad Naser^{1*}, Syamsyul Anuar Ismail²

¹ School of Multimedia Technology and Communication, Universiti Utara Malaysia, Malaysia
Email: nabilmhd087@gmail.com

² School of Multimedia Technology and Communication, Universiti Utara Malaysia, Malaysia
Email: syamsul@uum.edu.my

* Corresponding Author

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Abstract:

Over the past few years, many studies have conducted to examine the effect of advertising value on attitude toward advertising. Advertising value has proven that it has a strong relationship with attitude toward advertising. With the expansion of the media, advertising has been using as part of the political tools. Hence, this research paper will discuss how advertising values influence attitudes toward advertising from a political advertising perspective. Therefore, the purpose of this study is to analyses the influence of advertising value on attitude toward political advertising among Universiti Utara Malaysia (UUM) and Universiti Sains Malaysia (USM) students and their perceptions toward the value of advertising. This study used a quantitative method. An online survey was used in this study and distributed through Google Form among UUM and USM students. Statistical Package for Social Sciences (SPSS) version 25 was used to analyses the collected data. The results found that advertising value variables significantly influence the attitude toward political advertising. Therefore, this study hopes to help future researchers to understand how advertising value in political advertising can give an impact on attitude toward political advertising. Thus, this study can help other researchers as a guideline in exploring other variables for advertising value in political advertising perspective.

Keywords:

Advertising Value, Political Advertising, Malaysia Politics, Theory Of Reasoned Action, Social Media Advertising

Introduction

Advertising is part of a marketing component which commonly used to make the audiences know the existence of the product or services. Advertising is a form of a communication tool design to persuade audiences (Harris & Sanborn, 2014). Kotler (2000) also stated that advertising is a non-personal communication paid form that created to present ideas, goods, or services to the target audiences. Ducoffe (1996) added that advertising is a useful communication tool used to make the public aware of the target audience. Advertising may affect audiences by affecting their behaviour, attitude, and cognitive (Harris & Sanborn, 2014). Nelson (1974) also stated that advertising could generate information for audiences. Because of the advertising effectiveness, the marketers widely use it in marketing to gain more customers on their product. As mentioned by Harris & Sanborn (2014), advertising is categorising as three types which are (1) as a marketing tool, (2) as a Public Service Announcement (PSA), and (3) as a political tool.

For over the past few decades, advertising has used as a part of political campaign tools. The effectiveness of advertising in the political campaign has attracted the political party to use it during elections. Known as political advertising, this kind of advertising is designing to persuading the audiences to give votes to the candidate or the party (Harris & Sanborn, 2014). Political advertising has defined as the critical element for political marketing strategy (Chaffee & Choe, 1980; Kaid, 1981) and the importance of it has proven in elections (O'Shaughnessy, 1990; Sheinkopf, Bowen, & Atkin, 1972). Political advertising has used to help electoral candidates become more prominent through the establishment of popularity. It is allowing candidates to communicate with different demographic groups, attract more supporters, encourage engagement by voters, raise funds for the candidates and political parties, and eventually attack opponents (Munira, 2012). The political and social studies highly praise political advertising as not only to promote candidates, but also to rebuild and reshape the image of competing candidates (McGinnis, 1969; Valentino, Hutchings, and Williams (2004). Thus, political advertising is commonly used during elections either to promotes the manifesto or their electoral candidates.

In Malaysia, the use of political advertising can be traced back in 1999, on the 10th Malaysian General Election (GE10) was conducted (Rahim, Lyndon, and Mohamed, 2017). Since then, political advertising in Malaysia has been widely used as part of a political marketing strategy during elections until today. Rafter (2009) stated that political advertising was commonly used in a political campaign to serve as a medium of communication for political parties and candidates in elections. Iyenger & McGrady (2007) stated that political advertising has designed to build up the 'market value' of the electoral candidates, which aims to gain voters by delivering a political message during the political campaign while highlighting the advantages of the candidate during the campaign.

In 2018, Malaysia made history with the fall of the 60-year-old *Barisan Nasional* (BN) coalition government during the 14th General Election (GE14) to the *Pakatan Harapan* (The Hope Party) coalition. For over the past six-decade, BN has ruled the Malaysia government from 1955 after winning the first Malayan general election. At that time, the *Parti Perikatan* (the Alliance Party) coalition was the predecessor party that rule Malaysia. From 1973 onwards, *Parti Perikatan* has changed to the *Barisan Nasional* (BN) coalition and served Malaysia for over 61 years as one of the world's most extended ruling governments. On May 9th, 2018, the BN coalition has lost its power to the *Pakatan Harapan* (PH) coalition in the GE14.

The winning of the PH coalition gives a big slap to the BN coalition after losing its power as the longest-ruling government in Malaysia. The effectiveness of the political advertising played by the PH coalition during the GE14 was a critical factor in the party's victory in the last GE14. Ducoffe (1996), in his research on Advertising Value and Advertising on the Web, mentioned that advertising value in advertisement shows a positive connection on attitude toward web advertising. This statement supported by a study done by Logan, Bright, and Gangadharbatla (2012), where he mentioned that the relationships between the value of advertising and attitudes towards television advertising are consistent with Ducoffe's findings in 1995 and 1996.

Since 1999, where the first modern GE take place in Malaysia, most of the political party nowadays rely on political advertising to promote their electoral candidates, manifesto, and party. The use of political advertising as a platform to transfer their political message to the target audience, which is the voters have proven during the election. Nowadays, the existence of social media platforms such as Facebook, Instagram, Twitter, WhatsApp, and YouTube have boosted up the use of political advertising to deliver a message to the voters. With the availability of social media, a political party can raise awareness among voters.

Despite all that, studies on political advertising in Malaysia are still considered a lack compared to other countries. Even though political advertising is already using as a part of a political marketing tool during GE10 in 1999, studies on this topic are still new in the Malaysian context. Advertising value proposed by Ducoffe in 1995 & 1996 stated that there a good connection is shown between the value of ads toward attitude. Thus, this study tends to find out the influence of advertising value on attitude toward political advertising played by the PH coalition party during GE14.

Problem Statements

Political parties need to understand the value of advertising, which will have an impact on voter attitudes on political advertising. It will ensure that their political advertisement can communicate their message to the target audiences. It will help them to build awareness, as well as to shape the image of their electoral candidates during an election. To achieve the target, Political parties should understand the effect of advertising on attitudes to ensure political advertising's success. Kim & Han (2014) reported that the value of advertising has a positives connection with credibility, entertainment, and incentives. Besides, these findings also supported by Liu, Sinkovics, Pezderka, and Hagihirian (2012), where infotainment and credibility relate positively to advertising value. Therefore, the primary key factor that political parties should focus on political advertising, where they need to understand the value of advertising and its impact on voters' attitudes.

This study found that the influence of advertising value toward attitude in political advertising is the main research gap. This research gap occurred because there is a lack of studies in political advertising in the Malaysian context. Besides that, the use of the value of advertising in political advertising is lack, since there is no study found using the value of advertising in political advertising perspectives. Therefore, it will be a great significance to find out which value of advertising variables contribute most toward attitudes on political advertising. Thus, this study using five variables to explore the impact of advertising value on attitude toward political advertising. Those variables are informativeness, irritation, entertainment, credibility, and trustworthiness. Therefore, by conducting this study, it is hoped to fill in the research gap.

Hence, it is necessary to examine the relationship between the value of advertising on attitude toward political advertising in the Malaysia context.

Research Questions

The forming of research questions is to achieve the target of this study. This study addresses the following research questions:

- a. What is the university student's perception of informativeness, irritation, entertainment, credibility, and trustworthiness on attitude toward political advertising in social media?
- b. Is there any relationship between informativeness, irritation, entertainment, credibility, and trustworthiness with attitude toward political advertising in social media among university students?

Research Objectives

Specifically, the objectives of this study are as follow:

- a. To survey the perception of university students on informativeness, irritation, entertainment, credibility, and trustworthiness on attitude toward political advertising in social media.
- b. To identify the relationship between informativeness, irritation, entertainment, credibility, and trustworthiness with attitude toward political advertising in social media among university students.

Literature Review

Attitude toward Political Advertising

Attitude refers to a human psychological condition that influenced the behaviour, temperament, and character. The attitude was formed based on a few factors, such as external dan internal factors. The basic concept of attitude can be traced back to research conducted by Fishbein & Ajzen (1975) on understanding an attitude. They argued that attitude is the action which response toward certain thing or object whether it will reflect the positive attitude or negative attitude depending on someone tendencies toward it. At the same time, Allport (1935) mentioned that attitude refers to the individual action toward object or situation, which influenced dynamically by the readiness of mental and neural state, including the organised experience. The effect of attitude on advertising is crucial to produce an effective advertisement. The effectiveness of advertising will have a high impact on the attitude of consumers. A vital major of the effectiveness of advertising is to look at the user's attitude towards the ads as the cognitive capability of consumers toward advertising is expressed in their thoughts and feelings, which will indirectly affect their attitude towards the advertising (Mehta, 2000). In the advertising perspective, consumers tend to respond positively, primarily when they evaluate the information, accuracy, truth, amusement, and overall appeal of online advertising (James & Terrance, 1992). Exposure to online advertising will affect attitudes and behaviours, such as liking and buying intentions. Essentially, this action is a direct human reflection on online advertising involving the content and format of advertisements (Bruner and Kumar, 2000; Schlosser, Shavitt, & Kanfer (1999). MacKenzie and Lutz (1989) mentioned that consumer responses, whether good or bad toward ads, can be observed through their attitudes towards specific advertisements. Schiffman and Kanuk (2000) state that after exposure to online advertising, they will begin to form either favourable or unfavourable attitudes towards advertising. However, the effectiveness of advertising on attitudes from the perspective of political advertising is still vague and lack. Therefore, it is vital to understand the effectiveness and factors that influence political advertising on consumer attitudes.

Informativeness

Informativeness could be understanding as to the ability of ads to communicate with consumers about the advertised product. Hence, it will contribute to increasing the maximum purchase (Ducoffe, 1996). Shavitt, Lowrey, & Haefner (1998) stated that consumers tend to perceive information as a favour when they realise about new products, the advantage of products and product comparison details in advertising. Meanwhile, Kotler and Keller (2008) added that the effectiveness of information in advertisement depends on how the efficacy being present in advertising. In advertising, it is essential to create and deliver a piece of information about a specific product or service to the target audience. Providing reliable facts and benefits about the product or services may influence the consumers' attitude toward advertising. Arora & Agarwal (2020) revealed that when the advertisements are more informative, it will favourably influence the attitude toward mobile advertising. Consumers tend to engage and show a positive attitude toward advertising when they find valuable facts about the products (Martins, Costa, Oliveira, Gonçalves, & Branco 2019; Wu, Wang, & Yan, 2019). Martins *et al.* (2019) also added that, when the information in advertising is considering as credible and useful, they tend to perceive it as a good source. Logan *et al.* (2012), in his study, mentioned that consumers are more favourable toward television advertisement as the information provided are useful. Advertisement with enough information will establish a favourable strong connection of attitude toward ads (Najib, Kasumab, & Bibic, 2016). Hence, past studies have revealed a positive relationship between attitude toward advertising. Therefore, it is vital to see the connection of informativeness in the political advertising perspective as well since the relationship between it quite scarce.

Irritation

The primary purpose of advertising is to create awareness and get connected with the audiences. Anything that can disturb the interpretation of audiences toward advertising is known as irritation. Ducoffe (1995) stated that audiences tend to interpret the ads as unnecessary and irritated if the advertisement contains annoying, disgusting, or offending materials. Bauer and Greyser (1968) stated that people tend to ignore and refuse the advertisement when they found annoyance or irritation in it. Aaker and Bruzzone (1985) revealed that offending messages in advertisement somehow would contribute toward the reduction of effectiveness in advertising. Rodgers and Thorson (2000) stated that trust toward any product or service might reduce if the irritation feeling formed. Irritation feelings may cause unwelcome and frustrating feelings toward ads (Abu-Ghosh, Al-Dmour, Alalwan, & Al-Dmour, 2018; Dehghani, Niaki, Ramezani, & Sali, 2016; Lee, Lee, & Yang, 2017; Logan *et al.*, 2012). Eighmey & McCord (1998) also added that irritation is material in advertising content, which could lead to unfavourable feeling on advertising. Besides, Ducoffe (1996) classified irritation as a negative factor in his studies. Even though irritation has found leading to a negative relationship between attitude toward advertising, irritation has identified as an essential factor that contributes toward the formation of someone's attitude toward ads (Logan *et al.*, 2012). Irritation feelings contribute a vital role in the formation of audience perceptions toward advertising (Rodgers & Thorson, 2000). Albeit there are studies revealed the importance of irritation in forming an attitude toward ads, it cannot be denying that previous studies agree that the existence of irritation factor in the advertisement may decrease the effectiveness of advertising.

Entertainment

Entertainment in advertising can define as enjoyment, contentment, and cheerfulness. Referring to Zhou and Bao (2002), senses of humour in advertising is likeability in the

advertisement where it fulfils satisfaction and gratification of the audience. Rodgers and Thorson (2002) suggest that the advertisement has used to meet the hedonic desires of customers. Therefore, likeability and enjoyment could trigger positive attitude in consumers' minds (Pollay & Mittal, 1993). Alwitt and Prabhaker (1994) stated that entertainment in the advertisement could boost the consumers' experience in understanding the ads. Lee and Choi (2005) mentioned that entertainment in advertising reveals that consumers feel enjoy and pleasure as the effect of the perceived advertisement. Despite that, entertainment in the advertisement also used by the audience to seek relaxation, leisure, and happiness (Muntiga, Moorman, & Smit, 2011). Griffin (2006) suggested that in order to create successful advertising, an amusement element must include, which can trigger excitement and relaxation. Hamouda (2018), in his study, reveal that audience perceptions of advertising are affected by the existence of the entertainment element. Besides, he also added that the excitement element in advertising could boost interest in the advertisement. The effectiveness of advertising can be enhanced with the existence of entertainment in ads since the humorous element is a part of life (Lee & Lim, 2008). Francis (1994) stated that pressure faced by audiences could reduce with the funny character and element in advertising. Ayoobkhan, Nawaz, and Haleem (2020) revealed in their study that entertainment attribute in advertising indicates a positive connection on attitude toward advertising. Thus, this proved that the excitement element in advertisement bring a positive attitude and enhance the effectiveness of advertising (Dao, Le, Cheng, & Chen, 2014).

Credibility

MacKenzie & Lutz (1989) defining credibility as the extent to which the customer considers claims made about the brand in advertising as being real and factual. Also, advertisement credibility refers to integrity, reliability, and truthfulness of the advertisement material as perceived by audiences (MacKenzie & Lutz, 1989). Hence, the credibility also defines as the audiences' trust toward advertisement (Adler & Rodman, 2000). Credibility has proved significantly contribute toward audiences' positive attitude. Kornias and Halalau (2012) revealed that credibility significantly affects audiences' attitudes on Facebook advertising. This statement also supported by a study done by Abu-Ghosh *et al.* (2018), where audiences' attitudes positively associated with the credibility element in advertising. Besides, El Ashmawy (2014) also indicates the same result where credibility significantly contributes toward favourable attitude on Facebook advertising. Morvarid, Abolfazl, and Mahmoud (2012) mentioned that credibility points out where it is capable of persuading the audience to engage with the advertisement. Besides, credible also work as a medium to communicate on behalf of product or service, which can persuade the audience on ads (Hovland & Walther, 1951). Ayoobkhan *et al.* (2020) claimed that credibility in advertisement could establish a favourable attitude and positive credence toward advertising. Hence, it is crucial to understanding how credibility variables influence the attitude toward political advertising in social media.

Trustworthiness

Trustworthiness generally refers to an endorser's sincerity, integrity, and credibility. Kharouf, Donald, and Sekhon (2014) define trustworthiness as an inherent characteristic of somebody, either it can be trusted or not. Hence, it depends on the audience's preferences itself on how they interpret it. Also, advertisers draw on the importance of trustworthiness by selecting regarded endorsers, which defined as can be trustworthy, reputable, and consistent (Shimp, 1997). Mayer, Davis, and Schoorman (1995) also claimed that trustworthiness appears in honesty, benignity, and potential. The existence of trustworthiness in advertising can lead to a favourable attitude toward advertising. Boyd and Shank (2004) stated that trustworthiness

reflects the audience's credence toward ads. They also added that trustworthy traits encompass integrity, truth, and credibility. Trustworthiness is vital for successful and productive social interactions, and without it, communication exchanges may not happen (Sutter & Kocher, 2007). Besides, Cho and Lee (2011) mentioned that trustworthiness is a fundamental component not only in advertising but also in business-related. Even though trustworthiness claims positively shape the favourable attitude of the audience in advertising, there are also several studies indicate an opposite result. Munzel (2016) stated that the existence of exaggerated news about specific issues nowadays maybe threaten the credibility of the news site. Besides, exaggerated articles may discredit the integrity and trust of other articles as a whole (Zhang, Zhou, Kehoe, & Kilic, 2016). Not only discredit the news, the existence of excessive news about a celebrity or public figure also affect audiences' trustworthiness. Smith (1973) claims that customers view celebrity or public figures as questionable sources of news, irrespective of their other attributes. Consumers are prone to be sceptical when the content of the advertisement is overdrawing. Thus, the degree of trustworthiness may be decreasing when the news or material that shown in public a overstate. Hence, modest information is adequate to establish trust among audiences.

Theory

The most popularly used theory on understanding human attitude is the Theory of Reasoned Action (TRA). TRA defines as a motivation management model since it believes people can control their behaviour (Madden, Ellen, & Ajzen, 1992). Under this theory, attitude and subjective norms dictate specific intentions and behaviours (Fishbein & Ajzen, 1975). Subjective norms discuss the assumptions of individuals regarding the support or lack of help offered by crucial others in their lives to the desired actions. Hence, it also tends to affect other people's behaviour. According to Glanz, Rimer, and Viswanath (2015), attitudes were defined as an assumption of people regarding the action of success outcomes or attributes (behavioural values), weighted by measures of such outcomes or attributes. Besides, behavioural attitude is a part of the TRA aspect that reflects either positive or negative person perception regarding a given behaviour (Ajzen & Fishbein, 1980).

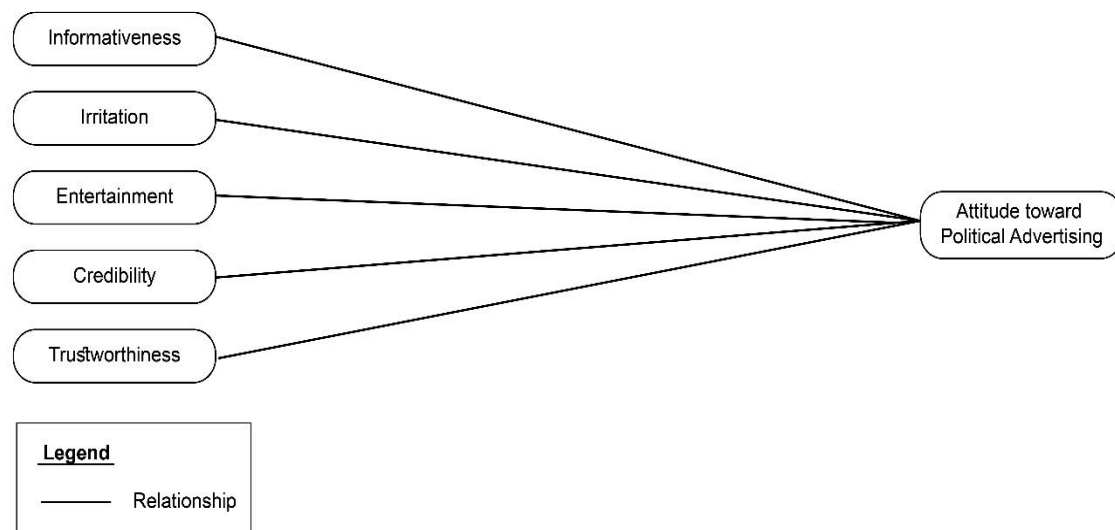
According to the TRA theoretical framework, Ajzen and Fishbein claimed that the engagement of *intention* in a specific behaviour considers as the best predictor either a person is engaging in that behaviour or not (LaCaille, 2013). However, the *intention* predicts two important key concepts – *attitude* and *subjective norm*. In other terms, the more favourably a person considers a specific activity or action, and the more they view the conduct as essential to their peers, families, and culture, the more likely they are to develop desires to participate in the behaviour. The TRA theorises that actual action determines by two factors which are attitudes and subjective norms. Attitude is directly affected someone's belief about particular objects. Hence, this attitude will motivate someone to perform actual behaviour. Besides, attitude-intention behaviour will form an actual behaviour toward a specific object driven by motivation and desire. The formation of attitude commonly happens with the existence of cognitive, beliefs, and likeliness toward specific objects. (Dossey & Keegan, 2008; Hoyer & MacInnis, 2004). It indicates that behavioural disposition can express by assessing action along with its predicted outcome. In other words, an individual's behavioural intention generally can affect a significant component of human experiences.

Another factor in TRA is subjective norms. Hausenblas, Mack, & Carron (1997) defines the subject norm as perceived to be a combined result of the moral views of a person, which are interpretations of significant others' desires (e.g., relative or friends) and desire to meet those

expectations. As with behaviours, then, social expectations are comprised of a component of power and a component inspiration. Normative beliefs also relate to what the person thinks or the perceptions toward the expectancy of others toward themselves. However, these beliefs will lead to a social pressure interpretation and encourage the person to comply. Hence, the stronger the normative beliefs/pressure, the higher his or her intention to act.

The effectiveness of the TRA model in examining attitudes has proved in various research. For example, Michaelidou and Hassan (2008), in their study on healthy food, indicates that “faith” regarding the effect of green food is contributory to directing consumers toward healthy food use. Hence, adopting TRA in this research will help to explain and examine the influence of advertising value on attitude toward political advertising in social media.

Figure 1: Conceptual Framework Relating The Influence Of Advertising Value On Attitude Toward Political Advertising



Hypothesis Statement

- H1** : There is a significant relationship between informativeness and attitude toward political advertising in social media among university students.
- H2** : There is a significant relationship between irritation and attitude toward political advertising in social media among university students.
- H3** : There is a significant relationship between entertainment and attitude toward political advertising in social media among university students.
- H4** : There is a significant relationship between credibility and attitude toward political advertising in social media among university students.
- H5** : There is a significant relationship between trustworthiness and attitude toward political advertising in social media among university students.

Methodology

This study uses quantitative research. Therefore, Krejcie and Morgan's (1970) table was used as a guideline in this study to determine the sample size for this study. Based on Krejcie and Morgan's (1970) table, the sample size in this study should be 380 since the total population of both universities is 47,046 ($N=47,046$) students based on the enrolment data on 2017. UUM student's total is 25,885 while USM students are 21,161. Therefore, this study will use 380

samples as a respondent. Thus, the sample for this study is 380 ($n=380$). This study proposed five independent variables to examine the impact on attitude. Those variables are informativeness, irritation, entertainment, credibility, and trustworthiness. All the variables indicate high score on reliability test. Informativeness ($\alpha = 0.882$), irritation ($\alpha = 0.886$), entertainment (0.918), credibility ($\alpha = 0.899$), and trustworthiness ($\alpha = 0.934$). Thus, all variables are acceptable in this study. Besides, this study using close-format questionnaire method where the scale measurement is made up from 1 to 5, which represent strongly disagree to strongly agree. Since this study using a quantitative research method, therefore, the questionnaire instrument is used in this study. The questionnaires were distributed through Google Forms. Besides, the questionnaires were also distributed through WhatsApp, Twitter, and Facebook. WhatsApp broadcast function also uses to distribute the questionnaires to all UUM students. Questionnaires also distributed on researcher personal account Twitter where the researcher mentioned, “*Only UUM and USM students are allowed to answer the questionnaires*”. While on Facebook, the questionnaire was distributed by posting it on UUM students’ group – N.E.W S.E.E.D and USM Life Confession pages. The questionnaires were open for almost two months and managed to collect 872 responses compared to 380 data where researchers should have collected according to Krejcie and Morgan sample size table. Therefore, this study will use 872 responses from the respondents to do an analysis—besides, this study using several analysis methods to present the data collected. SPSS software was used to conduct all the analysis required in this study. Reliability test is used to examine the validity of the questionnaire items. At the same time, descriptive analysis is used to describe the basic feature of the data from the study. Correlation analysis is used to explore the relationship between the independent variables and dependent variables.

Results

The following Table 1 below shows the characteristic of respondents from this study. Based on the table below, from 872 of the total respondents, only 211 (24.2%) respondents are male while 661 (75.8%) were female. Malay/Bumiputera/Sabah/Sarawak contribute the most, which bring 652 respondents compared to other races. Besides, most of the respondent of this study are from UUM, which stated 536 (61.5%) respondents compared to USM, which only bring 38.5% equal to 336 respondents. From the table below, semester 6 student indicate the most responses which equal to 230 (26.4%). Followed by 25.1% were respondent from semester 2, which equal to 219 responses. Regarding the question “*Have you been registered as a voter?*”, only 359 respondents were told they have registered as a voter while 513 are not registered yet. Table 1 below indicates the rest of the characteristic of the respondent from this study.

Table 1: Socio-demographic Characteristics of Respondents ($n=872$)

| Variables | Frequency | Percentage (%) |
|-----------|-----------|----------------|
| Gender | | |
| Male | 211 | 24.2 |
| Female | 661 | 75.8 |
| Age | | |
| 18-20 | 129 | 14.8 |
| 21-23 | 566 | 64.9 |
| 24-26 | 145 | 16.6 |
| 27> | 32 | 3.7 |

| | | |
|--------------------------------------|-----|------|
| Race | | |
| Malay/Bumiputera/Sabah/Sarawak | 652 | 74.8 |
| Chinese | 112 | 12.8 |
| Indian | 110 | 11.5 |
| Others | 8 | 0.9 |
| University | | |
| Universiti Utara Malaysia (UUM) | 536 | 61.5 |
| Universiti Sains Malaysia (USM) | 336 | 38.5 |
| Current semester | | |
| 1 | 43 | 4.9 |
| 2 | 219 | 25.1 |
| 3 | 52 | 6.0 |
| 4 | 151 | 17.3 |
| 5 | 40 | 4.6 |
| 6 | 230 | 26.4 |
| 7> | 137 | 15.7 |
| Have you been registered as a voter? | | |
| Yes | 359 | 41.2 |
| No | 513 | 58.8 |

Pearson Correlation analysis was conducted to examine the relationships between independent variables and dependent variables. Based on the analysis conducted, informativeness indicates a positive value of Pearson Correlation where $r = 0.517$; hence, it indicates that there is a moderate connection between informativeness and attitude toward political advertising. Thus, H_1 is accepted. However, irritation indicates a negative value of Pearson Correlation where $r = -0.276$. Hence, this shown that irritation has a negative and very weak relationship on attitude toward political advertising. Thus, H_2 is accepted even though the r -value is negative. Entertainment showed a positive value of Pearson Correlation as $r = 0.655$, which indicates that there is a moderate connection between entertainment and attitude toward political advertising. Thus, H_3 is accepted. Besides, the correlation between credibility and attitude toward political advertising has established a positive and moderate relationship. The r -value of the Pearson Correlation written as $r = 0.609$. Thus, H_4 is accepted. H_5 is accepted as the analysis result revealed there is a relationship between trustworthiness and attitude toward political advertising. The r -value between trustworthiness and attitude toward political advertising is equal to $r = 0.566$; thus, this indicates that these variables have a moderate relationship on attitude toward political advertising. Table 2 below indicates the summary of Pearson Correlation analysis.

Table 2: Intercorrelation of the Major Variables

| | Informative | Irritation | Entertain | Credibility | Trustworthy |
|-------------|-------------|------------|-----------|-------------|-------------|
| Informative | 1.000 | | | | |
| Irritation | -0.118** | 1.000 | | | |
| Entertain | 0.442** | -0.232** | 1.000 | | |
| Credibility | 0.509** | -0.204** | 0.678** | 1.000 | |
| Trustworthy | 0.421** | -0.160** | 0.530** | 0.716** | 1.000 |
| Attitudes | 0.517** | -0.276** | 0.655** | 0.609** | 0.566** |

Conclusion and Discussion

This study aims to examine which factors in advertising value influence the attitude toward political advertising in social media among university students. Therefore, this study is conducting by using stratified random sampling, and the sample of this study is a student from Universiti Utara Malaysia (UUM) and Universiti Sains Malaysia (USM).

Entertainment element is the highest significant variables that correlate with attitude toward political advertising. This result is in line with the Ayoobkhan *et al.* (2020), where his study indicates that positive and favourable attitude will be formed when there is humorous value in advertising. This finding also supported by Alwitt and Prabhaker (1994), who indicates that the comprehension of the audience on advertising will be boosting up when a funny element is added in ads. The finding of this study also proved that entertainment attribute in advertising helps to draw the audience's attention on it. Moreover, this finding is harmonious with Dao *et al.* (2014), as his result indicates that the effectiveness of advertising can be achieved by adding excitement value in ads.

The second highest variables that contribute to attitude toward political advertising is credibility. Credibility was positively proven, contributing toward audiences' attitude. This finding is supported by Kornias and Halalau (2012) as they indicate that a credible element affects audiences' attitudes positively on Facebook advertising. Abu-Ghosh *et al.* (2018) findings also revealed the same things where the attitude positiveness of audiences is associating with the element of credibility in advertisements. Hence, Morvarid *et al.* (2012) suggested putting in the credibility element in the advertisement as it is capable of persuading audiences to engage with the ads.

Apart from that, results on trustworthiness and informativeness variables are harmonious with previous studies. The result on trustworthiness indicates that trustworthy is vital in determining audiences' attitude on advertising. Boyd and Shank (2004) mentioned that trustworthy element in ads reflecting the audience's positiveness of attitude toward ads. Sutter and Kocher (2007) mentioned that successful and effectiveness of advertisement is influenced by trustworthiness elements. Besides, trustworthiness is significant in creating social interactions with the audiences. Informativeness also positively contribute to attitude toward political advertising. The Pearson Correlation analysis revealed a moderate connection between independent variables and dependent variables. This finding is similar to Martins *et al.* (2019) and Wu *et al.* (2019), where they found that informativeness is significantly correlating toward attitude. Hence, the existence of informativeness element in political advertising is crucial to deliver accurate and precise information to the audiences.

Moreover, irritation indicates a negative value on Pearson Correlation analysis, but it is significantly contributing to attitude toward advertising. This result is consistent with Ducoffe (1996) findings where he classified irritation as a negative factor. Hence, Bauer and Greyser (1968) also stated that people tend to ignore and refuse the advertisement when they found annoyance or irritation in it. Thus, annoyance element must be avoided in ads to create an effective advertisement.

Ducoffe's advertising value model (1995, 1996) is used in this study to examine the relationship of ads value with attitude toward political advertising. This study added two different variables in an advertising value model. Based on the study conducted, entertainment and credibility play a vital role in assessing attitude toward political advertising. Entertainment

and credibility found as the highest contributor on attitude toward political ads. Thus, this can be concluded that humorous and integrity is the main factor in the formation of a favourable attitude toward political ads. However, irritation variables negatively contribute to assessing attitude toward political ads. Therefore, this study provides an impetus for future research on the influence of advertising value on attitude toward political advertising in social media among university students. Besides, it is hoped that there will be a continuous study on assessing advertising value, especially in political advertising perspective.

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