Assessing the impact of Advertisement towards Malay Consumers: an Empirical Study of Fast Food Restaurants in Malaysia

Ahasanul Haque, Sabbir Rahman, Ismail Sayyed Ahmed, Farzana Yasmin, and Almas Asri

Abstract

The purpose of this paper is to explore consumers' views on fast food restaurants advertisement. Data were collected by using convenient sampling method from Klang Valley area in Malaysia. The result of the research shows that customers' are more influenced by internet advertisement followed by commercial advertising and print advertisement. The findings suggested some significant of implications which will help advertisers to create better fast food restaurant advertisements. For example, managers can change their slogans based on current situations which will help them to prepare on create suitable advertising for customers.

INTRODUCTION

Fast food restaurants are popular because of its price, quick service and promotion that can influence customers' perceptions. Fast food restaurants that still exits are Kentucky Fried Chicken (KFC), MC Donald's (McD), and Subway, Pizza Hut, Get Stuff's and more. Advertising has core competencies to become more effective because effective marketing communications have become an essential part of a firm's success in introducing and promoting products and services. Effective advertising depends on criteria that have been used by advertisers such as entertainments and likeability advertisings (Zhang *et al.* 2002).In addition to that, (tutor2u.net, 2009) websites stated, "The advertising message must be carefully targeted to impact the target customer audience". Advertising messages can become efficient if they follow several characteristics such as meaningfulness, distinctiveness and credibility. These characteristics can guarantee advertisers to capture customers to become loyal to their products. Influence can be a power affecting a person, thing or course of events, especially one that operates without any direct or apparent effort. This research focus more on advertising techniques that are utilized by fast food restaurants such as internet advertisings, commercial advertisings, and print media advertisings. The benefits of this research help managers to implementing advertising plan in effectives. Managers can use these studies as path to create advertising plan by viewing what target markets to reach, what to reach, what features and how to influence customers and more. From this research managers can also analyze which instruments are suitable with advertisements for Malaysian customers. Students or marketing researchers can also receive benefits from this research by viewing the results. The overall purpose of this project is to find out Malaysian consumers' views on fast food restaurants advertising. Past literature revealed that studies of the variables that are influencing advertisement effectiveness of fast food restaurants in Malaysian fast food restaurant consumers' perspectives are lacking. However, to conduct the data analysis this study had already utilized descriptive study of the respondents, exploratory factor analysis (EFA), and Multiple Regression analysis to test the hypotheses.

LITERATURE REVIEW

Many advertisers using print media published their advertisements to attract customers through magazines, newspapers, point-of-purchases and more. Technology changes constantly thus the advertiser may use this to become as advantage by forecasting commercial advertising on television and radio to attract people. In addition, internet advertising is a powerful tool of technology whereby many advertisers attract consumers. Entertainment and likeability are also effective in advertising, which influences the mentality of customers (Frandsen, 2009). In contemporary society, advertising is everywhere like in the street, shop, television, mails, internet, and newspaper or train. Advertising has always been with us and it can be an indicative of people, social and ideological personality. Advertising can improve the world and also has effects to economics scales by increasing purchasing power (Cook & Cook, 2001). Advertising has been defined as a common practice of firms selling products and services in societies through the amusement and entertainment of advertisements. The effect is rewarding to

advertisers because their creativity and special effects receive profits (Reid & Bojanic, 2009). Advertising can be described as a tool to give signals when the products are introduced once they are established. Advertising can be manipulated not only to launch products in society or to increase sales but also to promote new products to customers. Advertising may be a cheaper way for the firm to achieve information about customer experiences (Hortsmann & Mac Donald, 2002). On the other hand, advertising does not only provide information for customers but can also give a direction implication on the market structure, evolution and performance of products or services, image brands and more (Ackerberg, 2003). Fast food restaurants can give an impact on the market structure and also increase or maintain their profitability (Arvidsson, 2006).

Importance of Advertising

However, advertising does not only introduce products or services to audiences but also acts as a reminder for specific products and services that already existed. Advertising promotes features, benefits and advantages that are offered to a wide market (Francis, 2009). Advertising is a major tool of capitalist system especially in United States and contributed to one of the highest standards of living in the world. William et al, (2004) quoted by McCarthy and Howard (2003) "Advertising expenditures account approximately 3 % of a developed country's gross national product and the U.S often leads rate with $543.8 spent per capita in 2002". William et al, (2004) also quoted by Carey, (1989), "advertising is a powerful economic force and an important in the United States". According to Grullon et al, (2004), this has became known when economists said that advertising may affect product market demand but there has been no apparent recognition either by academic researchers or business professionals that the visibility of such advertisings provided by a firm may have important effects in another market such as the stock market. Advertising can create a unique personality for a brand which is the key to sparking customer's desire. Finally, advertising can be used to reduce overall selling costs (Yeshin, 1998). For example, many companies are successful in creating their own brand loyalty because of their quality, taste and especially advertising (Brierley, 2002). An advertiser strives to communicate with consumers properly and efficiently. Advertising is used primarily by the firms to achieve sales by informing the consumers about new or improved products (Tellis, 2005).Moreover, Ilango, (2009) also mentioned that it is the fact that businesses exist to sell products and services to the public for a profit. There are several ideas that have been described about advertisements which as described by Piana, (2005) as : Advertisements place a specific brand in the short list of a consumer's mind, the customer will answer with the most advertised 'known' brands that they are aware of, advertisements are not only to increase sales of products and service but to enrich the brand with symbolic values. Advertising sells the good quality of a product or service which is based on customers' expectations. For information, advertising is aimed at a group of people, not individuals like singles, workers, married people, students and etc (Theren & Theren, 2010).

Print Media/Production

Print media is one advertising technique that has been used by many companies to promote their products and services. It can be defined as printed, as distinguished from broadcast or electronically transmitted communications, which includes all newspaper, newsletter, booklets, pamphlets, magazines and other printed publications. All these have been used for centuries to raise revenues. In the United States, there are 1745 daily and 7602 weekly newspapers and 64000 magazines, which have become quite successful (answer.com, 2009).Print media is also famous among Middle East country, Saudi Arabia. The size of advertising expenditures was estimated to be around $200 million per year in early 1980s. Even though Saudi Arabia spent a lot of money in advertisements but their governments prohibited the showing of advertising on films rented to the public through the video medium except radio. There are four different types of print media liked handbills, yellow pages, newspapers and magazines which are found to be some of use in Saudi Arabia (Tuncalp, 1994). King and Plunkett (2000) stated, "commercial printing had long been well established but a series of social, political, technological and commercial developments which had occurred in the century came together in the 1820's determined the material changes in the media"- This strongly shows that print media was established a long time ago. In another

perspective, newspapers the most popular print media among restaurants, is generally published once a day. Newspapers are also often used to distribute coupons to a wider audience whether as a part of the newspaper or special inserts. There are several areas in print media which have advantages as well as disadvantages when published in this context (Cathy and Powers, 2001). Furthermore, the print media can consider being one of the most flourishing industries where more benefits than other devices (Lad, 2010). The different types of print media give options for people to use advertisements. There are other advantages to advertisers using print media such as;

- Different types of print media have a loyal readership.
- Targeting a particular geographical area is easy by using print media.
- Many options size of the advertisements space based on budgeting plan.
- Magazines and newspaper are always in the eye amongst public.

Print media such as newspapers or magazines delivers better advertising because a copy of print media advertising uses more than two people to receive information and gets in anywhere. So, a copy of print media creates a huge total number audience to receive information especially about advertisements. This happens because print media attracts more than two people to receive information. Print media is also easily available in anywhere and anytime, as stated by (Kelley & Jugenheimer, 2004). Print media spreads more widely, fast flowing information to people than electronic media. These opportunities can give higher effectiveness to influence people because they can get print media anywhere and it also flows faster than other advertisings. The print media is known not only to play an effective role to inform people but also in making people to think and shape people's attitudes (Jan R, 2002).

Commercial Advertising

Brassel, (2010) noted that watching TV can offers the greatest possibility for creative advertising. The power of television is in its ability to appeal not only to watching and hearing but strengthen interest through the dimensions of movement and realism of full color. Nestle (2007) stated that television advertising works well and is especially effective for fast food restaurants. Advertising which is catered to attract children increases despite new marketing approaches aimed at children. It is not surprising if fast food advertising spends more money on commercial advertising. Half the advertisements aimed at children, especially on U.K television, concerns food. Advertisers do spend large sums of money on television advertising and also marketing communications aimed at children. There are only some fast food restaurants can afford the cost of television advertising and they have to decide which products to advertise and how those products should be presented (Gunter, et al. 2005). Another reason some advertisers choose radio advertising is due to the fact that it can be used for more selective time periods (Sutherland & Sylvester, 2000). In new technology, commercial advertising will soon be displayed on mobile devices. Al-Salman, (2006) quoted Mobile Marketing Association (MMA), "smart devices are used as marketing toll in a wide variety of ways such as customer acquisitions, loyalty building, and sales promotion tool, raising brand awareness, coupon mechanic, direct marketing, effective business-to-business communication tool and much more". There are also many advantages to use radio advertising. These advantages are rate flexibility - the opportunity to bargain or barter and ask for bonus spots (Schneck, 2005). The power of commercial advertising established in China by the year 1979. Commercial advertising was turning into an industry with total billings of $18 billion by 2005, up 12% from the previous year. The earliest medium of advertising was oral and even musical to promote products or services. Human voice is also commercial medium that had been used by China. This entire showed China is concerned in every single of commercial advertising when produce product or service (Jing, 2008). Television advertising that Mc Donald's uses shows various people engaging in popular activities which usually reflect the season and time period. In short, every fast food restaurant uses its own creativity to attract customers (Wikipedia.org, 2009). Furthermore, the Islamic concept also wants advertisers paying special attention to the aims of Sharee'ah and correct etiquette (Abdul Rahman, 2007). There are several types of Islamic concepts that advertisers should follow to create great commercial advertising such as;

- Advertisers must have good intention when advertising.

- Advertisers should be honest in advertising- pros and cons of the products.
- Advertisers should avoid cheating in their advertisings.
- Advertisers should advertise products which are not harmful to others.
- Advertisers should not call people to spend too much because it is forbidden in Islam.
- Advertising should not contain anything forbidden.
- Advertising should not be so expensive that the consumer pays the cost of the advertisement.

Internet Advertising

Schuman and Thorson (2007) noted that "We know now that the ways people consume, interact, share, view and communicate with information, entertainment and each other has changed forever". When internet advertising was introduced, it changed everything including news, advertising, commerce, relationships, getting information and entertainment. Internet has become useful because it can change how people practice religion, how they date, how they decide on which movie to watch, how they spend their leisure time and how they work. Many companies believed that internet become popular among customers. Moreover, the advertisers can receive benefits when they identify their customers in two ways- gender and race. Malaysian consumers have positive perceptions toward internet advertising. Advertisers use advertisement to create brand awareness, preference and selection. Internet advertising is important in e-communication strategy that is been used by the company of firms (Haque et al, 2006). Internet advertising happens when firms or companies produce internet shopping in their websites. In another research, customers visiting a company or brand website went up 7% over 2004 and going online to read product reviews went up 3%. This shows that internet shopping is growing faster than any other shopping activities. It is no wonder that advertising flows towards this situation when it looks in-depth on matters such as how to create advertising and what theory will be used to make it works (Shcuman & Thorson, 2007). The internet is a new communication vehicle that can change brand marketing in internet advertising way. Brand marketers now have focus on internet advertising that help to build brand awareness, comprehension, preference and loyalty. Furthermore, building a successful brand is required strategic planning and investment. For example, a new company spent millions of dollars to create awareness and position for new brands (Haque et al, 2006). Activities that e-communication involve are acquiring new customers, posting new information and making customers more loyal. Moreover, building perceptions of online brand is also a challenge. It is because brand is typically built on awareness, a created desire to be part of a larger group and emotional decisions. From there, they can create strong brand names in their products (Stone & Jacobs, 2007). In addition, the internet is a new technology where gender issues surface because men are the main users of it when it first came to society. William et al, (2004) as quoted by Alreck and Settle (2002) stated "women have a more positive attitude than men towards catalogue and retail shopping but this gender difference disappears in the case of online shopping". This means that internet advertising is more effective for women than men because women purchase more products compared to men. Moreover, an online advertising has become more effective between the year 2005 -2009 (Vurro, 2010). Online advertising is higher than classic offline advertising where 5.2% people chosen online advertising. The best performing online advertising media concerning are videos and banner advertisement. The internet advertising does not only need good content but it also needs to be circulated in areas which are commonly visited by customers and well-visited by potential ones. More so, an advertiser can understand the fundamentals of effective advertising (Armstrong & Barrett, 2001). Internet advertising became famous in these recent centuries (Shcuman & Thorson, 2007). The Interactive Advertising Bureau described that, "Internet advertising revenue increased 30% in 2005 over 2004, with a total spending at $12.5 billion in 2005 and $9.6 billion in 2004". In another analysis, Forrester Research mentioned that "total online advertising would increase to $26 billion in 2010, which means 8% of all advertising". In addition, search engine marketing would increase 11% by 2010. It can be summarized by saying that internet advertising is more welcomed than other kinds of advertising in this century. Moreover, Bidgoli (2004) quoted that "online advertising is also increasing in Asia from about $465 million in 2000 to nearly $4 billion by the end of 2004 or about 12.1% of the world". This means that Asian countries are becoming interested in viewing online advertising

rather than traditional advertising. This serves as opportunities for fast food advertising to create customers. The internet reaches millions of people every minute which provides access to a wealthy consumer market with purchasing powers. Advertising on the internet tackles the issues of the subject in an accessible style which will guide advertisers to put advertising in place of a strong and durable strategy (Armstrong &Barrett, 2001). In other words, internet advertising can be described as the advertising budget of businesses around the globe (Sweeney, 2006). The internet may offer many different advertising spaces. There are several advantages for customers who are involved in online advertising. First, online advertising can give the response from these ads easily to measure within one day through web traffic analysis. Then, online advertising can also give the amount of information that can be delivered, if the website is visited, far surpasses that of a traditional advertising campaign. Lastly, the cost of developing and running an online advertising campaign is much less than using traditional media. The internet is also a popular vehicle to provide information to customers. For example, Burger King in Canada follows regulations that have been set by the Advertisement Commitment which is concerned with nutrient criteria such as no more than 560 calories per meal, less than 30% of calories from fat, less than 10% of calories from saturated fat, less than 5% of total fats as trans fat and no more than 10% of calories from added sugars. These regulations should be followed by advertisers to avoid negative effects to children and to create positive brand names (Kweon, 2008).

Likeability

Likeability, simply put, is whether or not a customer likes the advertising. The objective states that advertisers understand why advertising likeability seems to relate well to sales. It is related because advertising functions to attract people and also increases profits. This means that advertisers should observe their consumers to know what kind of likeability advertising they prefer (Smit et al, 2006). Likeability effectiveness will enable customers to describe advertisements based on customers' experiences and knowledge. In addition, advertisers have therefore been concerned to engage consumers' hearts and minds, since, if the theory is correct, only by engaging their intellect and their emotions will advertise shift consumers closer to purchase behavior (Hoek et al, 2000). This can be described as likeability having important characteristics in advertising to influence people. Biel and Bridgewater (1990), argued similar statements above whereby "people who liked a commercial 'a lot' were twice as likely to be convinced by it as people who simply felt neutral towards the advertisings". Advertisements' capacity of convinced consumers is strengthened if consumers liked the advertisements. Prior studies have established the various dimensions of advertising likeability and indicate the presence of a relationship between advertising likeability and consequences of performance. If advertising likeability can increase the intention of the customer's purchase behavior, it may also affect the performance (Kim & Reinchard, 2007).

Moreover, it is stated that "people will like an advertisement because it entertains-but also if it gives them relevant news, or if they can empathize with it". However, customers will not like an ad if it confuses, alienates or bores them. In contrast, advertisers should provide interesting, clear and precise information about products (Tony & David, 1994). The likeability model can work well to improve the advertisements which bring a positive attitude towards advertising (Neijens et al., 2004). Advertising is effective at creating brand identity that is matured, polished, upper class and etc. This creates strong likeability towards customers to purchase products or services (O' Shaughnessey & O'Shaughnessy, 2004). For addition, humor in advertising can increase likeability of customers to consume products or services. Humour is often used effectively in advertising because advertising executives have high regard for humour as a powerful sales tool. Poon (2002) also stated that "magazine, television and radio advertisements and found that humor used in advertisements has a positive effect on audience attention". Kim and Waller (2006) noted that advertisements that are liked by customer will be greater affect mental processing effort which is logical. In the early 1990s it showed the importance of advertising likeability for advertising effectiveness. According on Edith.G et al. (2006) quoted Advertising Research Foundation (ARF) in the United States showed that "advertising liking was the strongest factor linked to persuasion and sales. Likeability advertising can be refers by person's mental capacity to deal with info, situation of people and etc". Advertisers created likeability in advertising because they want to make

people laugh, by using cute kids and animals. Advertisers used celebrities in advertisements as strategies to attract people (gambleproctor.com, 2010).

Entertainment

Advertisers believed those consumers were controlled by providing entertainment or information in advertising (Krapp, 2008). Based on these opportunities, advertisers should bring entertainment in advertisements to create positive behavior purchases. Entertainment in advertisements may come in different forms such as puzzles, games, comics etc (Tellis, 2004). It is robust when Moore (2004), says that "children's magazines also often include puzzles, games, comics or editorials that are sponsored by advertisers". Television commercials have become increasingly focused on entertainment. A humor can affect entertainment becoming more positive in advertisements. There are several types of humor that had been used by advertisers in US, UK and Germany (Gulas & Weinberger, 2006). Furthermore, Entertainment characteristics are more suitable for children rather than other groups (Moore, 2004). Advertisers should know that since most people have a natural playfulness, providing games and prizes via text messaging (SMS) yield high participation. Also, these features can be used to involve customers more deeply and make them more familiar with the advertised service or product itself (Haghirin, et al. 2005). However, if without entertainment in advertising customers may become bored, "once we have heard them, ad messages start to get boring" (Sutherland & Sylvester, 2000). This can be underpinned, mass media such as newspapers, magazines, radio and television are especially well suited for delivering advertisements as well as news, entertainment and educational content to a widespread general (or mass) audience (Sissors & Baron, 2002). Entertainment brought television and cinema became hugely successful because the advertisements have a captive audience, especially in the cinema. According to the study, almost 80% of viewers felt commercial advertisement breaks more than movie (Giles, 2003). In addition, Stafford and Faber, (2005) noted that entertainment is important in advertisements. Customers felt that entertainments in advertisements are more attractive, enjoyable, entertaining and fun to watch. As a result, advertising entertainment is GFI=.998 and AGFI=.990. GFI is described as goodness of fit index and AGFI is adjustment goodness-of-fit index.

Theoretical Framework

This entire research rests based on the theoretical framework. Since the theoretical framework offers the conceptual foundation to proceed with the research, and since a theoretical framework is none other than identifying the network of relationships among the variables considered important to the study of any given problem situation, it is essential to understand what a variable means in this study. Based on the literature review; this research concentrates on conceptual framework of fast food restaurants advertisements and its impact on consumers' mind. This framework emphasizes variables such as print advertising, internet advertising and commercial advertising. The detailed diagram framework is given below in Figure 1

Insert figure 1 here

Hypothesis

H1: Print advertisement by fast food restaurant doesn't have any major influence on the impact on customers' mind.

H2: Internet advertisement by fast food restaurant doesn't have any major influence on the impact on customers' mind.

H3: Commercial Advertisement by fast food restaurant doesn't have any major influence on the impact on customers' mind.

METHODOLOGY

To collect the data this research used self administered survey by following convenient sampling on various fast food restaurant consumers in important palaces in Malaysia. However, this research utilized convenience sampling over random sampling due to practical reasons. In this study researcher's surveyed respondent from the fast food restaurant customers' from different places like Universities, shopping mall for getting the maximum respondents. In this study, primary data was collected through distribution of questionnaires. Primary data collection method included survey questionnaires. Self-

structured questionnaire was developed to collect the required primary data from the customers' from Klang Valley area in Malaysia. Structured questionnaires were systematically distributed utilizing a convenient sampling method in various shopping mall and educational institutions. The principal component analysis was comprised with 250 consumers'. For this intention total of 350 instruments was distributed among to the potential respondents for this study. A 7-point scale will be used ranging from "Strongly Disagree" to "Strongly Agree". The first stage of the data analysis was used means, standard deviations and percentages of the respondent's frequency and their demographic profile. The second stage of the data analysis conducted with exploratory factor analysis (EFA) to identify the factor structure for measuring the advertisement effectiveness and choice of Fast Food restaurant by Malaysian customers' in Malaysia, and check the validity and the reliability of the scale. The decision to consider a factor as significant is identified by a factor loading greater than 0.5 and an eigenvalue equal to or greater than 1 Cronbach's alpha coefficient was used to test the reliability of the scale. The third and final part of the data analysis will be employed by multiple regression analysis to test hypothesis.

Results and Analysis

The distribution of respondents showed that age from 21-28 years old gave many respond than others. Most respondents reported that they were married (66.5%) and widow (7%). In the case of having children, 50.8% of the respondents have (1-4) children and 25.6% of the respondents do not have any. Regarding to respondent's job the largest group belongs to government servant (59.1%) and (8%) are not working. Furthermore, 39.4% of respondents have had received information advertisements about fast food restaurants. However, 4.3% said they have not received any form of information about fast food restaurants. In addition, many opportunities had been taken by customers in those areas about why they choose those restaurants and what makes them more attracted when they are looking at these advertisements. A total of 350 questionnaires were distributed but only 280 were completed. Therefore, this study used 250 Malay consumers'. In this survey, 52.8% of the respondents (130) were female while 47.2% (120) were male. It can be assumed that females are more active in those places and spend their time to visit fast food restaurants. Furthermore, 14.2% of the respondents were among the ages of 15-20 years, 32.7% were among the ages of 21-28 years, and 24.4% were among the ages 29-38 years, 16.1% were among the ages 39- 48 years, 9.8% were among the ages 49-58 years and only 2.8% were those of 59 ages above. Based on the table, the highest rate that can be viewed is 32.7% among the 21-28 years old and the lowest is 2.8% among the 59 above years old. In this sample, 29.5% of the respondents were single while 66.5% of the respondents were married. There was only 2.8 % of the respondents were widowed and 1.2% widowers. Based on the analysis, 50.8% of the respondents have children between1-4 people, 20.1% of the respondents have children between 5-7 people and 3.5% of the respondents have 8 children and above. However, 25.6% of respondents do not have any children.

Reliability Analysis

Interitem Consistency Reliability is a test of consistency of respondent's answers to all the items in a measure. The most popular test of interitem consistency reliability is the Cronbach's coefficient alpha, which is used for multi point –scaled items. From the table, The Reliability Statistics, we got the Cronbach's Alpha .891, which means that our measuring is very consistent.

Insert table 1 here

Factor Analysis

To assess the dimensionality of the consumers' perception on fast food restaurants' advertisement factor analysis was performed using the principal factor/component (PF) method, followed by the varimax rotation. Table 2 shows the results of the factor analysis test for the variables. From the Table, it has revealed that Kaiser-Meyer-Olkin (KMO) Measures of sampling Adequacy in our study is 0. 772. This is a good result as it exceeds 0.5 Bartlett's Test of Sphericity is 0.000, meaning that factors that form the variable is adequate.

Insert table 2 here

Three factors were extracted which together accounted for 68.3 percent of the variance. The factors were labeled as Print Media (Factor 1), Commercial advertising (Factor 2), Internet Advertising (Factor 3).

Insert table-3 here

Degree of Relationship and Hypothesis Testing

Multiple regression analysis has also been used for the purpose of hypothesis testing. For the purpose, this research has applied the model of multiple regressions with three independent variables as described below:

$Y= \beta_0+ \beta_1 X_1+ \beta_2 X_2+ \beta_3 X_3+ \beta_4 X_4+ \beta_5 X_5+ \epsilon n$

Where;

β_0= Y intercept (a constant, the value of Y when all X values are zero)

β= The regression coefficient associated with each X

β_1=Slope of Y with variable X_1 holding X_2, X_3 constant.

β_2=Slope of Y with variable X_2 holding X_1, X_3 constant.

β_3=Slope of Y with variable X_3 holding X_1, X_2 constant.

X= independent variable

X_1=Independent variable 1 (Print Production)

X_2= Independent variable 2 (Internet Advertising)

X_3= Independent variable 3 (Commercial Advertising)

And based on the computed results of multiple regression Model, we could derive

Y= Dependent variable (Impact of Advertisement in the mind of customers')

The model summary of Table 4 noticed that how much of the variance in the dependent variable (Advertising impact on the customers' mind) is explained by the model (which includes the Print Production, Commercial advertising, Internet advertising,). In this research, the value is .780. Expressed as a percentage, this means in our model explains 78.0% of the variance. However, to assess the statistical significance of the result, it is necessary to look at the ANOVA Table. This tests the null hypothesis that multiple R in the population equals 0. The model in this research reaches statistical significance (sig. = .000; this really means p<.0005). From the Coefficients Matrix Table the Standardized Beta Coefficients give a measure of the contribution of each variable to the model.

Insert table 4-6 here

Ignoring any negative signs out the front in our data analysis we find that the largest beta coefficient is .697, which is for internet advertising. This means that this variable makes the significant or unique contribution to explaining the dependent variable, when the variance explained by all other variables in the model is controlled for. The beta values for Print production (.323); commercial advertising (.432 made less of a contribution. The equation from the SPSS output gives us the estimates of b- values and these values indicate the individual contribution of each predictor of the model. If we replace the b values into equation we find that we can define the model as in equation. (Y) Advertising Effectiveness = b_0 + (.323) (X_1= Print Production) + .432 (X_2= Commercial advertising) + .697(X_3=Internet advertising). So if we put our values into the equation it will be; Advertising Effectiveness = -1.1511 + .323 X_1 + .432 X_2 + .697 X_3

Testing of Hypothesis

For the significance tested of each variable, from the table we have checked the value in the column marked sig. This tells us whether this variable is making a statistically significant unique contribution to the equation. If the sig value is less than .05 the variable, as we run the regression at 95% confidence level, is making a significant unique contribution to the prediction of the dependent variable, hence, we can reject our hypothesis. If it is greater than .05 than we can conclude that variable is not significant unique to the prediction of our dependent variables and we can accept our hypothesis. In our research, P value of Print production (H1) is .000 means P<0.05. Thus H1 is rejected which means that Print Media by fast food company does have significant impact on consumers' mind. The P value of commercial advertising, the second variable (H3), is .001 means P<0.05. Thus H3 is rejected which means that commercial advertising does have a significant impact on consumers' mind. The P value of internet

advertising, the third variable (H2), is 0.005 means P is equal to 0.05. Thus H2 is merely rejected which means that internet advertising does have a significantly effect on the consumers' mind.

CONCLUSION

In conclusion, result showed that each of alternative hypotheses had been accepted. Each of alternative hypotheses was related with literature review. Among all three variables largest it is been revealed that internet advertising program impact on consumers' mind followed by commercial advertising, print advertisement. Based on findings, some of recommendations had been applied for fast food restaurants advertisers in future: such as managerial recommendation and marketing recommendation.

MANAGERIAL IMPLICATIONS

The managerial implications of the study findings can be determined in many ways based on results. Fast food restaurants should provide more suitable advertising end points of purchase information. This can help customers to increase their likeability towards products. All those matters should be played by fast food restaurants by using their assumption about the process that can taken by customers towards their advertisements. For example, fast food restaurants should provide a suggestion or satisfaction form about their qualities of advertisements. Fast food restaurants should be innovative in their messages to create freshness and increase customer's likeability by using new slogans. Fast food restaurants should change slogans based on current situations of customer life because customers will think that marketers are concerned with their daily life. Fast food restaurants should provide much information to customers to give them satisfaction such as locations, size of products, increase facilities, new entertainment and more. All these can make customers impressed with fast food restaurants advertisings. Fast food restaurants should be concerned with emotions of each category of customers because different categories have different needs and wants. Fast food restaurants should alert customer situations that can impact purchasing powers. This is because students, working people, children have their own reasons to purchases fast food restaurants products. This information can give opportunities to marketers of fast food restaurants to that understand customers' needs and wants by producing more quality and more effective advertisements about products.

MARKETING IMPLICATIONS

In marketing implications, fast food restaurants should identify several factors which can increase their effectiveness in advertising. Fast food restaurants have their own objectives which can give them direction to achieve goals but they should have strategies on how these directions can create effective advertisements to accomplish their goals. A strategy that can be used by fast food restaurants is creating specific messages which are suitable in every category of their customers. Fast food restaurants have to update information about their customers because people always change their behavior which can affect purchasing power.

Fast food restaurants should do research about how to create their products to become more suitable in any situation. Then, they can choose format based on their researches and develop advertisings base on suitable criteria by looking at the process of how a customer receives it.

In other way, fast food restaurants can use other steps to develop effective communication in advertisements. Fast food restaurants are suitable with all generations of customers such as children, workers, students, housewives, families and more. However, there are certain categories which always visit fast food restaurants based on their current situation such as workers, single persons, children and students. All this information allows fast food restaurants to create strong objectives to achieve goals but marketers should create robust messages in effective ways to customers.

Marketers of fast food restaurants can design messages of which means of communication their regular customer prefers such as print production, commercial ads, internet ads and more. This study will help marketers to know which kinds of communication that Malaysian people prefer. After marketers analyze the best communication, they should create budgets to cut cost but gain profits ($\downarrow$Cost, $\uparrow$profits). Based on budgets, an internet ad is suitable in budgeting areas but some Malaysians are not

familiar with this type of advertising. Marketers of fast food restaurants can detect their strategies in advertisements by looking at their financial performance or feedback by customers. If their financial performance is not acceptable, they can re-innovate their advertisements to continue improvements in performances and qualities in every aspect.

Limitation of Study

In this study, there are several limitations to this research about fast food restaurants advertising among customers. Firstly, this study only focuses on factors influencing the perception of customers about the fast food restaurants advertisings. This research is not focused on certain fast food restaurants but in general, which are in Klang Valley. Secondly, this study is very limited by time and cost. It would be very time consuming to separate surveys that cover Klang Valley areas. The Klang Valley area is a strategic place to conduct surveys because it is one of the most highly populated areas in Malaysia. Moreover, information can be biased due to the collection method and collector. This can happen when people are very limited with time and lack of experience about fast food restaurants advertisings. Students who did these surveys were not professionals and did not follow a systematic method during the answered surveys. They also lacked time to answer the surveys in more detail which can affect preciseness in answering. It was found that during the sales period, customers are more focused on their intention to shopping rather than giving their time to evaluate surveys. The crowded atmosphere in certain places can impact emotional customers to answer surveys properly.

Furthermore, these researches are more focused in certain places at Klang Valley. This research should be conducted in every state to get more details about their perception in fast food restaurants advertising. A Klang Valley population is different compared to others locations because this place is more developed city compared to others-Temerloh, Tampin, Kuala Terengganu and more. Different places have different perceptions about how customers receive or understand fast food restaurants advertising. Another reason, this study was only answered by a few ethnicities or religions of people living in Klang Valley. Malaysian citizens have many ethnicities and religions which can impact factors influencing fast food restaurants advertising, Fast food restaurants are not focused on certain ethnicities and religions but the general public. Finally, this survey should be conducted in many languages to make customers more comfortable when they answer- English, Mandarin, Malay, Tamil, and more. This situation should be alerted because Malaysia has many ethnicities, which is suitable with the slogan "One Malaysia".

Future Plan of the research

The limitations stated above present opportunities for future research. This research only comprised with Klang Valley area. Further research can be done on all the important part in Malaysia combining all Muslim and nonmuslim consumers'. Thus, this research should give more time and cut cost by using other alternatives to provide surveys. For example, mail is a device, which can give the surveys directly to respondents without providing any cost. Next, telephones are also suitable devices because it is directly answered with respondents and they give more attention to answering. This study should also use many languages to suit ethnicities in Malaysia. In Malaysia, there are many ethnicities and religions, which have different perspectives.

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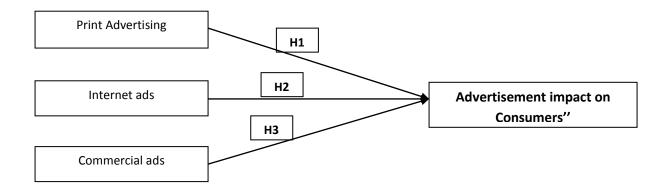
Figure 1: Theoretical Framework for the proposed research

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.891	.893	34

Table2: KMO and Bartlett's Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.772
Bartlett's Test of Sphericity	Approx. Chi-Square	360.330
	df	91
	Sig.	.000

Table 3: Output of factor analysis

Items	Print Media (F1)	Commercial advertising (F2)	Internet advertising (F3)
I always alert fast food restaurants advertising in newspaper	.862		
Spend my time when read fast food restaurants	.794		

advertising

Brochure attract me to purchase fast food restaurants products	.721		
Print advertising is clearer than other devices	.660		
Love to watch television		.823	
I watch fast food restaurants advertisings, I will straight a way bring my family to dine out there		.546	
Channel fast food rest. in television can influence me or my children		.667	
Fast food restaurants bring box office movie in advertisings, can attract me/us.		.763	
Children can influence from Commercial advertisings.		.731	
Internet advertising is easier To access about fast food restaurants information			.651
Spend more time to access fast food advertisings in website			.531
I always access fast food advertising in internet to get info			.663
Internet fast food rest. ads can save my time and cost			.581

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a Rotation converged in 5 iterations.

Table 4: Model Summary (b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889a	.791	.780	.559

A Predictors: (Constant), Print Production; Commercial advertising; Internet Advertising;

b Dependent Variable: Advertisement Impact.

Table 5 :ANOVA (b)

Model	Sum Squares of	df	Mean Square	F	Sig
1 Regression	111.205	5	22.241	71.058	.000
Residual	28.422	4	.313		
Total	140.682	99			

A Predictors: (Constant), Print Production; Commercial advertising; Internet Advertising;
b Dependent Variable: Advertisement Impact.

Table 6: Coefficient matrix.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Colinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.151	.500		-2.30	0.23		
Print Production	.319	.061	.323	-5.256	.000	.588	1.701
Commercial advertising	.369	.047	.432	7.820	.000	.728	1.373
Internet advertising	.775	.089	.697	8.711	.001	.347	2.880

A Predictors: (Constant), Print Production; Commercial advertising; Internet Advertising;
b Dependent Variable: Advertisement Impact.

AUTHORS' PROFILE

Ahasanul Haque,
belaliium@gmail.com
Faculty of Economics & Management Sciences, International Islamic University, Malaysia
Box No. 10, 50728 Kuala Lumpur, Malaysia

Sabbir Rahman
Faculty of Management, Multimedia University, 53100, Cyber Jaya, Malaysia

Ismail Sayyed Ahmed
Faculty of Economics & Management Sciences, International Islamic University, Malaysia
Box No. 10, 50728 Kuala Lumpur, Malaysia

Farzana Yasmin
Faculty of Business Management Professional Studies, Management and Science University Malaysia

Almas Asri
Graduate School of Management, International Islamic University, Malaysia
Box No. 10, 50728 Kuala Lumpur, Malaysia