



A Research on the Influence of Media Advertisements in the Purchasing Decisions of Generation Y in Penang Malaysia

Sundarapandiyan N.^a, Duraiarasi B.^b, Dr. Babu S.^c, Dr. Prabakaran K.^d

^a*PhD Scholar, Bharathiar University, Coimbatore, India*

^{b,d}*Olympia Business School, University of Derby (UK), Malaysia*

^c*M.R.Govt Arts College, Mannargudi, India*

^a*Email: nt_sundar@yahoo.com*

^b*Email: duraiarasi.b@gmail.com*

^c*Email: babubuse@yahoo.com*

Abstract

The purpose of this research is to study the influence of Media Advertisements on the purchasing decisions of Generation Y customers in Penang, Malaysia. The priority of this study is to support the marketers to more effectively reach Generation Y customers as in this privatisation and globalisation era, it is challenge for every marketer to address the influence of media advertisements on the buying behaviour of the generation. The study investigated the relationship between dependent variable 'the Influence of Media Advertisements in the Purchasing Decisions of Generation Y Customers' and the independent variables of '*Media Advertisement types, Product-Quality, Customer Perception, and Personal Characteristics*'.

As a result of the findings the following conclusions are established; That Media Advertisements particularly T.V. was very significant while Social Media, Print Media, Word-of-mouth, and Show-room Display were positively inclined in the frequency analysis.

* Corresponding author.

E-mail address: duraiarasi.b@gmail.com / nt_sundar@yahoo.com

Media Advertisements on quality of products or services influenced Generation Y customers' purchasing decisions with high quality and high price of the product was very significant whereas Well-known Brands and Best-selling Brands were less significant. The relationship between the Generation Y personal characteristics and their purchasing decisions were significantly influenced by Occupation and Monthly Income. The research recommends that marketers identify their right market segment and position their products and brands. This study also supports the marketers to create appropriate marketing communication and advertisements besides the right media choice. It is also recommended that the marketers focus on their advertisement message and creativity based on the above variables to reach the right market segment effectively.

Keywords: Buying Behaviour; Generation Y; Media Advertisements

1. Introduction

There are several media advertisements which are influencing Gen Y customers in making a purchase decision. Almost everyone grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet [25]. Besides making up over 40 per cent of the country's population, Malaysians aged 30 and below are the ones who will shape the country's social, economic and political landscape in the future Malaysian Communication and Multimedia Commission (MCMC [26]. In Asia alone, there are about 660 million people in Gen Y category, which is also known as the millennial generation. Worldwide, the Gen Y population is estimated at 2 billion. The sheer size of the Gen Y population and their spending power require companies, producers, marketers and advertisers to reconsider their business and marketing models. The distinct characteristics of this generation call for social and political entities to revisit their existing approaches.

Media Advertisement is a power tool for every business. Its focus on all types of consumers but specifically targets more Generation Y who is those consumes between 18 to 32 years old. Since these ranges of population transferring to more important consumer group as a result of their perceptions of media credibility, organizations and media planners are paying more attention are paying more attention to these types of customers. Malaysia on its role is based as a multimedia group with established DTH (Direct-To-Home) satellite multi-channel subscription television services, radio broadcasting, production and distribution of films and television programming, talent management and magazine publishing operations. Almost 98% of household in Malaysia have television, 84% in year 2000 and an estimated 11.2 million television viewers according to media analysts Malaysian Communication and Multimedia Commission (MCMC) [26].

1.1. Problem Statement

According to Malaysian Science & Technology Indicators Report (MSTIR) in 2008 Malaysian Science and Technology Information Centre [MSTI] [27], in terms of information resources Malaysians are depending too much on the mass media in informing and educating on various sciences and knowledge and technology issues and even their daily lives. Positive attitude can lead Generation Y purchasing decision making in the future. The problem that will be highlighted in this study is to determine whether Generation Y Penang residents shape their

purchasing decisions through the media advertisement or not, and if they are then which media specifically has the most influence on them more. In the meantime, the factors which influence their decision will be investigated too. With the limited knowledge of the researcher, few studies have focused on the purchasing decisions of Generation Y.

1.2. Research Aims and Objectives

The aim of this research was to develop a media advertisement influence to analyse and explain generation Y consumers purchasing decision. This research analysed the factors that influenced generation Y consumer's behaviour into purchasing the products. This study also examined which media influence to generation Y consumers attitudes such as their beliefs, feelings and purchase intentions, towards products.

The general objective of this paper is identification of factors that lead to the purchasing decisions of Generation Y in Penang Malaysia. Also to determine the socioeconomic and demographic characteristics of those who are Generation Y, Those factors such as age, race, profession, income, number of children, number of time spent at work, and amount of time spent watching television or using the internet and in general media are significantly influencing the purchasing decisions of generation Y. Moreover the relationship between media advertisement and purchasing decision of Generation Y will be examined.

Other alternative objectives of this research are:

- To evaluate how media advertisements help in Gen Y customers purchasing decisions.
- To study on media advertisements adaptability towards changes in purchasing decisions of Gen Y customers.
- To help advertisements as a marketing tool of Gen Y customers' business segment.

This approach will enable the researcher to make a conclusion on how media advertisement influence to Gen Y purchasing decisions and make recommendations.

1.3. Purpose of the Study

For further analyses in this study on different media advertisement, gender difference and salary, age that affected on generation Y consumers purchasing decision of product in Penang, Malaysia. Also to determine the socioeconomic and demographic characteristics of those who are Generation Y, Those factors such as age, race, profession, income, number of children, number of time spent at work, and amount of time spent watching television or using the internet and in general media are significantly influencing the purchasing decisions of generation Y. Media advertisement had deeply conscious in generation Y purchasing behaviour and gender difference and salary were considered in the research analysis as well. Those effects were carried out in this research and analyses the significantly affected on generation Y purchasing decisions of products in Penang, Malaysia.

1.4. Research Questions: The research questions are as follows:

RQ1: Which of the media advertisements influence the purchasing decisions of Generation Y customers'?

RQ3: How does Generation Y customers' perception of media advertisements influencing their purchasing behaviour?

RQ2: How does advertisement on quality of products and services influencing Generation Y customers' purchasing decisions?

RQ4: What is the relationship between the personal characteristics and Generation Y purchasing decisions?

1.5. Research Hypotheses

This research study was conducted to find out the relationship of independent variables, which are media advertisements (Television advertisement, print media, social network advertisement, internet advertisement and word-of-mouth advertisement) and gender, age and income differences with the dependent variable which is generation Y purchasing decision of products in Penang, Malaysia. In this research study, the hypotheses were defined as below:

- I. Media advertisements influence the purchasing decisions of Generation Y customers'
- II. Media Advertisements on quality of products or services influence Generation Y customers' purchasing decisions
- III. Generation Y customers' perception of media advertisements influencing their purchasing behaviour
- IV. The relationship between the Generation Y personal characteristics and their purchasing decisions.

This research was part of researcher's interest to understand current trend of generation Y consumer's markets and able to knowledge gained during the research studies in consumer behaviours. Therefore, the information can be used for the references or guidance in future research as well as enriching the literature in generation Y consumer's purchasing decision.

1.6. Definition of Terms

There was few importance terms used in this study. The definition of terms will briefly discuss in this section.

- **Media Advertisement:** There are several media advertisements which are influencing Gen Y customers in making a purchase decision. Almost everyone grows up in the world which is flooded with the mass media e.g. television, films, videos, billboards, magazines, movies, music, newspapers, and internet [25].
- **Television Advertisement:** T.V. Advertising is a vital marketing tool as well as a powerful communication medium. T.V. advertising is effective and efficient in influencing generation Y buying decision. Jupiter Research In-Market Media Usage Survey, 2007 found that 23% of generation Y made a definite purchase after seeing a television advertisement [36].

- **Magazines:** It offers a stark contrast to broadcast media. Because of its self-paced nature, magazines can provide much detailed products information and can also effectively communicate user and usage imagery [19].
- **Social network:** Erickson [09] indicates that the millennium generation is playing the leading role in social network usage. It is a clear indication that social media can be viewed as an important channel and tool to interact with the target audience and a tool for creating brand awareness and purchasing decision.
- **Advertisement Influence:** Advertising is to create understanding, liking, and selection of product or services. The most influencing theory in marketing and advertising research is attitude-towards-the-advertisement. However, the attitude that is formed towards the ad helps in influencing consumer's attitudes toward the product until their purchase intent [13].
- **Generation Y Consumers:** They were born between year 1977 to year 1994 are in the market place with the numbers and the higher purchasing power to have an unprecedented impact on the economy. Generation Y youth are techno-literate and media & advertising-savvy [11]. Generation Y has become the legitimate targets of research in similar form, mainly due to this group of population comprises of large demographic segment of consumers with high spending power.
- **Purchasing decision:** Advertisements develop self-concepts in order to induce purchase decisions. A purchase decision is composed of a sequence of decisions, and different age group may play different roles at different stages [41].

The defined terms prepare a path to the literature review on this research as to what has been done by other researchers relating to Media Advertisements and its influence on the purchasing decisions of generation Y customers.

2. Literature Review

There are several media advertisements which are influencing Generation Y customers in making a purchase decision. Almost everyone grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet [25]. While many different media advertisement theories have emerged, the researcher will attempt to discuss the following theories that bear relevance to this research. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people. It is the most convenient route to reach not only adult consumers but also the adolescents. Teenagers have become top consumers in today's society, so advertisers have focused on getting their business.

Advertising, in all its forms, plays an important role in informing people's choices of products and services. New media, predominantly the internet, has apparently become an indispensable source of information today. Advertisers all over the world eye covetously at the expanding opportunities provided by the webs, seeking more effective communication channels with their target markets [40]. Online advertising spending, including web ads, is constantly on the rise, especially due to its power of synergy with television and print

advertisements. Earlier researches have proved that television advertisement is the important tool of diffusing the communication. It plays an important role in the development of young people's consumer behaviour [32].

Advertising plays a conspicuous role in marketing as it operates more visibly than other marketing variables [08]. Advertising is important in influencing brand image; however, McLaughlin [32] claims that Generation Y "are sceptical of advertising because they have been inundated with it". Critics of advertising on the other hand argue that advertising has the strongest influence on the consumption patterns of Generation Y cultivating materialistic values in them [38]. Tan [39] reveals that advertisements of fashion goods convey meanings to the young as it is an object of human behaviour that is derived from social interaction and communication. Advertising can be accomplished through many types of media including newspapers, radio, magazines, television, direct mail, point of sale, outdoor (signage and billboards) and the Internet. The media type used by the target audience to learn about products and services and to make purchasing decisions need to be consistent with the advertising media chosen. It is also important to consider the advantages and disadvantages of each media type.

2.1. Media Advertisements

According to Kelley and Hyde [18], advertising methods to target audience, follow steps through four typical stages: awareness, interest, desire and action (AIDA). Advertising is giving the general public information about new products and trying to increase overall sales, which increases the efficiency of the Malaysia economy. It is supposed to be a significant way of getting the point across about a product and create motivation for people to buy. It simply catches consumers' attention, gets them to walk up to a shelf, and make an impulsive purchase. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people. It is the most convenient route to reach not only adult consumers but also the adolescents. Advertising, in all its forms, plays an important role in informing people's choices of products and services [40]. New media, predominantly the internet, has apparently become an indispensable source of information today. Advertisers all over the world eye covetous at the expanding opportunities provided by the webs, seeking more effective communication channels with their target markets. Online advertising spending, including web ads, is constantly on the rise, especially due to its power of synergy with television and print advertisements.

Television (T.V.) Advertisements: Advertisements usually play a role in either introducing a product reinforcing the familiarity with the product and also convincing to purchase the product. T.V. Advertising is a vital marketing tool as well as a powerful communication medium. T.V. advertising is effective and efficient in influencing to generation Y consumers buying decision. Television advertising plays an important role on changing the consumer behaviour and also provides new patterns for purchasing or using any type of goods and services. It is the most convenient way to reach the female consumers because they are more deployed by advertisement promises that the product will give them something special for satisfaction. Krik [12] points out: "Due to audio visual feature of T.V., it has a strong impact on the audience, this medium has the ability to deliver commercial to mass viewers." Television advertisement provides information about products and brands. Previous empirical research findings indicate that television advertisements have a significant impact on consumer buying behaviour. Jupiter Research In-Market Media Usage Survey, 2007 found that 23% of people

made a definite purchase after seeing a television advertisement [37].

Television is one of the most recreation sources for women because of its audio-visual communication. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, colour, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people [22]. Advertisements develop self-concepts in order to induce purchase decisions. T.V. Advertising is a vital marketing tool as well as powerful communication medium. The basic objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about product performance. Nowadays, there is a competition among marketers to grab consumer attention. Firms generally try to increase demand of goods or services by influencing generation Y customers' preferences through advertising.

Television ads mainly focus on either creating brand awareness or giving a sense of urgency to own a product or to build recognition for the product or to remind customers to come back. A study conducted by Deloitte [06], confirms that young people, between 13 years old to 24 years old age group, do in fact spend more time than older people on the internet. Previous empirical research findings indicate that television advertisements have a significant impact on consumer buying behaviour. According to Deloitte/GFK research-2011 television advertising's appeal, consistent with previous years, is strongest amongst young respondents, with 18-24 year olds rating television advertising's impact the highest at 69 per cent, an increase from 63 per cent in 2010. Television advertising spend is constantly on the rise. In 2011, television advertising spend is expected to grow 16% in China and 14% in India and 23% in Malaysia [43].

Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behaviour, life style, exposure and in the long run, even the culture of the country [24]. Television is one of the most recreation sources for women because of its audio-visual communication. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, colour, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. T.V. advertisements usually play a role in either introducing a product or reinforcing the familiarity to the product and also convincing to purchase the product. Advertisements are among the most visible of the marketing strategy and have been the subject of a great deal of attention in the last ten to fifteen years. Advertisement cannot only change emotions but give subliminal message. Advertising today seems to be everywhere and ever present exerting a far reaching influence on the daily lives of people [22]. Advertisements develop self-concepts in order to induce purchase decisions.

T.V. Advertising is a vital marketing tool as well as powerful communication medium. The basic objective of any advertisement is to stimulate sales, direct or indirect by trying to make tall claims about product performance. Nowadays, there is a competition among marketers to grab consumer attention. Firms generally

try to increase demand of goods or services by influencing customers' preferences through advertising. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, Jingles, humour and repeated messages. The impact of the advertisements is more on television than the print media or radio.

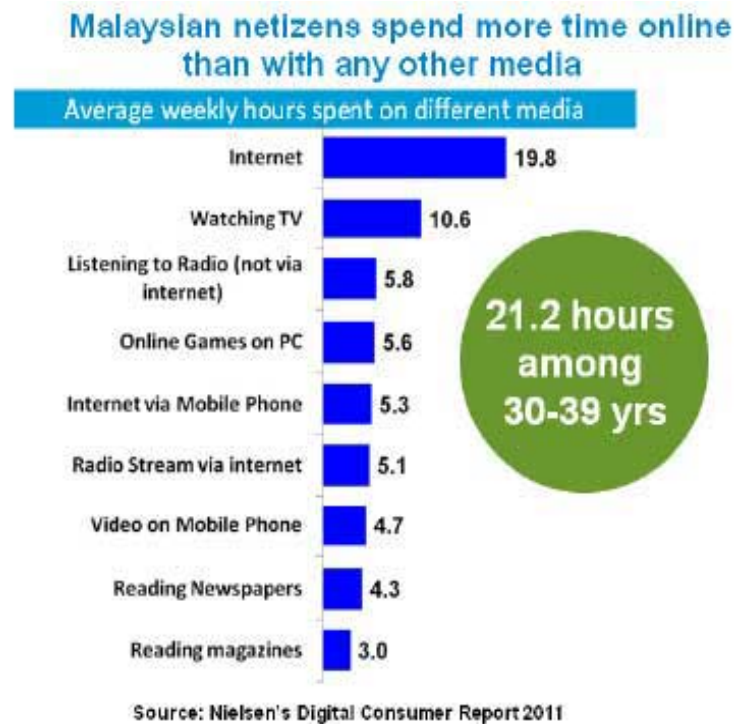
Online Advertisements: Similarly, Ducoffe [07] found that Internet advertising was perceived to be informative, entertaining, useful, valuable, and important. Malaysian Communication and Multimedia Commission stated that the rate of internet user's growth in Malaysia has been increasing rapidly from 3.5million users in the early years 2000 to 14.7million users in 2008, at a rate of 10.3% rise per annum. The statistics report from the commission also indicates that every household has about 2.51 average users. The key statistics indicate that out of all these users who use the internet, 15.4% of people are e-consumer involved with purchasing from various entities in the web. Airline tickets were the most popular (54.7%) followed by online goods purchase (26.2%) and books (16.1%). The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials [07]. It broadly consists of various commercial content formats delivered by video clip, print, and audio; either solicited or unsolicited. It includes company web sites, corporate logos, e-mail messages, pop-ups, banner ads, skyscraper ads, buttons, interstitials, hyperlinks, dynamic media, and interactive games [07, 13].

The present study attempts to investigate the effectiveness of online advertising using a Malaysian sample. According to a study by research company [39], Malaysians spent RM1.8 billion shopping on the Internet in 2010, and this figure is expected to triple in the next three years [36]. The research, commissioned by PayPal, also found that Malaysians were spending more on local websites with transactions worth RM825 million, compared with foreign websites which only recorded RM627 million in receipts. The Nielsen study polled 400 Malaysian online shoppers aged 18 and above in January and February 2011 for their online and mobile shopping transactions in the past 12 months. Malaysian online shoppers mostly bought airline tickets, financial services, fashion and cosmetics from local websites while more book purchases and music and movie downloads were made on foreign websites. Given the increasing usage of the Internet in the country, it is timely to examine and to understand how Malaysian Internet shoppers interact with online ads.

The Internet users found online advertising was informative but less entertaining, and it did not encourage them to make purchases even they did not perceive it to increase product prices. Goldsmith and Lafferty [13] assessed the effects of viewing Web sites on Internet advertising. The findings are both positive and negative for online advertisers. Consumers who had a positive attitude toward web sites were more likely to recall brand names and to improve their views of the brands. However, these young consumers perceived both advantages and disadvantages in web advertising. The advantages included providing privacy and more information and the disadvantages included cluttered and hard to read web sites.

Social network (Twitter, Facebook, Google Ads): Erickson, D. [09] indicates that the millennium generation is playing the leading role in social network usage. It is a clear indication that social media can be viewed as an important channel and tool to interact with the target audience and a tool for creating brand awareness too. This is the most effective way to reach Generation Y on the Internet. Facebook, MySpace, Twitter, YouTube,

Second Life, Flickr, and DIGG are all excellent examples of social networking sites that the Millennial frequent on the web. Social media can be leveraged in a large number of ways. For example, Dell Computers has customer service reps that monitor Twitter to find and address complaints about their products.



The influence of social media on purchase decisions is growing across all regions, albeit at varying levels. Globally, 46 % of respondents said they used social media outlets to help make purchase decisions, a rise of three percentage points from 2010. North Americans were the least reliant on social media at 21%, but have increased their dependency by seven points. Asia-Pacific respondents were the most active social media users to aid purchase decisions at 63%, an increase from 60% two years ago.

Word-of-Mouth: Word of mouth is still a strong marketing tool among the Y-Generation with 60% of respondents claiming they have positively reinforced a product and 51% foretelling they would speak negatively of a product should it not meet the promises made through its advertisements. However, T.V ads remain the most influential tool in influencing the Y-Generation to buy a product and 50% of the generation cited internet ads as the most often avoided. Word-of-mouth marketing still reigns supreme, even among Generation-Y. A recent study by SITEL found that only 28.7% of Generation-Y makes purchasing decisions based on what friends "like" on their social networks. Some 44.3% of Generation-Y makes decisions based on word-of-mouth. Generation-Y consumers inform their friends, peers, colleagues, and family members about brands they care about.

One measure of the success of a viral marketing campaign is the amount of word-of-mouth generated by the campaign. 50% of word-of-mouth conversations referring to a brand include a reference to a traditional form of media advertising. Based on analysis of word-of-mouth conversations, the most influential media is television and the second most influential media is the Internet [17]. Therefore, traditional and online advertising cannot

be ignored in companies' efforts to reach consumers. However, word-of-mouth is especially crucial when attempting to reach the more sceptical and connected college-aged consumers [23]. One of the most powerful tools that social networks offer is access to credible word-of-mouth information about company products and services.

Word of mouth is considered to be the most effective form of product-related consumer contact due to its credibility which stems from the fact that the consumer, not the marketer, is in control [17]. Research on the influence of word of mouth found that nearly 50% of those who are recipients of word-of-mouth information about a product or service plan to share that information with others and 50% also plan to make a purchase decision based on that information [17]. Online word of mouth is expected to play an even greater role in the purchasing behaviours of the 15-24 age groups. This generation is more engaged in online communication than are other age groups. For example, in selecting entertainment, 48% of the 13-24 year-old age groups is influenced by online word of mouth [33].

Print Media (Flyers, Newspaper, Magazine): Marketers and advertisers use different mediums to advertise their products and services, for example television, direct email, radio, outdoor, yellow pages, newsletters, brochures, telephone, internet, newspaper, magazines. Magazines, periodical or serials are publications, generally published on a regular schedule, containing a variety of articles generally financed by advertising, by a purchase price [19]. In magazine advertisements the picture, headline, and copy are important respectively. The picture must be strong enough to draw attention. Then the headline must reinforce the picture and lead the person to read the copy. The copy itself must be engaging and the advertised brand's name must be sufficiently prominent [19]. Magazines offer a stark contrast to broadcast media. Because of its self-paced nature, magazines can provide much detailed products information and can also effectively communicate user and usage imagery [19]. In spite of advantages of magazine, it has some disadvantages: the static nature of visual images in magazine makes it difficult to provide dynamic presentation; magazine images can be fairly passive [19].

According to Magazine Publisher Association Malaysia 2006 some of the most popular woman and family magazines are Mastika, Remaja, Minggu Wanita, Wanita, Mangga, and URTV. The number of readers of woman and family magazines in Malaysia is high. For example, the readers of women magazine in Malaysia are about 2,835,000. Therefore, due to growth in magazine advertisement expenditure and high readership of women magazine in Malaysia, it will be important for marketers and advertisers to have more knowledge and information about readers of magazines in Malaysia.

Advertisement Influence: Advertising is to create understanding, liking, and selection of product or services. The most influencing theory in marketing and advertising research is attitude-towards-the-advertisement. However, the attitude that is formed towards the advertisement helps in influencing generation Y consumer's attitudes toward the product until their purchase intent [13]. Advertising is important in influencing the purchase decisions; However, McLaughlin (2000) claims that Generation Y "are sceptical of advertising because they have been inundated with it" [31]. Word of mouth is still a strong marketing tool among the Y-Generation with 60% of respondents claiming they have positively reinforced a product and 51% foretelling they would speak negatively of a product should it not meet the promises made through its advertisements. However, T.V ads

remain the most influential tool in influencing the generation Y to buy a product and 50% of the generation cited internet ads as the most often avoided.

Generation Y Consumers: Generation of Millennium also called as Generation Y. They were born between year 1977 to year 1994 were age 18 to age 32 and each individual has a free spending spirit [32, 15]. Generation Y were amount of 26% to 30% of global consumer market in year 2010 and it is important business global market segment that have potential generate trillions dollar of business worldwide (Anget sl., 2009). There were mass amount of generation Y consumers, They're the most educated generation and the wealthiest groups of people that employed in full time jobs or part time work or college students that find extra funding for their excessive spending [04, 29].

Generation Y is one of the most important consumer segment because they were less loyalty to brands and willing to try new brands [02]. In Malaysia, it is easy to get access of personal loans and credit cards therefore those generation Y consumers took the opportunity and can afford products.

The International Data Base of U.S. "Census Bureau" in 2007 indicated that in 2005, out of a total population of approximately 24 million people in Malaysia, the Generation Y population stood at about 9 million. This represented almost 38% of the total population of Malaysia. The Census Bureau expects the Malaysian population to grow to about 33 million in 2025 and the Gen Y population to increase to 11 million. This will represent nearly 33% of the total population in 2025. Hence, Gen Y will be a lucrative and profitable target segment for Malaysian marketers as they have an enormous drive to spend and have the financial ability to satisfy their wants and desires.

Gender: Mintel [30] concluded that men who were less than 35 years old are the most image-conscious because men between 18 to 34 years old are most regularly shopping most and which is most concerned about others perceiving them as fashionable mean while they also enjoying the experience [30.03]. Also mentioned that mostly male's generation Y does not actively embracing fashion or regularly adopt new styles but are still aware of the overall concept of fashion. However in current trend of generation Y consumers, both men and women consider products to be identified advertisement influence their purchasing decision.

Customers Perception on Media Advertisements: "The process of marketing communication (promotion) takes consumers through three stages of responses: perception, attitude and behaviour stages". Perception is "the process by which people select, organize and interpret information to form a meaningful picture of the world" [20]. The process of perception consists of three elements which are exposure, attention and interpretation within four steps: begin with receiving information from outside, selecting information, organizing information and end with interpreting [21].

1.) Receiving information (Exposure): Marketing stimuli includes a diverse amount of variables that affect or expose to the consumer's perception for instance the nature of product, its physical attributes, the brand name, the package design and the advertisements. Therefore, marketers often use tremendous attention-getting devices to accomplish maximum contrast and thus attract consumer's attention.

2.) Selecting information (Attention): Individuals will perceive information differently in accordance with their needs, expectations and past experiences. These help people assign meanings to the stimuli and distinguish products that will offer particular benefit to them. This perceptual step is facilitated by schema which is the set of knowledge and beliefs held by human being. A schema provides a filtering procedure for an individual who concentrates to only a small amount of the original stimuli.

3.) Organizing information: This process is how the ones organize information in physical configuration; therefore, they can interpret into a coherent picture.

4.) Interpreting information (Interpretation): The consumer will interpret the chosen stimuli once the selection and organization processes have been completed. This process is also uniquely individual because it serves as a basis of consumer's expectation and previous experiences [34].

It is essential for marketers to understand the nature of perception in order to communicate their messages efficiently to consumers. Because the way people perceive and interpret may vary depending on their perspective.

2.2. Advertisements and Purchasing Decisions

Advertisements develop self-concepts in order to induce purchase decisions. A purchase decision is composed of a sequence of decisions, and different age group may play different roles at different stages [05, 03, 41]. Advertisement is a promotional tool that is available for marketers to create awareness about the brand and mould their customers' behaviour towards that brand for taking a final purchase decision.

The researchers shown that generation Y consumers indicated "Advertisement" as main factor when purchasing a product and they agreed the impressions of other consumers that owned the products would affect their purchase decision [06]. Fernandez [10] stated generation Y consumers has own natural inclination to spend for their products to promote their lifestyle because these able to associate with their peers. Generation Y consumers were gratification and high demands on latest tech gadgets. Beside this, they also have better spending power and capable of influence their family purchase decision making and they also considered as savvy consumer [14].

Generation Y consumers are age around 18 to 35 years old [15]. Most of the generation Y consumers are wealthy groups in full time jobs or part time work that find extra funding for their excessive spending [29]. They had change towards the view of shopping, where men and women have taken part in this leisure activity and express themselves by consuming products. Generation Y makes many of their own purchasing decisions and also heavily influences their overall household purchases. However, because the Gen Y consumer is so tech savvy, retailers are finding that marketing to this generation is different from any other generation in history.

There are several media advertisements which are influencing Generation Y customers in making a purchase decision. Almost everyone grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet [24]. The nature of

advertisement influence to generation Y consumers purchasing decisions in Penang, Malaysia was highly complex that concerned on many internal and external factors. As a result, there was numerous gaps still remain to be further researched, which will be systematically framed and studied the following chapters.

3. Conceptual Framework and Research Methodology

This research was in order to find out between different media advertisements, gender differences, age and salary. Since there are large numbers of generation Y consumers purchasing the products and the method of quantitative research is more suitable for collection data from large sample sizes. From here, researcher find out the quantitative methodology is more suitable than qualitative methodology.

3.1. Conceptual Framework

This research study is to examine and investigate on advertisement influence to purchasing decisions of generation Y consumers in Penang, Malaysia. The theoretical framework is a strategies and plan structure which used in investigations for obtain answers to the questions that related to a research study and control the variance [42]. There are two variables in this research study, which are dependent variable and independent variables. For dependent variables, it is generation Y consumers purchasing decisions in Penang. For independent variables, it is the various factors such as media advertisements (T.V., Print media, Social network, Internet advertisement and Word-of-mouth) and other factors are Gender, age, income between generation Y consumer purchasing decisions. Refer Figure in 3.1.

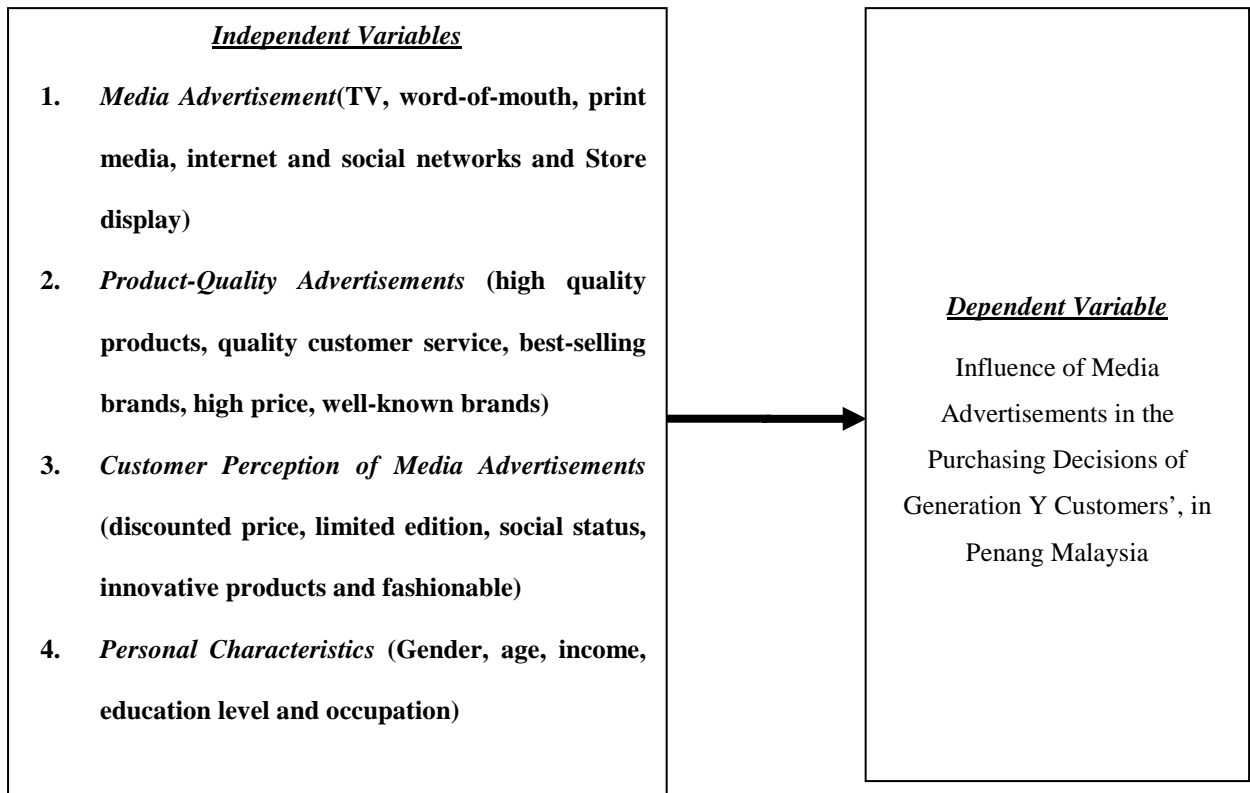


Figure 3.1: Schematic Diagram of the Theoretical Framework

3.2. Hypotheses Statements

Based on the theoretical framework has showed both of the variables in this research study. Therefore, the research hypotheses are stated as follows.

Hypothesis 1: Media advertisements influence the purchasing decisions of Generation Y customers'

Hypothesis 2: Media Advertisements on quality of products or services influence Generation Y customers' purchasing decisions

Hypothesis 3: Generation Y customers' perception of media advertisements influencing their purchasing behaviour

Hypothesis 4: The relationship between the Generation Y personal characteristics and their purchasing decisions.

3.3. Questionnaire Design and Development

This study is used structured questionnaires with closed questions and all of the data that will be gathered with quantitative methods. This study will be focused on 140 respondents with a limited timeline for data gathering and analysis therefore closed ended questions are needed. The questionnaires for the current research study are attached in Appendix 1. The questionnaires were divided into two parts. The first part consists of demographic questions contains personal characteristics of respondents including: age range, gender, income, marital status, educational level, currently social roles, and other source of income. The part two section is consists lists of quantitative questions, which requires rating from 1 to 5 (1= strongly agree, 2= agree, 3= neutral, 4= disagree, 5= strongly disagree) on the questionnaire's answers. The flow of the questionnaire moves from topic to topic that involves questions that are directed towards advertisement influence to purchasing decisions of generation Y consumers, with different media advertisements Television advertisement, Print media, Social Network, Online advertisement, Word-of-Mouth advertisement.

Firstly, the questions from 1 to 5 target on generation Y consumers purchasing decisions of products. Secondly, the questions from 6 to 10 were target on advertisement influence to buy the product on its' quality and the questions from 11 to 15 were target on customer perception on purchasing decisions of generation Y consumers.

Sampling: A simple random sampling method was used to collect data from the respondents. The sample size was 140. Based on this research study, the target sample is focus on male and female generation Y consumers who live in Penang, Malaysia. The participants are target at age's range 18 to 32 years old for completing the questionnaires. There were 140 people who completed the questionnaires, Researcher required to identifying the characteristic of the generation Y consumer for interview therefore non-probability sampling is used as the methods to select some number of respondents in the population is more likely to be selected than the others [01], however, there were different types of non-probability sampling methods but only two types of the sampling methods are suitable for this research study, it was snowball sampling and purposive sampling.

Snowball sampling is a sampling process that involved a small group of people who are related with the research study and follow these people to build up contacts with others in same related field but this might cause problem for the result's sample might not accurate to representatives of the whole population [01]. As Alan Bryman [01] mentioned "The very notion of a population may be problematic in some circumstances". Therefore, researcher prefers to select purposive sampling method to conduct this research study because it can representatives most of the population which can achieve more accurate result. Finally, researcher has a clear characteristic of advertisement influence to generation Y consumers purchasing decision. So, purposive sampling method will be effective for this research study.

Data Collection: A simple random sampling method is used to collect data from the respondents. In this research study, data collection is separated into two sections, primary and secondary data collection. Primary data was collected in order to investigate the research questions. Secondary data was collected from journals, articles, magazines, and books as a source of information in this research study. The primary data is collected using questionnaire and secondary data is referred to support the research findings.

Primary Data: The primary data was gathering information from consumers through online survey questionnaires by using emails and social network. Beside this, there is also face-to-face interview on those designed questionnaires. Although online survey may help researcher collecting large sample data but it does not mean those respondent might participate or answer the questionnaires. For this study there were 140 respondents were participated and this was done directly by getting the respondents to fill up the printed questionnaires.

Secondary Data: The secondary data was collected from journals, articles, magazines and books which are those previous researches that provided useful information of advertisement influence to generation Y purchasing decision. However, the latest situation that previous studies have not been explored before in the research, News and magazines are the best sources to update latest information of advertisement influence to generation Y consumer purchasing decision. Secondary data is important because it provide related information foe researcher designing the survey questionnaires and identifying the problems that has appeared significant outcome.

4. Data Analysis

The research purpose is to study on media advertisement influence on the purchasing decisions of generation Y consumers in Penang, Malaysia. All a questionnaire's data were collected from the survey (direct survey, email and social network such as Facebook) that target to those generation Y consumers in Penang, Malaysia. The researcher used SPSS software to analyse the data that collected from the respondents. However, Microsoft Excel software also will be used as a tool for applying a method of descriptive statistics-frequency analysis, reliability tests, correlation analysis, and regression analysis. Finally the data were analysed and presented in table format. The information have been gathered from the secondary data can be compared with the primary data from survey questionnaires in order to find out the study has gained any relevance or not at advertisement influence to generation Y consumer's purchasing decisions in Penang, Malaysia.

This research study is based on quantitative method research conducted to examine the findings and results. Firstly, researcher defined characteristics of generation Y consumers and their purchasing decision of products. Secondly was to find out which media influence to purchasing decision of generation Y consumers. Beside this, the researcher found out the main sources of mass media that influence generation Y consumers purchasing the products. Finally, researcher also compared the personal characteristics of generation Y consumers purchasing decisions of products and services. This questionnaire survey mainly focuses on questionnaire survey. It totally consisted of twenty close questions with a help of purposive sampling methods to collect raw data. The raw data were obtained from consumers who are age between 18 to 32 years old in Penang, Malaysia. All the collections of data uses of SPSS and Microsoft Excel to analyse that met the sampling criteria.

Analysis and Findings: This chapter presented the data analysis based on the 140 questionnaires that distributed to Generation Y in order to answer the survey. The results of data were based on demographic characteristics of generation Y consumers and quantitative results of generation Y consumers’ purchasing behaviour. Therefore, the questionnaire designed to gather the data, analysed the results and discussed the findings on the objectives of the research work.

A Total of 140 questionnaires were distributed in Penang, Malaysia and all questionnaires were collected back. In this survey, the respondents’ age group was between 18 to 32 years old that meets the requirements of generation Y customers. There were 62 male respondents and 78 female respondents answered the questionnaires. The sample details were summarised in table 4.1

Table 1: Sample details

Total Number of Questionnaires Collected	140 sets	
	Frequency	Percentage
Age group between 18 to 32 years old	140	100%
Male respondents	62	44%
Female respondents	78	56%

Table 1 shows that the overall respondents and the gender group combination. 56% of the respondents were females and 44% of the respondents were males involved in this study.

Table 2: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.641	.679	22

Table 2 shows the reliability test analysis, was conducted in order to ensure the internal validity and consistency of the items used for each variables. One of the most important tests for reliability is the Cronbach’s α statistic.

Cronbach's α statistic is based on the number of variables and the co-relations between these variables. Clark and Watson (1995) advocate a Cronbach α reliability range from 0.60 to 0.90 is acceptable.

Table 3: Frequency Analysis - Age

Age					
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	18-22 years old	88	62.9	62.9	62.9
	23-27 years old	40	28.6	28.6	91.4
	28-32 years old	12	8.6	8.6	100.0
	Total	140	100.0	100.0	

Age and human lifecycle also influence the buying behaviour of consumers; this will be discussed in the latter part of this chapter with significance analysis. Table 3 shows the respondents' age group. 62.9% is between 18 to 22 years old followed by 28.6% from 23 to 27 years old.

Table 4: Frequency Analysis – Gender

Gender					
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	male	62	44.3	44.3	44.3
	female	78	55.7	55.7	100.0
	Total	140	100.0	100.0	

Table 4 shows that the respondents' group 55.7% were female and 44.3% were male. It is 5% varied from the average range of 50%. So, this study did not differentiate any differences for the variable Gender in its final findings.

Table 5: Frequency Analysis – Marital Status

Marital Status					
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	single	124	88.6	88.6	88.6
	married	16	11.4	11.4	100.0

Marital Status					
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	single	124	88.6	88.6	88.6
	married	16	11.4	11.4	100.0
	Total	140	100.0	100.0	

Table 5 shows that 88.6% of the respondents were single and 11.4 were married.

Table 6: Frequency Analysis – Education Level

Level of Education					
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	high school	52	37.1	37.1	37.1
	diploma	33	23.6	23.6	60.7
	bachelor degree	38	27.1	27.1	87.9
	master's degree	13	9.3	9.3	97.1
	professional cert	4	2.9	2.9	100.0
	Total	140	100.0	100.0	

Table 6 shows the education level of the research participants. 37.1% of the respondents have completed high school education. 27.1% of the respondents have completed bachelors' degree followed by 23.6% have completed diploma in various fields.

Table 7: Frequency Analysis - Occupation

Occupation					
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	student	71	50.7	50.7	50.7
	part time / trainee	25	17.9	17.9	68.6
	employed	30	21.4	21.4	90.0
	junior manager	9	6.4	6.4	96.4
	self employed	5	3.6	3.6	100.0
	Total	140	100.0	100.0	

The occupation of an individual plays a significant role in influencing their buying decision. Table 7 shows the respondents occupation details, 71% of the respondents were students, 21.4% were employed with full time jobs and 17.9% were employed part time basis.

Table 8: Frequency Analysis – Monthly Income

Monthly Income					
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	below rm1000	60	42.9	42.9	42.9
	rm1001-rm2500	44	31.4	31.4	74.3
	rm2501-4000	7	5.0	5.0	79.3
	not applicable	29	20.7	20.7	100.0
	Total	140	100.0	100.0	

The buying tendency of an individual is directly proportional to their income/earnings per month. Table 8 shows that 74.3 % of the respondents were earning monthly up to RM 1000 and RM 1001 to RM 2500 per month, 5% of the respondents were from RM 2500 to RM 4000 income group per month.

Table 9: Frequency Analysis – Media Advertisements

Scale	Word-of-mouth %	TV %	Print Media %	Social Media/Internet %	Store Display %
strongly disagree	6	10	6	7	8
disagree	13	15	9	20	8
neutral	48	49	51	52	41
agree	29	26	33	19	36
strongly agree	4	0	1	2	8
Total %	100	100	100	100	100

Table 9 frequency analysis on Media advertisements shows that the five variables and the customers’ choice. Word of mouth, T.V, Print Media, Social Media or Internet ads and Store Display, as per the findings store display 44%, print media 34%, word of mouth 33%, T.V 26% and Social Media and internet 21% of the respondents were influenced on their purchasing decisions. However, the following significance study shows that T.V advertisements have the major influence and Social Media and other variable are followed by less influence.

Table 10: Frequency Analysis – Product Quality on Media Advertisements

Scale	High Quality %	Customer Service %	Best-Selling Brand %	High-Price is High Quality %	Well-known Brand %
strongly disagree	5	6	9	21	2
disagree	31	19	19	28	19
neutral	40	35	44	34	37
agree	15	34	18	13	31
Strongly agree	9	6	10	4	11
Total %	100	100	100	100	100

Table 10 shows that the Generation Y purchasing decisions based on quality of products perceived through media advertisements. Well-known brands 42%, customer service 40%, best-selling brands 28%, high quality 24% and high price is high quality is 17%. It shows that the focus on the quality based message of media advertisements should be on their brand, support service and awareness among the public were important in their purchasing decision makings.

Table 11: Frequency Analysis – Customer Perception

Scale	Discounted Price %	Limited Edition %	Social Status %	Tech-Advanced %	Fashionable %
strongly disagree	6	9	7	4	8
disagree	18	21	19	13	14
neutral	31	55	46	42	41
agree	35	12	22	28	23
strongly agree	9	3	6	14	14
Total %	100	100	100	100	100

Table 11 shows that the frequency analysis on customer perception of media advertisements influences Generation Y customers’ purchasing decisions. Discounted price agreed 44%, technologically advanced 42%, fashionable 37%, social status 28% and limited edition 15% respectively.

As the Significant study was taken with cross tabulation analysis based on whether media advertisements influence the Generation Y customers’ purchase decisions, income level of the consumers’, occupation, product quality as in media advertisements, customer perception and other relevant cross table analysis, which can be

referred in the following significant analysis.

Significance Analysis:

Table 12: Significance Study – Personal Characteristics

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	gender	1.020	.856	1.421	1	.233	2.774
	marital status	1.555	1.145	1.845	1	.174	4.734
	education	-.160	.309	.267	1	.605	.852
	occupation	-1.329	.371	12.807	1	.000	.265
	monthly income	-.363	.174	4.361	1	.037	.695

Table 12 shows that Generation Y customers purchasing decision against their personal characteristics: Occupation and Monthly Income have significance and other Characteristics have no significance.

Table 13: Significance Study – Media Advertisements

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1	word-of-mouth	-.594	.351	2.871	1	.090	.552
	T.V.	2.137	.638	11.212	1	.001	8.477
	printed media	-.020	.509	.002	1	.968	.980
	internet ads (social media)	-.451	.504	.799	1	.371	.637
	store display	-.492	.372	1.752	1	.186	.611

Table 13 shows that the relationship between word of mouth and purchasing product due to advertisement is not significant. The probability of purchasing product due to advertisement with the lack of word of mouth will fall by 0.552.

The relationship between television advertisement and purchasing product due to advertisement is significant. An increase in the level of television advertisement will increase the probability of purchasing product due to advertisement by 8.477

Table 14: Significance Study – Advertisements on the Quality of Products

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1	Buy high quality	-.028	.469	.004	1	.952	.972
	good service	-.086	.448	.037	1	.848	.918
	best brand	.367	.353	1.079	1	.299	1.443
	high price	-.732	.367	3.973	1	.046	.481
	Well-known brand	.871	.462	3.548	1	.060	2.389

Table 14 shows that the advertisements on the quality of products influence the purchasing decision of Generation Y Customers. Advertisements develop self-concepts in order to induce purchase decisions. Among the variables used to test this research hypothesis high price and product quality has a positive significance while customer service, quality of products in the advertisement message and best brand were not significant. Well-known brand is not significant; however the significant level falls just above the acceptance i.e., 0.060, so it can be considered as a positive variable while developing advertisement messages together with price factor.

Table 15: Significance Study – Customer Perception

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1	Discounted goods	.111	.347	.103	1	.749	1.118
	Limited edition	-2.152	.548	15.404	1	.000	.116
	Social status	.239	.470	.259	1	.611	1.270
	Tech advanced	.286	.345	.686	1	.407	1.331
	Fashionable	1.579	.474	11.125	1	.001	4.852

Table 15 shows that the Generation Y Customer’s perception of media advertisements influencing their purchasing behaviour and decisions. The variables limited edition and fashionable media ads and messages were significant. Discounted price, social status and technology and innovation media advertisements were not significant.

The influence of media advertisements of Generation Y customers’ purchasing decisions, the media of choice, personal characteristics, product quality as advertised and customer perceptions on product attributes and images like branding and social status were analysed in detail and these results are concluded in the following Chapter.

5. Conclusions and Recommendations

The final conclusions and recommendations were made based on the research carried out. In this study there were dependant and independent variables that influenced the findings that were presented in chapter 4. The dependant variable is the major thrust for the researcher to research on the independent variables. The dependent variable for this study is the influences of purchasing decisions of Generation Y in Penang. In order to come to a conclusion, the researcher used the independent variables: personal characteristics and its influences in the Gen Y purchasing decisions, Media advertisements, advertisements on product quality influences and customer perception related to the product or brand characteristics of the advertisements while making the Gen Y purchasing decisions. The researcher also had provided suggestions and recommendations from the study for both the marketers and shoppers.

This research concludes that among the personal characteristics of Generation Y customers, age, gender, education, marital status, occupation and monthly income the two personal characteristics namely occupation and monthly income are significant with 0.000 and 0.037. The research was carried out to the age group of respondents and their characteristics between 18 to 32 years old. The study concludes that generation Y has high education levels which were 50.72% of them from undergraduate level, diploma and degree. 37.15% of them from high school certificate and 12.13% of them were having masters and professional qualifications. This is consistent with the statement by Dalton [04], who stated that generation Y were most educated generation group of people when they were comparing to group of generation X and baby boomers. Most of the generation Y customers were in single status and they already have their own part-time and full-time jobs which were either employed or self-employed.

The accepted variable media advertisement, it concludes that T.V. media is significant with 0.00. This study also concludes that regardless of the numerous media vehicles now available to advertisers, television continues to be the most powerful influence on consumers' purchasing decisions. The study found that more frequency of television advertisement increases the product demand because 65% of the respondents agreed that when they observed an advertisement of a product more and more, then they became inclined to purchase that product. The result may be explained by the fact that when people watch continuously the features, benefits, prices and other facilities of a product, they prone to buy that product. On the other hand, some were of the opinion that more frequency of television advertisement does not increase the product demand because they might not be receptive to any new products or brands.

The other major variable studied was quality of products perceived through advertisements and its influences in Gen Y purchase decisions. The study concludes that quality with high price is significant with 0.046. However based on the frequency analysis, it is clear those Well-Known Brands, Best-Selling brands have also high percentage of choice of Generation Y customers' in making their purchasing decisions.

Customer perceptions on the advertisements towards making their purchasing decisions were also studied and the results are concluded that limited-edition and fashionable were significant with 0.001 and 0.001 respectively. However the frequency analysis concludes that the discounted price, fashionable and technologically high tech

products were agreed by the Generation Y customers' purchasing decisions referring to media advertisements.

This research study has shown that the advertisements influence and customer perception significantly affected generation Y customer's purchasing decisions. These findings shown that it is consistent with the findings by Goldsmith [13] stated that the advertisement helps in influencing generation Y consumer's attitudes towards the product until their purchase intent and Perception is the sequence of consumer exposure and attention [28] which is stimulated and interpreted individually in marketing process. Finally, there are differences in consumer behaviour factors when considering gender between media advertisement influence to purchasing decisions of generation Y consumer's in Penang. Compare to generation Y men the women's are influenced by the advertisement promises of products that they will get something special to renovate their life. The reasons for liking the ads was the information regarding different brands, special offers and quality of products and non-informative factors such as good music, funny, catchy slogans and celebrities. Kaur and Kaur [16] observed that television was the most important media of information regarding fashion awareness among generation Y, while friends were the next important source of information.

5.1. Recommendations

The main purpose and priority of this study is to support the marketers to more effectively reach the Generation Y customers in Penang, Malaysia. In the privatisation and globalisation era, it is challenge for every marketer from fast moving consumer goods to durable goods and high tech products like hand phone, I-pad and etc.,

As now, the generation Y consumers are purchasing products which influenced by mass media advertisements with their own financial capabilities from their part-time or full-time job but some of them were using credit card and bank or student loan to purchase the products. This research finding will help the marketers to identify their right market segment and positioning their products and brands. This study also supports the marketers to create appropriate marketing communication and advertisements besides the right media choice.

Media advertisement has high influence in making Generation Y customers' purchasing decisions, as Television (T.V) has the high influence among other media types and this was positively accepted. Television is one of the most recreation sources for generation Y because of its audio-visual communication. Television (T.V.) enables the creative man to communicate by combining motion, sounds, words, colour, personality and stage setting to express and demonstrate ideas to large and widely distributed audience. Referring to this, the markers need to focus on their T.V advertisements more than other medias. However, now-a-days T.V means both the television box and online T.Vs, the marketers cannot ignore social media and internet T.Vs. as 20.71% of the research respondents have agreed that they purchased based on online and social media advertisements and 52.14% of the respondents were neutral in the response on social media and online media advertisements influence. so as this is the new media and popular among the younger generation, the marketers need to investigate further. The researcher recommends the marketers to focus on the media advertisement selection not only television but also the social media to keep them to be sure on their reach of their market segment and Generation Y customers.

Research was also clearly shown that the quality information in the media advertisements plays the major role

influencing Generation Y customers' purchasing decisions in Penang. This study supported that the media advertisements' clear information on the quality of the products with the price, as it is revealed that high price and good quality products have a positive correlation and this study results were accepted the hypothesis.

Another major finding in this research was shown that majority of generation Y customers' purchase decisions on the influence of media advertisements, customer perception on discounted pricing, limited editions, social status, technologically advanced and fashionable products. As the fashionable products and limited editions with advanced features are the highly influencing features while making their purchasing decisions. It is recommended that the marketers should focus on their advertisement message and creativity to focus on the above variables will reach the right market segment effectively.

The study has significant implications for producers and retailers of various items purchased by Generation Y customers in terms of the marketing strategies they require increasing sales with the knowledge of purchasing behaviours. This will be of importance to interest groups in the world of business.

5.2. Limitations of the Study

There are limitations are encountered in this study must be recognised. Time constraints and lack of financial support are the major impacts that limit the research to 140 respondents and only in Penang. Culture is not included in this study because it was too complex to apply in Penang, Malaysia because there are different type of races and cultural beliefs. This study was carried out with closed ended questions based on a questionnaire. It limits the respondents with no other options to select their preferable and honest feedback. This scenario might indirectly cause an effect on the integrity of the collected data.

5.3. Final Conclusion

The objectives of this study and the research questions of the study have been attempted and answered accordingly. It is concluded that all hypotheses were tested and significant levels were presented and conclusions made. The significant variables identified and their relationships between media advertisements influence to generation Y consumer's purchasing decisions with all mass Medias, product quality and personal characteristics like education, income, and consumer perception were in general positive and significantly affected. On the other hand, the hypothesis was accepted in the differences in consumer purchasing factors when considering income and occupation between generation Y customers' to purchasing decision of products in Penang, Malaysia; T.V. Advertisements helped them make better choices during shopping. Majority of the respondents after viewing advertisements, were motivated to buy products and services based on the quality in relation with price and customer perception with product fashion and limited editions with exceptional technological features, which shows that Generation Y customers purchase decisions have the mixed combination of their own behaviour and social implications which is to bring up their social status in their community.

References

- [1] Alan Bryman, *Social Research Methods*, OUP Oxford; 3 edition, 2008.
- [2] Anderson K. & Sharp, B., "Do growing brands win younger consumers?" *International Journal of Market Research*, Vol.52, Issue 4, pp. 433-441, 2010.
- [3] Bakewell, C. and Mitchell, V., "Generation Y consumer decision-making styles", Vol.31No.2,pp.95-106, 2003.
- [4] Dalton, P., "Generation Y: The Challenge Is Gaining Their Trust", ABA Bankers News, Vol.15, Issue 16, 2007.
- [5] Darley, W.K. & J.-S.Lim, Family decision making in leisure-time activities: *An exploratory investigation of the impact of locus of control, child age influence factor and parental type on perceived child influence*, pp. 370-374, 1986.
- [6] Deloitte, "Fourth annual Gen Y automotive survey". *Executive summary of key themes and findings, U.S. Survey Result*. Available from: www.deloitte.com/us/geny, 2012.
- [7] Ducoffe, R. H. "How Consumers Assess the Value of Advertising." *Journal of Current Issues and Research in Advertising* 17, 1996
- [8] Eadie, D, Hastings, G, Stead, M and Mackintosh, A.M., *Branding: could it hold the key to future tobacco reduction policy?* *Health education*, 99(3): 103-110, 1999.
- [9] Erikson, Emily, "The Real Network Society" Review of *The Art of the Network: Strategic Interaction, and Patronage in Renaissance Florence* by Paul D. McLean. *Historical Methods* , 2008.
- [10] Fernandez, P.R., Impact of Branding on Gen Y's Choice of Clothing". *The Journal of the South East Asia Research Centre for Communications and Humanities*, Vol. 1 (1), pp 79-95, 2009.
- [11] Farris, R., Chong, F., & Dunning, D., Generation Y: purchasing power and implications for marketing. *Academy of Marketing Studies Journal*, 6 (2), 89- 101, 2002.
- [12] Gayathri and Swetha G, *Impact of Television Advertisement on Teenagers in Delhi and NCR*, <http://www.cpmr.org.in/opinion/vol2/issue1/articles/2.pdf>, 2012
- [13] Goldsmith, R. E. & Lafferty, B.A., Consumer response to websites & their influence on advertising effectiveness. Internet research. *Journal of Electronic Networking Application and Policy*, Vol.12 (4): 318-328, 2002.
- [14] Harris Interactive, "Generation Y earns \$211 billion and spends \$ 211 billion and spends \$172 billion annually". Available at: www.harrisinteractive.com, 2003.
- [15] Horovitz, B., "Gen Y: a tough crowd to sell". *USA Today*, 22 April, pp. B1-B2, 2002
- [16] Kaur, H. and Kaur, R., "Fashion Awareness Among Rural and Urban Adolescents", *Journal of Social Research*, Vol. 43, No. 1, pp. 37-40, 2002
- [17] Keller, E., Unleashing the Power of Word of Mouth: *Creating Brand Advocacy to Drive Growth*. *Journal of Advertising Research* , 47, (4): 448-452 , 2007.

- [18] Kelley & Hyde, CIM Course book: *Marketing in Practice* (Elsevier Butterworth–Heinemann, 2002)
Available at: <http://v5.books.elsevier.com/bookscat/samples/9780750682954/9780750682954.PDF>, 2002.
- [19] Kotler, P and Keller, K.L., *Marketing Management* 12th Ed, Upper Saddle River, Pearson, 2006.
- [20] Kotler P. and Armstrong G., *Principles of Marketing* (6th ed.). New Jersey, NJ: Prentice-Hall, 1994.
- [21] Kotler P., *Marketing Management*, 11th ed., New Jersey: Prentice Hall. 2003.
- [22] Kotwal, N., Gupta, N. and Devi, A., “Impact of T.V Advertisements on Buying Pattern of Adolescent Girls”, *Journal of Social Science*, 16 (1), 51-55, 2008.
- [23] Lamb, C., Hair, J., & McDaniel, C., *Marketing. Canada: Thompson Higher Education*, 2008.
- [24] Latif, Abdul and Abideen, Zain Ul., Effects of Television Advertising on Children: A Pakistani Perspective. *European Journal of Economics, Finance and Administrative Sciences*, Issue, 30, pp. 38-49, 2011.
- [25] Latif, Abdul., Saleem, Salman and Abideen, Zain Ul. Influence of Role Model on Pakistani Urban Teenager’s Purchase Behaviour. *European Journal of Economics, Finance and Administrative Sciences*, Issue, 31, pp. 07-16, 2011.
- [26] Malaysian Communication and Multimedia Commission (MCMC), “Internet users in Malaysian household,” 2008, <http://www.skmm.gov.my> , 2 February 2010.
- [27] Malaysian Science and Technology Information Centre [MSTI], “Report 2008”. Mosti, 2008
- [28] Martin Evans, Ahmad Jamal and Gordon Foxall, “Consumer Behaviour”, 2nd edition, Wiley Publications, 2009.
- [29] Martin, A.C. & Turley, W.L., “Malls and consumption motivation: an exploratory examination of older Generation Y consumers”. *International Journal of Retail & Distribution Management*, Vol.32 No. 10, pp. 464-475, 2004.
- [30] Mintel, *Men’s Fashion Lifestyles*, April, 2011
- [31] Parker, R.S., Hermans, C.M. and Schaefer, A.D., Fashion consciousness of Chinese, Japanese and American teenagers. *Journal of Fashion Marketing and Management*, 8(2): 176-186, 2004.
- [32] Paul Peter, Jerry C. Olson, “*Understanding Consumer Behaviour*”, Burr Ridge, Ill. : Irwin, 1994.
- [33] Riegner, C., Word of Mouth on the Web: *The Impact of Web 2.0 on Consumer Purchase Decisions. Journal of Advertising Research*, 47,(4): 436-447, 2007.
- [34] Schiffman, L. G. & Kanuk, L. L., *Consumer Behaviour* (7th ed.). Wisconsin: Prentice Hall. 2000.
- [35] SHAUN HO, *Malaysians spent RM1.8bil shopping online in 2010*, The Star Online, 2011
- [36] Soofi Anwar, *Young Customers’ Attitude Towards Television Advertisements in the Internet Age*, IJMR, 2012
- [37] Strong, C.A. and Eftychia, S., *The influence of family and friends on teenage smoking in Greece: some preliminary findings. Marketing Intelligence & Planning* , 24(2): 119-126, 2006.
- [38] TAN, T.W.T., An exploration of global teenage lifestyle in Asian countries. *Journal of Consumer Marketing*, 16(4): 365-375, 1999.
- [39] The Nielsen Southeast Asia Digital Consumer Survey -Malaysia, *The Malaysian Digital Consumer Report 2011*
- [40] Vijaya Chitra and Dr S Kothai, “*Consumers Attitude on Television Advertisements*”, IRACST, 2014
- [41] Wasson, C.R., *Dynamic competitive strategy and product life cycles*. Austin, TX: Austin Press, 1978.
- [42] William Emory, *Business Research Methods*, R.D. Irwin, 1985

[43] Zenith Optimedia , “*Global Ad Market to Accelerate in 2008 Despite Credit Squeeze*”, December 2007

APPENDIX 1 SURVEY QUESTIONNAIRE

Survey Questionnaire:

Part I- Personal Details

1. Age _____ Years

2. Gender:

Male Female

3. Marital Status

Single

Married

4. Highest Education (choose one option)

High School Certificate

Diploma

Bachelor's Degree

Master's Degree

Professional Certificate E.g.: ACCA etc.,

5. Current Working Status (choose one option)

Student

Part-time Employed/ Graduate Trainee

Employed

Junior Manager

Senior Manager

Entrepreneur / Self Employed

5. Monthly Income (choose one option)

Be RM 1000

RM 001 - 2500

RM 501 – 4000

RM 4001 – 6000

Above RM 6000

6. Have you ever purchased a product or service due to an advertisement?

Yes

No

Part II- Please rate these questions based on your opinion

1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

Questions	Rating				
	1	2	3	4	5
I. Media advertisement is influencing the purchasing decision of Generation Y customers'.(Which media source do you trust the most)					
1. I trust Word-of-mouth information mostly to choose the brands of products and services to influence my purchasing decisions(<i>Word-of-Mouth is the passing of information from person to person by oral communication</i>)					
2. I trust television information mostly to purchase my products					
3. I trust printed media such as newspapers and magazines mostly to purchase my products					
4. I trust internet social networks or online advertisement mostly to purchase my products					
5. I trust store displays mostly to purchase my products.					

II. Advertisements on the quality of a product and services influence the purchasing decisions of Generation Y Customers’. <i>(Advertisements develop self-concepts in order to induce purchase decisions.</i>					
6. I buy only products and services which are of high quality no matter how expensive they are.					
7. I buy products or services when I can get good customer service, while purchasing my products.					
8. I buy products and services which are best-selling brands, as advertised					
9. I buy products and services which are high in price, because high price means good quality.					
10. I buy products and services which are well-known brands (as advertised)					
III. Generation Y customers’ perception of media advertisements influence their purchasing behaviour.					
11. I buy products and services which come with discounted prices, as advertised.					
12. I buy products and services which come with limited editions or limited quantity, as advertised					
13. I buy products and services which improves my social status.					
14. I buy products and services which are technologically advanced and innovative, as advertised					
15. I buy products and services which are attractive in style and fashion.					