

## **Government's Advertising Information Content Strategy in Newspaper Print Advertisement**

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**Abstract.** In advertising, one of the important and critical part is dissemination of information through communication. Communication is about transmitting, receiving, and processing information between two parties. Therefore, information content of the advertisement is important to ensure the effectiveness of communication through advertising. This research's focus is towards finding and discussing information content strategy towards effective advertising. It will explore the strategy in disseminating effective content through print advertising especially in promoting government policies and initiatives by examining the factors related to the effectiveness. The internet and online has emerge to be one of the important medium for advertising, with the popularity of social media, it is no question the high expenditure of digital advertising compared to print advertising. However, print advertising is still considered an important medium by the advertiser. One way that is often used by the government is the use of advertising as a medium of communication in transferring information to the public, to create awareness and educate public on certain issues through a series of campaign. The government must response with the constant changing of the demands of the public's preferences to improve efficiency. The respondent involved was postgraduate students of research universities in Malaysia and newspaper advertisement is the main medium in this research. In this paper, it discussed the findings in factors related to the effectiveness of advertising information and to propose the improvement of government communication. Lastly, the researcher highlights the implications of this research to the society and future directions for future research.

**Keywords:** Information Management, Information Dissemination, Information Content, Newspaper Advertising, Government Communication and Effective Communication

### **1 Introduction**

The government often conduct outreach activities for public programs (Aizawa and Kim, 2020) in attempt to communicate with public on various services, policies, initiatives and other public related matters. There are often questions on poorly informed important attributes and vital information through government communication raised by the public (McCoy, 2009; Anderson and Renault, 2006). This resulted to the lack of awareness of the government initiatives benefits. Therefore it effects the efficiency of government's communication to the public. The public unable to understand the importance and the objectives of those initiatives provided by the government and also prevent the public to understand government policies and any issues surrounding it. It is always been an issue with communication with the public and to be able to communicate effectively. Osaimi and Alghowinem (2019) highlighted that although some efforts have been done to improve communication, dissemination of government's information remain an issue because of the failure to reach out to audience. It somehow in a way effects how the public face the challenge to raise their socio economic status (Dhawan, 2009) because most of the initiatives and policies on the government's products or services will eventually help the public to embrace the change the challenge of global economy. Unlike consumer goods and business communication, government communication deals with sensitive issues that have the element of public controversy, thus it involve high or low level of involvement (McCoy, 2009). To ensure high involvement of the public towards government communication, the use of persuasive tool as a medium to attract audience in communication with the public. Although attention has been important to initiate initial audience engagement and to attract audience, traditional media such as print advertisement has been struggling for audience attention as competition, consolidation and social media change the media landscape where it has been a major source of information (Yousuf, 2020). According to Nelson (1974), Advertising has been a great tool to disseminate information to the public and considered as type of communication. The government had been using it to promote and to disseminate information on its initiatives (MAMPU, 2012). Advertising helps to spread out information on government product, services, policies and programs (McCoy, 2009). Advertising advantages are the persuasive and attractive manner because of its creative design and aesthetic values and elements. It gives government communication a new edge in providing its audience vital information. In this research, the term Advertising Information are widely used to refer to the role of advertising to disseminate information. The study looks at the effectiveness of government communication and dissemination of information by looking at the content of print advertisement as previous studies shows that information content relates to the effectiveness of advertising (Tellis, 2004). The objectives of the study are first, to identify the factors related to the effectiveness of government communication through advertising by looking at its content. Next, to investigate how the factors influence the effectiveness and lastly, to propose a model for effective government communication to disseminate information. Newspaper is one of the main media in Malaysia and it plays major roles in government communication. This proved by Compound Annual Growth Rate (CAGR) increment of 3.7% from 2014 to 2019 which in this report, was the key growth within consumer spending. It shows that

although it is traditional media, the newspaper still earn the public's trust and confidence. Consequently, advertising revenue for newspaper advertising remain dominant of 55% of the total revenue of advertising in Malaysia which comprises of 4.0% in advertising revenue growth in CAGR (Statista, 2015) and in 2018, newspaper advertisement made up the largest share of advertisement spend in Malaysia at 31.6% while total digital media advertisement spend came in second at 28.6% (Statista, 2019). The study used Elaboration Likelihood Model (ELM) as the main theory. This paper comprises into several sections: literature review, hypotheses development, research methodology, result and analysis and discussion and conclusion.

## 2 Literature Review

### *Advertising Information in Information Management*

The meaning of Advertising is to promote and show something. According to Dyer (1996), Advertising is the act of notifying or informing somebody of something by drawing attention to something. The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas (University, 2018). Advertising is also a communication process where it is a structured type of communication by employing verbal and nonverbal elements that are composed to fill specific space and time formats (Arens et al, 2009) in an attractive way and meaningful manner. Advertising is non personal communication of information, usually paid for and usually persuasive in nature about products or ideas by identified sponsors through various media (Arens et al, 2009; Belch and Belch, 2011). Advertising involves cost as the advertisers has to pay services provided by the media and usually it involves huge amount of money a year for an advertising campaign. Television, radio, newspaper, magazine and the internet as mass media transmit information through advertising to a large group of audience and expecting feedback in a form of persuasion and attitude change after being exposed in period of time. According to The Economic Times (2015), 'Advertising is a means of communication with the users of a product or service, advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them'. Persuasive nature of advertising enable it to provide excellent communication and information dissemination tool through its messages. Therefore, advertising can be seen as an important tool to communicate and disseminate information, but with certain cost. Thus the engagements of advertising can be relate to the financial situation of organization. One of the important attribute of advertising is the ability to draw attention of the audience whenever the audience were exposed to the advertisement. This is because the characteristics of advertising will lead into the persuasion of the audience. Although it has its advantages, the main purpose of advertising is to provide information and must initiate high involvement form the audience to engage in the process of persuasion by creating interest form the audience through informative information (Clow and Baack, 2014). Figure 1 shows the relations and the impact of advertising towards information.

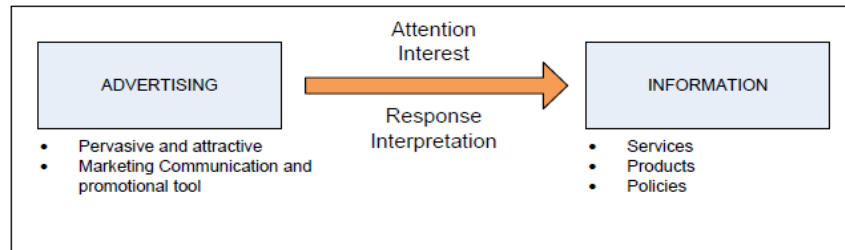


Figure 1. Advertising and Information Relationship.

In information management (IM) point of view, information is about resources and commodity, focused on the services to organizations where providing access to information that they have (Kirk, 2005). While in public universities and colleges, the academician teaches IM about information as resources through record management, information as knowledge and how information is an asset and commodity to give organizations advantages in the economy and market their venture into. The availability of information in big volumes enable it to be studies into various field in information management (IM), information technology (IT) and information communication technology (ICT) as well as integrated marketing communication (IMC) through mass communication studies. Information has become easy to acquire, extract, disseminate and manipulate (Davies, 1992) because of the availability of technology and other tools. The consequence of the emergence is significant for research. It is a significant part of the economy and the market where information is power (Wilson and Maceviciute, 2005). For that reasons, information is becoming more significant over the years in the economics of an organization and provide economic burst in organization as well as country.

#### *Government's Dissemination of Information through Advertising*

The challenge of today community and public in the new information society of the 20<sup>th</sup> century is to raise their socioeconomic status (Dhawan, 2009). It force the society to embrace the challenges of a global economy where it effects how the society progress, stagnate or regress. Therefore, the dissemination of information through government's communication to keep up with high awareness of government initiatives to face the changes of the economic environment of the nation is very important to individual in the society. The government's initiate several programs, initiatives and new policies to embrace the challenges of global economy. It requires high level of awareness from the society to ensure the success of these efforts by the government. However, this was not achieved and the efforts were far from the reach of the public as a result of poor communication by the government. Poor dissemination of information can result to lack of awareness in government's campaign, promotion of initiatives and new policies (McCoy, 2009). It prevent the society to be aware of efforts by the government to help them to endure the difficulties of the new economy. It will also prevent the society to be well informed and caused misinformation among the public. For example, the implementation of Goods and Services Tax (GST) vs Sales and Services Tax (SST), there are so much confusion and lack of informed in-

formation leads to the debate among politicians on both sides and also create discomfort among the public. At the end of the day, there were no certain answers to what brings more benefit to the public. It shows poor communication and also poor dissemination of information by the government. This will relate to how effective the government disseminates information and address the issue regarding the implementation of GST vs SST. The public is totally dependent on information and communication given by the government through available channel such as the internet, television, radio, printed material such as newspaper and magazines, direct mail and outdoor, using tools like information technology, advertising, announcement, seminars and public relations. In conclusion, the public in majority does not know exactly how it will benefit and how it will be implemented by the government parallel with the benefits as claimed by the government (Hassan, 2014). Thus, robust information practice especially in disseminating information is a critical factor in order to meet this lofty standard (Wright, 2013) to inform them the progress made by the government on its policies. Most of government communications use media such as television, radio, internet, publication, outdoor and also direct communication. Since the emergence of the Internet in the 90's and new media newspaper shares the top spot of major advertising medium. According to MAMPU (2012), although electronic media and social media has been the highest of the total expenditure in advertising, print media specifically newspaper advertising conquers 64.4% of the Malaysia audience and newspaper advertisement it is cheaper compared to electronic media advertisement. This makes newspaper is one of the most valuable medium among advertisers (Belch and Belch, 2011). The role of newspaper traditionally is to deliver prompt, but detail coverage of news and to disseminate information with features that appeal to the readers. Newspaper has sections that will give depth of coverage and enable advertiser options to choose wider range of audience. There are different types of newspaper, daily newspaper, weekly newspaper and national newspaper (Belch and Belch, 2011). Most of main Malaysian newspapers fall into daily and national newspaper category, such as New Straits Times, Utusan Malaysia, Berita Harian, Nan Yang Siang Pau, Tamil Nesan and others. Some of it also published weekly such as The Edge, Focus Malaysia and Utusan Melayu. Most weekly newspaper target regions based audience, for example Selangor Kini which focuses on Selangor state population. There is also special-audience newspaper which targeted business community and corporate professionals such as The Edge. There are two types of advertisement in newspaper advertising, display and classified. This paper focuses mainly on display advertising as it involves visual appeal unlike classified advertising.

#### *Information Content and Visual Appeal of Advertising*

Advertising is an effective tool of communication. Arrow and Stigler (1994) stated that "Advertising is a powerful tool of competition. It provides valuable information about products and services in an efficient and cost-effective manner" The importance of information content of advertising is a major discussion in Advertising Research, Advertising Information Research and Information Management Research. According to Rogers (1995) advertisers should provide significant information so that the public has reasons to make intelligent choices. It means the content of advertising is very important from the public point of view. The information content of the message in

advertisement is the most important influence in the success of advertising (Korgaonkar et al, 1986). These includes providing meaningful information in term of the usefulness, informativeness and the accuracy of the information inside the advertisement (Oh and Xu, 2003; Blanco et al., 2010; Bovee, 2004). Advertising involves a creation of visually enhanced elements in an advertisement that gives advertising its distinct characteristics, features and objectives where its main purpose is to attract and persuade an audience. The most interesting part of advertising is the creative side (Belch and Belch, 2011). It creates attraction through visual appeal and focuses more towards aesthetic and creative design elements (Negm and Tantawi, 2015). Visual appeal is the core element in advertising. As explained in previously in this paper, there are relation between advertising and information. Therefore, there are also direct relation between information content and visual appeal. Advertising involves visually enhanced elements in an advertisement that gives advertising its distinct characteristics, features and objectives where its main purpose is to attract and persuade an audience. According to Weilbacher (1984), advertising appeal can be said to form the underlying content of the advertisement, and the execution the way in which that content is presented. Advertising appeals and executions are usually independent to each other; that is, a particular appeal can be executed in a variety of ways and a particular means of executions can be applied to a variety of advertising appeal. The visual appeal elements of advertising comprises of layout, size, typography, colour, picture and graphic. Both elements (Information Content and Visual Appeal) in advertising influence the success of advertising information content strategy, in this case, newspaper advertising.

#### *Effectiveness through Persuasion in Advertising Information*

The effectiveness of dissemination of information through advertising often evaluated in different ways. Many different theories and approach applies (Turley and Kelly, 1997) including measuring the relationship between the content and the medium that they appear (Bogart, 1976). The effectiveness is to be measured to formulate strategy of communication through advertising. As for advertising information in particular to disseminate information through communication as used by the government, the method of measurement to measure effectiveness is to measure and study attitude change of the audience through persuasion. Persuasion is triggered by the influence of visual appeal and information content of advertising. These appeals influence emotion ad rational appeals to persuade an audience as part of its strategy (Belch and Belch, 2011). Rational appeals is an informational appeals emphasize facts, learning and logic of persuasion while emotional appeals often portrayed by visual relates to audience's social or psychological needs. It is an important dimensions in measuring the effectiveness through persuasion. This was based on Elaboration Likelihood Model, developed by Richard E. Petty and John T. Cacioppo (1986) by incorporating central and peripheral route to encourage and stimulate attitude change towards the content. As advertising effectiveness can be assessed through inputs, mental process and outcomes (Vakratasas and Ambler, 1999; Tellis, 2004), it can be relate to the model by applying independent variables as an input which stimulate the mental process of the receiver and later it influence the outcome as dependent variables. It represented by the level of attention from the audience (Holder

and Treno, 1997; Fuertes- Olivera et. al, 2001; Cramphorn, 2009; Lucas and Britt, 2012) via the characteristics of advertising which is the attractiveness of well executed advertisement and the outcomes, interest (Homer, 1990; Lucas and Britt, 2012) and intention (Walgren et al. 1995; Hoon and Low, 2000; Wang et. al, 2002; Lucas and Britt, 2012).

### 3 Hypothesis Development

#### *The Relationship between Advertisement Layout and Effectiveness.*

This part of the study explains the relationship between layout of the advertisement and the effectiveness of advertising information content. Pettersson (2010) suggests that layout of advertisement is significantly correlated with the effectiveness of advertising information content as the more organized the layout, the more effective the effectiveness. Pettersson (2010) stated that highly organized layout will help to highlight relevant information inside the body of advertisement as it provide more manageable structure of its contents. A layout is an overall orderly arrangement of an advertisement and helps the advertisers and audience general look of the advertisement (Lipton, 2007 and Arens et al, 2009). Thus, it will help an orderly arrangement of the content of advertising and enables the advertisers to get a better view of advertisement generally increasing the effectiveness of the advertisement. Based on the findings, studies have established that layout is a factor and correlated with the effectiveness of advertising information content. Inside layout there are few sub elements, headlines, subhead, body copy, slogan, seal, logo and signature. It helps the advertisers to develop psychological elements; nonverbal and graphic component (Arens et al, 2009). This will give advertisement a proper and well organized look that will provide positive psychological advantages where it gives all the elements inside advertisement a clean uncluttered look. Planning the execution of advertising is crucial when considering its layout as it is the fundamental in designing an advertisement, it provides a clear picture on the use of other visual elements and the positioning the elements, the way they fit together in the advertisement. The following hypothesis statement therefore was developed:

**Hypotheses 1:** Content presentation and layout positively associated with the effectiveness of newspaper advertising.

#### *The Relationship between Advertisement Size and Effectiveness.*

Size of the advertisement is an important factor in complementing the effectiveness of advertising information content. According to Pattersson and Richards (2000) and Hanssens and Weitz (1980), the size of newspaper advertisement has significant positive impact on the effectiveness of advertisement and related more towards favourable product or service and their perceptions. The study indicates that high favourability and good perception will increase as size of the advertisement increases. Although the size of the advertisement may get the attention of the audience, it does not help much in getting the influence of the audience to engage in getting the product or service (Rashmi, 2013). According to Smit et al. (2013), big sized newspaper

advertisement gets more attention from the audience than the small newspaper advertisement. It shows that audience becomes aware of the advertised subjects as it creates optical advantages over the small advertisement as human nature to attract more towards something that eye-catching. More relevant and related information as content encourage audience to read more on the advertisement (Smith and Yang, 2004). Size has been an influencing factor in creating a good advertisement based on research from marketing point of view and also research conducted to examine what effects it does to get the attention of the audience thus creates effective advertising as medium to disseminate information. This consistent with previous study by Lucas and Britt (2012) where size of newspaper advertisement indicates the importance of reading content. Big and prominent size advertisement will highlight the importance of the content that need to be shown to the public. Therefore, size positively correlates with the effectiveness with significantly large coefficient. It indicates that size does give an impact on the effectiveness where it directly correlates with the effectiveness of advertising information content. The following hypothesis was developed:

**Hypotheses 2:** Large sized newspaper advertisement will have greater impact on the efficiency of advertising content than small size newspaper advertisement to promote government initiatives by getting it prominently noticeable to the audience.

*The Relationship between Advertisement Text and Effectiveness.*

Text or typography is often related to the legibility and readability of the information content determine by the technical design of words and texts (Pettersson, 2010) which affects the effectiveness of advertising directly (Nakilcioğlu, 2013). The authors stated that legibility and readability effects significantly to the effectiveness of advertising in disseminating information for print advertising. It provides prove that text or typography provide an essential effect in predicting effectiveness. This is also consistent with findings from McCarthy and Mothersbaugh (2002) where highly interactive effect of typographic effects influences the reading ability of the audience thus directly correlated and positively related to the effectiveness. Another findings by Stone (2005), basic setting of typographic inside advertisement creates visual attraction that will definitely increase reading capability resulting the positive relating to the effectiveness of advertising. The use of typographic although can attractive, it also needs to be precise and clear in order to enhance the effectiveness of the advertisement. It supports the study on typographic elements in ensuring the ability to make its content legible and readable in order to make advertisement effective. Thus concluding the effect of text and typography correlation with the effectiveness of advertising information content. According to Zhu (2013), there is a direct and definite relationship exists between typography and advertisement thus affecting its effectiveness. The relationship exists because of the basic purpose of text and typography to deliver meaning to information. Although the purpose of text and typography appears to be simple and basic, the way advertisers or designers make it more appealing by using bold, enlarged coloured and highlighted text and typography is also often practiced as audience are attracted to the visual aspect of the advertisement (Bohn, 2001). The position of the text used in the advertisement can influence the attention of the audience, whether it is on top or bottom of the advertisement and high contrast typography that matched the background of the



advertisement can serve the same purpose, whether bold, enlarged and high contrast colour (Zhu, 2013). The importance of typography in print advertisement is regarded as the basic rule of getting the information content across the target audience. Text or typography represents the message and how well the information getting through the medium depends on the use of well-balanced arrangement of fonts, spacing and proportion, thus makes it easy for audience to retrieve important information through the advertisement. This shows that no matter how the advertiser use the element of text and typography as design for appeal, it did not sway from the point of the relation of text towards the effectiveness. It can be confirmed that the importance of typography against the effectiveness and the correlation shows significantly influence information content. The following hypothesis statement therefore was developed:

**Hypotheses 3:** Text positively influence the efficiency of advertising content through visual appeal.

#### *The Relationship between Advertisement Colour and Effectiveness*

The research on colour of advertising has also placed much emphasize on the attractiveness of the usage of colours in advertisement and how it can influence information content and related to the effectiveness of advertising. A studies by Sparkman and Austin (1980), Smith and Yang (2004), Rashmi (2013) and Smit et al. (2013) suggest that colour gets the advertisement more attention and get noticed more. Different characteristics of colours in advertisement provide realistic and appealing portrayal of the product or service and provide appropriate feelings that would trigger cognitive activities and coloured advertisement creates more attention compared to black and white advertisement as part of information content creative design. Another study by Gorn et al. (1997) suggest that colour with high intensity and contrast influence change of attitude towards advertising. Through the intensity and high saturation of the colours, it shows that colour is related to the effectiveness of advertising. Singh (2006) indicates that the use of colours influence and enhance the effectiveness compared to non-coloured newspaper advertisement. Colour give enhancement in establishing aesthetics of the newspaper advertisement so as to catch the attention of the audience and according to Robert (2013). Based on the studies, coloured and high intensity coloured advertisement provide attentive characteristics and high aesthetic value which will directly influence the effectiveness of advertising information content. Comparing coloured and non- coloured advertisement, coloured advertisement directly relates to the effectiveness. These findings indicate that colour does give an impact on the effectiveness where it directly correlates with the effectiveness of advertising information content. The following hypothesis was developed:

**Hypotheses 4:** Colours significantly associate with the effectiveness of newspaper advertising through visual appeal by getting the advertisement noticed.

#### *The Relationship between Picture Usage and Effectiveness.*

Based on literature reviews, picture or photo plays major influence to the effectiveness of advertising information content. A study by Cutler et al, (1992) indicates that the use of photographs and pictures in advertisement will increase the

effectiveness. It further explain by Blanco et al. (2010) that picture and photo will provide help to explain the textual information about a product or service related to it and makes it easier for audience to remember and enhance information processing. By giving more information through the portrayal of picture, it helps audiences to get connected with the subject inside the content of advertising. Picture of political, business and industry figures can influence the efficiency of the advertisement (Robinson, 2010). The use of political leader's photographs is extensive in advertisements, especially an advertisement related to government policy or initiatives is to portray the leader's efforts in the contributions of the nation's growths in the eyes of the public as supported by Robinson (2010). It is also consistent with findings by Negm and Tantawi, (2015) that imagery or picture has an important role to play in advertising effectiveness by improving understanding and can stimulate various feelings and outlooks. This is also echoed by Ibikunle and Omotayo (2016) in their study that image and picture capture the attention of the audience when the image or picture convey meaningful information. The arguments above provide prove that the importance of picture and photo related to the information content in the effectiveness of advertising. Apart from providing information about the subjects of services and products, it also contributed to the credibility, attractiveness and power (Kelman, 1961), thus suggesting the direct correlation with the effectiveness of advertising information content. Therefore, this further proves that parallel with previous research, that the effectiveness correlates largely significant with the use of picture or imagery in advertisements. Based on the literature, the following hypothesis was developed for the study:

**Hypotheses 5:** Newspaper advertisements that include related visual of the initiatives in a form of photo or picture will be more effective.

*The Relationship between Advertisement Graphic and Effectiveness.*

Researchers have reported that graphics played an important role in influencing the information content in the effectiveness of advertising. This was consistent with findings by Dur (2014) where graphics in a form of infographic and data visualisation that works as a tool that present information systematically which produce persuasion that eventually influence the effectiveness. Although there were not many studies of the correlation between graphic and the effectiveness of advertising information content, studies on graphic impact on advertising wholly were significant as most advertising design strategies, development of an advertising campaign and creative strategy is largely relying on graphics with the combination of other elements discussed earlier in this chapter that will formulate a great appeal in the effectiveness of advertising information content. This statement was supported by Belch and Belch (2011) where graphics play important roles in the effectiveness of advertising. A study conducted by Lohse and Rosen (2001) and Sisodia and Chowdhary (2013) graphic amplifies the message content inside advertisement and greatly affect audience interprets the message and create more positive and favourable attitude towards the advertisement. It explains how graphic influence effectiveness and what characteristics of graphic that effected effectiveness. It influenced audience through persuasion by changing attitudes, enabling positive cognitive processing towards the content of the advertisement and relate anything inside the content with pleasing and

alluring sentiment. Hence, the use of graphic and illustration can create an attractive advertisement; create interest first by getting audience attention to the information content in the advertisement. A study by Newspaper Association America (NAA) in 2014 shows that up to 50% or more of the advertisement space, increase readership, which create interest and increases the effectiveness by as much as 37% showed by advertisement with graphic and illustration. It further proved that the importance of graphic and the relation between graphic and effectiveness. Conversely, inappropriate use of design elements can frustrate and confuse the user and deleting and keeping only crucial to the presentation of the information will improve the effectiveness (Nicotera, 1999). It caused the audience to feel irritated and people won't even look at the advertisement and inserting too much graphic and illustration will prevent effectiveness. The studies presented shows that there is an important roles perceived by graphics and illustration in the effectiveness of advertising information content, therefore this hypothesis was developed:

**Hypotheses 6:** Newspaper advertisements with attractive graphics will significantly associate will the effectiveness of advertising through visual appeal by getting the attention from readers.

*The Relationship between Information Accuracy and Effectiveness.*

Research in information accuracy has provided evidence that accuracy of information is an important factor of the effectiveness. The findings were consistent with Celsi and Gilly (2009) in which in their findings indicates that accuracy correlates directly with the effectiveness where accuracy increases effectiveness. Accuracy is one of the factors that influence audience interest on advertising information content. It is regarded as important as it was shown that most of the government policies, initiatives, and benefits were largely communicated to the public through advertisement, specifically newspaper advertisement as stated earlier in this chapter. According to Bovee (2004), the accuracy of information is used to measure the effectiveness of advertising information content and it is also represents the integrity of the advertisers. It is also supported by Churchman and Ratoosh (1959), in their findings that the accuracy is a measurement of the quality of information and it indicates the effectiveness of advertising information content and it is highly relative. In government agencies, the accuracy of information is crucial as it brings positive impressions to the authority. It is also highlighted by Pettersson (2010) that data and facts must be correct and relevant to the situation. Inaccuracy of government information will definitely forecast bad image of the government in the eyes of the public and jeopardize dissemination of information. Inaccuracy can bring serious impact on the efficiency of the government where it may lead to citizen making inappropriate decisions (Fernandes and Longbottom, 2010). Accuracy correlates with effectiveness with medium significance which is also consistent with the previous findings in previous research. Another findings by Ellman and Germano (2009) that suggests advertising is significantly correlated with the accuracy where, when the advertising is sufficiently large, the accuracy increase and vice versa. This proved that accuracy correlates significantly with the effectiveness of advertising information content. The hypothesis developed based on the literature is:

**Hypotheses 7:** Information accuracy information content positively associated to the effectiveness of newspaper advertising content by providing facts information and minimizes forecast information.

*The Relationship between Content Informativeness and Effectiveness.*

The research on the informativeness of advertising content often related to the characteristics of imperfect consumer information which results to the poorly informed of the attributes and the existence of the services or product. This is because the lack of significant information content of advertising (Rodgers, 1995) and lack of informative content. Informativeness is measured by objectively evaluating the content of information in advertisement (Harmon et. al, 1983). In this case the evaluation was done by the audience as explained in chapter 4 and it correlated directly to the effectiveness of advertising information content. Meaning, informativeness positively correlated with effectiveness. A study conducted by Blanco et al. (2010), informativeness is important to the effectiveness of advertising and it shows a direct influence to the public's perceptions of the organization's advertised product or services. Early study by Liefeld and Muller (1990) found that informative executions steered thoughts towards the message thus the audience will be more focus towards the content of the advertisement enabling increased effectiveness. Another study conducted by Bansal and Gupta (2014), where advertisement with informational content were found to influence more audience than advertisements with less informational content and by Mahmoud (2014), information motivation positively influences audience's attitude towards advertising. It proves that the correlation has a strong relationship and thus consistent with study by previous researcher in this section where informational content correlates positively with the effectiveness of advertising. It correlates significantly with a large significant level indicating the correlation is strong. Therefore, this hypothesis was developed for this dimension:

**Hypotheses 8:** Informativeness of advertisement positively relates to the effectiveness of advertising information content by providing complete and relevant information on initiatives and policies.

*The Relationship between Usefulness of Information and Effectiveness.*

Another attribute of information quality is the usefulness of the information towards the audience. Without useful information, advertisement is just another annoying yet attractive piece of material in any type of medium. Study shows that the correlation between the variables indicating the correlation is significant. The finding was consistent with findings by Zeng et al. (2009), Mir and Rehman (2013) and Mas et al. (2014), which indicates that usefulness has a positive correlations and influence effectiveness of advertising information content. Usefulness of information influences the attitude change of the audience by exerting positive impact on the attraction of the intention of the audience (Bleier and Eisenbeiss, 2015). Perception of usefulness explain the degree of overall liking and disliking of advertising and is a crucial success in measuring advertising effectiveness (Shavitt et. al, 1998). The information content must be useful to the audience to create positive impacts towards the

effectiveness. With useful information, the audience will develop interest towards advertising improving dissemination of information. Limited spaces in newspaper advertising would not allow the placement of useless information. These findings also show that the correlation between usefulness and effectiveness and it correlates significantly with a large significant level indicating the correlation is strong. Therefore, the hypothesis for this dimension is:

**Hypotheses 9:** Usefulness of information content associated to the effectiveness of newspaper advertising content by providing useful information in the content.

## 4 Research Methodology

### *Quantitative Research Methods*

A quantitative approach was implemented and the research starts from theory, collects data and established evidence thus validating the theory through confirmatory research. The research focused on both secondary and primary data. For the secondary data, thorough reviews were done and for the primary data, questionnaires were used. All necessary precaution was taken to avoid non-responding of the survey by conducting both manual distribution and also online distribution.

### *Sampling Methods*

The selection of samples is a process of selecting a respondent that will represent the larger population, thus sample is a subset of the population. Sample is a limited number of respondents taken from a large group for testing and analysis on the assumption that the sample can be taken as representative of the whole group (Crouch and Housden, 2003). The study has employed non-probability sampling technique and the method chosen was convenience sampling. This is where the elements in the population do not have probabilities and it is unknown. Non-probability sampling was widely used in market research previously (Zikmund et al, 2010) and this nature of research was closed to market research and it is social science research where the effectiveness is the main elements of this research. Convenience sampling has a small relative cost and time required to carry out the survey as it was the most suitable method that can be applied to this research. About 400 respondents were targeted with 130 for the pilot test. Targeted respondents were from public universities in Klang Valley where they are 4 main public universities were selected (Universiti Malaya, Universiti Putra Malaysia, Universiti Kebangsaan Malaysia and Universiti Teknologi MARA). There is 413 sample draw out from the population of 4130 which consist of postgraduate students from Social Science, Communication and Media, Information Management and Computer Science mainly in Social Science and Information Technology background which represent the whole population of graduate students in Malaysia.

### *Data Collection*

Data collection was conducted phase by phase where the distribution of the questionnaire was done in all five faculties in each university. Although it was difficult to conduct a survey session as there are different groups in each postgraduate program. Most of the students are in part time mode and others in flexible learning where they do not require to attend classes like full timers do. Therefore, at first, physical questionnaires were distributed through program coordinators, program administrators and administration staff in certain faculties and universities and those in part time mode were given link to the questionnaire by the staff through email. The electronic questionnaire was developed using Google Forms, an internet application that is available on Google Drive. There were three public universities where the survey was conducted and the total of 374 returned back the respond through Google Drive application and also manual.

## 5 Result and Analysis

### *Demographic of Participants*

Data was obtained and collected from 416 postgraduate students enrolled mostly in Information Management and Mass Communication course in their respective universities, mainly research universities in Malaysia with the population of 4130 students. The demographic of the respondents were indicated in Table 4.3. The pattern of the demographic indicates that the majority of the respondents were Malay ethnic which covers 85.8% of the total respondents, the Chinese covers 6.5%, Indian, 4.1%, while the rest of it includes natives ethnic and also foreigners from other countries which represents 3.6% of the total respondents. The majority of the students taking postgraduate studies in major universities is still the Malays as it covers the majority of the Malaysia population. Approximately, 41.8% were from 31-40 years of age, which represent the biggest group of age. It shows that most of the students are from this group as most of them pursue postgraduate study while working in various industries in the country and also as part of the requirement to hold a higher post in their respective organizations especially those in public service (Bernama, 2014). Group of 20-30 comes second with 39.4% of the respondents. This group consist of students enrolled directly after they have finished their degree program. The third and last group is 40 and above which consist of 18.8% of the respondents. The population for this study in the beginning was postgraduate students from research universities in the Klang Valley and most of the education level of the respondents were Masters (82%) and PhD (18%).

### *Confirmatory Factor Analysis.*

Final measurement model CFA results after modification by observing Modification Indices (MI) indicate that the chi- square ( $\chi^2$ ) is 1202.469 and relative chi- square ( $\chi^2/df$ ) is 2.962 and with p value of .000 and degree of freedom of 406. The GFI results of the model is .830 which shows an acceptable fit. CFI shows the result of .912 with indicates a good fit. The TLI reading shows .893, indicating acceptable fit and NFI shows the value of .875 indicating acceptable fit. Lastly the RMSEA shows .069

as a result indicating good fit. Based on the final measurement model, there are many items were deleted to improve the goodness- of- fit of the data where it produces high Modification Indices (MI) where it suggest redundancy of the items (Awang, 2012). This is consistent with the suggestion by Pallant (2011) that there might be a redundancy with the factor as stated early in this chapter regarding the communalities value of the factor if the value exceeds 0.8. Usefulness need to be retained as one of the factors as it is regarded as an important construct to be used in structural model as removing items and construct of usefulness only improving modification indices in small values and not significant.

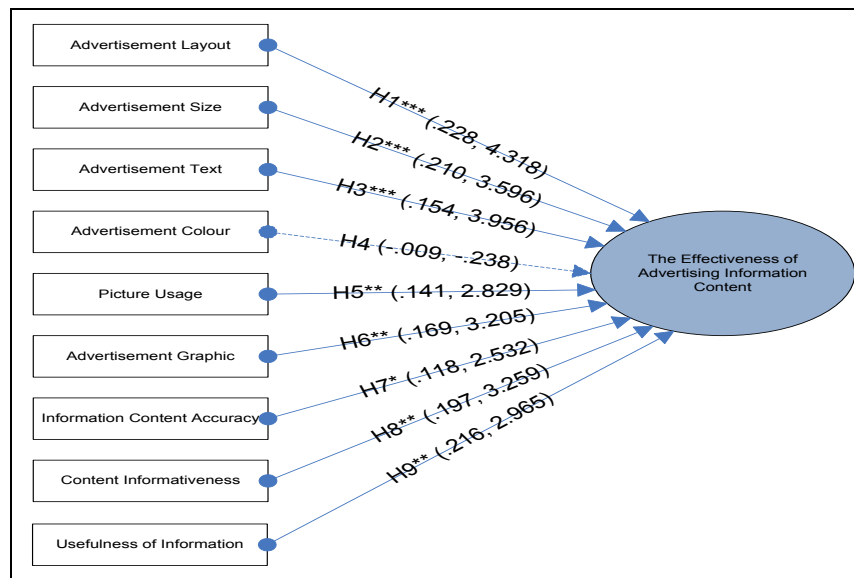


Figure 2. Path Analysis Results

This recommendation and discussion are the comparisons of our case study that deliberate about adapting knowledge workers using KMS in organizations.

### Hypothesis Testing

It was found that all the estimates unchanged thus validating the measurement model. The structural model fit shows that chi- square ( $\chi^2$ ) of the measurement model is 1202.469 and relative chi- square ( $\chi^2/df$ ) is 2.962 and with p value of .000 and degree of freedom of 406. The GFI results of the model is .830 which shows an acceptable fit. CFI shows the result of .912 with indicates a good fit. The TLI reading shows .893, indicating acceptable fit and NFI shows the value of .875 indicating an acceptable fit. Lastly the RMSEA shows .069 as a result indicating a good fit. This indicates that the structural model was a good fit. Figure 2 shows the SEM path analysis. The coefficient value ( $R^2$ ) of this research model is 0.834 and the proportion of variance that was explained by the exogenous constructs in the theoretical model.

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Specifically, the total variance in the effectiveness of advertising information content explained by its constructs is 83.4% in the final model. To sum the hypotheses testing, out of nine hypothesized relation, eight were found to be significantly supported. Hypotheses 1, 2, 3, 5, 6, 7, 8 and 9 indicate significant level of 0.05 and the critical ratio need to be greater than 1.96 (Byrne, 2010). However, only one hypothesis which is H4 shows values of -.009 for regression weight and -.238 for t- value or critical ratio respectively which was not significant at the 0.05 level. Therefore, all hypotheses except Hypotheses 4 were supported based on hypotheses testing and the summary of the test is shown in Table 1.

Table 1. Summary of the Tests of Hypothesized Relationships.

Hypotheses Statements	Findings
H1: Content presentation and layout positively associate with the effectiveness.	Supported
H2: Large sized advertisement will have greater impact on the efficiency of advertising content than small size advertisement.	Supported
H3: Attractive and readable text positively influence the efficiency and effectiveness of advertising content.	Supported
H4: High contrast attractive colours significantly associate with the effectiveness of newspaper advertising.	Not Supported
H5: Advertisements that include related visual of the initiatives in a form of photos or pictures will be more effective compared with no visual.	Supported
H6: Advertisements with attractive graphics will significantly associate will the effectiveness of advertising through visual appeal by getting the attention from readers.	Supported
H7: Information accuracy information content positively associated to the effectiveness.	Supported
H8: Informativeness of advertisement positively relates to the effectiveness of advertising information content.	Supported
H9: Usefulness of information content associated to the effectiveness of newspaper advertising content by providing useful information in the content.	Supported



## 6 Conclusion

The use of newspaper advertisement to communicate is often an option by the government. They see a newspaper advertisement as an effective and efficient medium in providing information to the public. This study provides findings which all the factors significantly correlated with visual appeal and information quality of the content which also defines the effectiveness. The government should improve communication by focusing more on the content of advertising. In this research, the results obtained were accordance with the research questions and it shows the current environment of advertising information in Malaysia together with the generalized understanding of Malaysia's audience of advertising information on the concept of advertising information content. Advertising information should be more effective if these guidelines as shown in Figure 3 are being considered. Implementing the suggested improvement will not only provide an instant solution in public awareness but also will create long term solution of a series of government communication problems. This will reflect a new role and function of public servants to grasp the guideline to be implemented in each of their agencies. The implementation of the guidelines and model of the effectiveness of advertising information content should prevent the problem as stated in the beginning of the research as comprehensive findings provide proof of the significance of the factors in providing solutions. To add to the suggestion in improving government's communication through the effectiveness of advertising information content is that the recommendation of this model to be implemented in all departments in the government sector and to establish a group of personnel that take control of the implementation that will eventually master the concept of effective government communication. These personnel must be an expert in advertising information and information management fields, thus will create consistent communication and dissemination of information solution pattern that will improve communication. Effectiveness of advertising has been strong interest from advertisers and also government agencies as it was considered a measure of a good government communication and government information dissemination. It is also an interest for consumer researcher and marketing researcher as it was measured based on attitude change, ROI and sales. This model is based on the responses of the audience towards advertisements that depends on the change of audience attitude considering cognition, message processing and persuasion. The guidelines suggest that layout of advertisement, size of advertisement, text used in advertisement, picture and photo usage, graphic, information accuracy, usefulness of information and informativeness were significant factors in determining the effectiveness of advertising information content. However, although in the beginning based on previous research there was a correlation between colour and effectiveness of advertising information, but it seems not significant. It shows by various findings by other researchers with conflicting findings. By considering Malaysian context, in researcher's opinion, it is because of multicultural background of the Malaysian's audience. A study by Tong and Robertson (2008) and Singh (2006) suggested that colour may affect the cultural value. Red is commonly associated with the Chinese while green often associated with Malays. This could explain the insignificant results of H4. As highlighted by Thai and Chan (2001) there were significant differences with information content advertising between western and eastern culture. The studies related to the influence of colour to the effectiveness may have been con-

ducted separately because of the complexity of the subject. Although it suggests an improvement towards the preparation of information content, holistically, it needs to consider a different angle of effectiveness other than information content such as the used of other medium and its strategies and also other elements of promotions such as direct selling, public relations, interactive and internet marketing and personal selling. Those elements also have the abilities to disseminate information and it may need to be addressed in other research in the future. Lastly, there are a few dimensions that the future study would consider as the main factor for example culture factor, medium and channel factor, target audience and media planning factor. Additional research is needed to extend our understanding of the constructs used in this study by studying other dimensions that can be compared results between dimensions of studies.

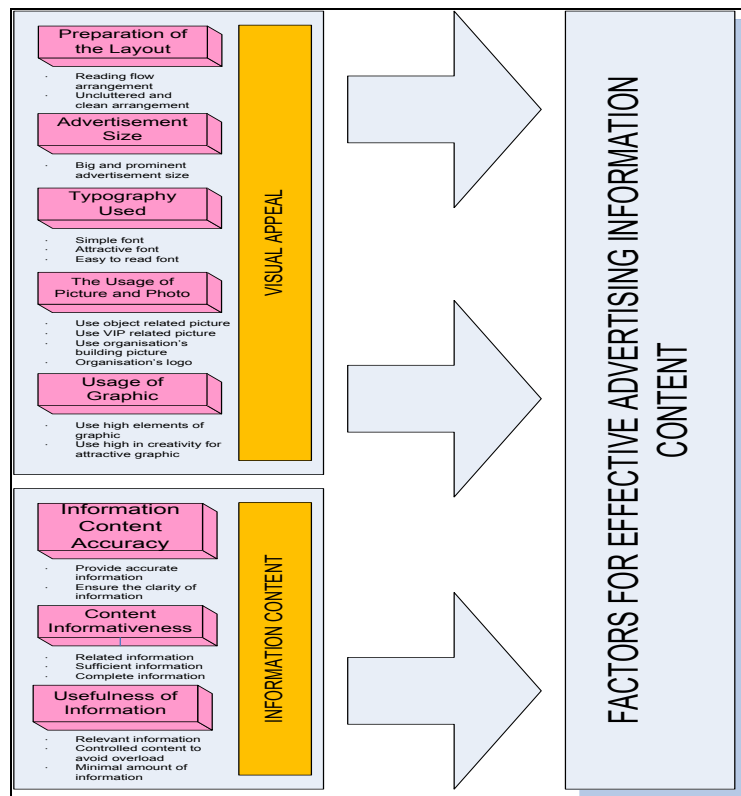


Figure 3. Proposed Guideline for an Effective Advertising Information Content for Newspaper Advertisement

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