

# INTI INTERNATIONAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

### The Malaysian's Perception On Premium Print Advertisement

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## Abstract

This research is to examine the perception and purchase intentions of Malaysians on premium print advertisement as previous study that had been carried out on the topic was done in European countries. Utilizing the quantitative method, questionnaires was employed as the measuring instrument assisted by three perfume advertisements printed in premium print manner. A total of 229 samples were taken from the general public and the data collected showed that the premium-print advertisement were perceived as unique, prestigious, brand appealing and increased intentions to buy and pay a premium. Furthermore, results also confirmed previous studies regarding gender's influence on new information processing. This study proves that a positive influence of premium print advertisements on key outcome measures suggests investments in premium print advertising may prove worthwhile for the industry in their rebranding and brand positioning exercise as consumers use their impressions of advertising cost as a cue to evaluate the advertised brand and, possibly, form resulting behavior (Kirmani, 1990).

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## Declaration

"I hereby declare that this research paper is my own effort except for those summaries and information of which sources are clearly specified"

14<sup>th</sup> December, 2012

John Lim Kheng Hock

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### List Of Abbreviations

UDA - Uniquely Designed Advertisements

PAD - Prestigious Advertisement Design

PBR - Prestigious Brand Recognition

AAD - Attractive Advertisement Design

ABR - Appealing Brand Recognition

WTB - Willingness To Buy

WPP - Willingness To Pay A Price

## Chapter 1

### Introduction

#### 1.0 Chapter Summary

This chapter presents the introduction of this research highlighting the importance of premium print advertisement in today's modern world. Specific discussion on the premium print advertising in Malaysia and its significance to various industries are included. The problem statement, research questions, research objectives, research assumptions, research limitations, scope of the research, operational definitions and outline of the research are also discussed in this chapter.

#### 1.1 Background of Advertising

Advertisement is an important element of the business strategy for many years and any business would not have survived if not for advertisement. Advertisement refers to any type of paid form of "non-personal presentation and promotion of ideas, goods, or services by an identified sponsor" and its main purpose is to create brand awareness and continuous purchase (Kotler and Keller, 2012). It is believed that advertising came about in the early history of mankind and it is still regarded as one of the largest industries in the world today (Belch and Belch, 2009). Advertising is part of Promotion under the 4Ps of the marketing concept established by McCarthy which includes but not limited to print media, network media, broadcast media, electronic media and display media (Kotler and Keller, 2012).

The print advertising is still being regarded as one of the most important advertising method used across the globe despite the recent addition of other type of advertisements such as the interactive media advertising on the modern day internet and television (Gallagher et al., 2001; Olsen, 2001; Kanso and Nelson, 2004) and in the US, a whopping 133 billion USD was spent only on advertising cost alone in 2008 (Bauer and Hampel, 2009)! Even in Malaysia, numerous medium and large businesses are still employing print advertisement as one of their main advertising strategy (Hashim, 2010).

## **1.2 Problem Statement**

This study aims to address the research gap identified from previous study that lacked the attention on the general public in Malaysia. For the industry, this study serves to assist firms in Malaysia to identify their target market and enabling them to tailor the advertisement to suit the purpose in order to create increased brand awareness and stimulate purchase as well repeated purchase through a series of rebranding exercises. Because of the sheer amount of visual stimuli that concurrently calls for attention exceeds the human processing ability, consumers nowadays are growing immune to traditional advertising (Hampel et al., 2012). As advertisers carry on seeking new innovative ways of print advertising, one of such innovation is the premium print advertisement. What sets premium print advertising apart from traditional print advertisement is its high-gloss effect printed on special extra high density paper having haptic cues of shapes which are tangible, forming, blanking and tactile use of paper (Bauer and Hampel, 2009). However, firms often question the effectiveness of premium print advertising on consumer's perception to create a unique, favourable and prestigious perception towards the brand and product advertised as well as a willingness to buy and pay a premium (Hampel et al., 2012).

Research previously conducted showed that premium print advertising proved to be very effective in creating a unique, favourable and prestigious perception towards the brand and product advertised as well as a willingness to buy and pay a premium but the results only represented the perception of the general population of a European country (Hainpel et al., 2012). The impact premium print advertising has in a country such as Malaysia was not taken into account as studies previously conducted outside Malaysia may not be applicable for the advertising firms in Malaysia. Therefore, this study will be focused on the effect of premium print advertising based on the response of the general public in Malaysia on the factors that advertisers incorporate aimed to enhance the consumer perception of their brand and product. However, other controversies that are not covered by this and previous research also arise such as the perception of the industry and government on premium print advertising.

### **1.3 Research Questions**

This research aims to answer the question "What is the perception of the Malaysian general public on premium print advertisement?". Also, there are four research questions that are developed by the author listed below:

1. What unique perception will result with the use of premium prints advertisements?
2. Will the use of premium print advertisement give the brand a prestigious perception?
3. Will the use of premium print advertisement give the advertisement a prestigious perception?