



جامعة
بنغازي الحديثة



**مجلة جامعة بنغازي الحديثة للعلوم
والدراسات الإنسانية**
مجلة علمية إلكترونية محكمة

العدد السابع

لسنة 2020

حقوق الطبع محفوظة

شروط كتابة البحث العلمي في مجلة جامعة بنغازي الحديثة للعلوم والدراسات الإنسانية

- 1- الملخص باللغة العربية وباللغة الانجليزية (150 كلمة).
- 2- المقدمة، وتشمل التالي:
 - ❖ نبذة عن موضوع الدراسة (مدخل).
 - ❖ مشكلة الدراسة.
 - ❖ أهمية الدراسة.
 - ❖ أهداف الدراسة.
 - ❖ المنهج العلمي المتبع في الدراسة.
- 3- الخاتمة. (أهم نتائج البحث - التوصيات).
- 4- قائمة المصادر والمراجع.
- 5- عدد صفحات البحث لا تزيد عن (25) صفحة متضمنة الملاحق وقائمة المصادر والمراجع.

القواعد العامة لقبول النشر

1. تقبل المجلة نشر البحوث باللغتين العربية والانجليزية؛ والتي تتوافر فيها الشروط الآتية:
 - أن يكون البحث أصيلاً، وتتوافر فيه شروط البحث العلمي المعتمد على الأصول العلمية والمنهجية المتعارف عليها من حيث الإحاطة والاستقصاء والإضافة المعرفية (النتائج) والمنهجية والتوثيق وسلامة اللغة ودقة التعبير.
 - ألا يكون البحث قد سبق نشره أو قُدم للنشر في أي جهة أخرى أو مستل من رسالة أو اطروحة علمية.
 - أن يكون البحث مراعياً لقواعد الضبط ودقة الرسوم والأشكال - إن وجدت - ومطبوعاً على ملف وورد، حجم الخط (14) وبخط (Arial 'Body') للغة العربية. وحجم الخط (12) بخط (Times New Roman) للغة الإنجليزية.
 - أن تكون الجداول والأشكال مدرجة في أماكنها الصحيحة، وأن تشمل العناوين والبيانات الإيضاحية.
 - أن يكون البحث ملتزماً بدقة التوثيق حسب دليل جمعية علم النفس الأمريكية (APA) وتثبيت هوامش البحث في نفس الصفحة والمصادر والمراجع في نهاية البحث على النحو الآتي:
 - أن تُثبت المراجع بذكر اسم المؤلف، ثم يوضع تاريخ نشره بين حاصرتين، يلي ذلك عنوان المصدر، متبوعاً باسم المحقق أو المترجم، ودار النشر، ومكان النشر، ورقم الجزء، ورقم الصفحة.
 - عند استخدام الدوريات (المجلات، المؤتمرات العلمية، الندوات) بوصفها مراجع للبحث: يُذكر اسم صاحب المقالة كاملاً، ثم تاريخ النشر بين حاصرتين، ثم عنوان المقالة، ثم ذكر اسم المجلة، ثم رقم المجلد، ثم رقم العدد، ودار النشر، ومكان النشر، ورقم الصفحة.
2. يقدم الباحث ملخص باللغتين العربية والانجليزية في حدود (150 كلمة) بحيث يتضمن مشكلة الدراسة، والهدف الرئيسي للدراسة، ومنهجية الدراسة، ونتائج الدراسة. ووضع الكلمات الرئيسية في نهاية الملخص (خمس كلمات).

3. تحتفظ مجلة جامعة بنغازي الحديثة بحقها في أسلوب إخراج البحث النهائي عند النشر.

إجراءات النشر

ترسل جميع المواد عبر البريد الإلكتروني الخاص بالمجلة جامعة بنغازي الحديثة وهو كالتالي:

- ✓ يرسل البحث إلكترونياً (Word + Pdf) إلى عنوان المجلة info.jmbush@bmu.edu.ly او نسخة على CD بحيث يظهر في البحث اسم الباحث ولقبة العلمي، ومكان عمله، ومجاله.
- ✓ يرفق مع البحث نموذج تقديم ورقة بحثية للنشر (موجود على موقع المجلة) وكذلك ارفاق موجز للسيرة الذاتية للباحث إلكترونياً.
- ✓ لا يقبل استلام الورقة العلمية الا بشروط وفورمات مجلة جامعة بنغازي الحديثة.
- ✓ في حالة قبول البحث مبدئياً يتم عرضة على مُحكمين من ذوي الاختصاص في مجال البحث، ويتم اختيارهم بسرية تامة، ولا يُعرض عليهم اسم الباحث أو بياناته، وذلك لإبداء آرائهم حول مدى أصالة البحث، وقيمتها العلمية، ومدى التزام الباحث بالمنهجية المتعارف عليها، ويطلب من المحكم تحديد مدى صلاحية البحث للنشر في المجلة من عدمها.
- ✓ يُخطر الباحث بقرار صلاحية بحثه للنشر من عدمها خلال شهرين من تاريخ الاستلام للبحث، وبموعد النشر، ورقم العدد الذي سينشر فيه البحث.
- ✓ في حالة ورود ملاحظات من المحكمين، تُرسل تلك الملاحظات إلى الباحث لإجراء التعديلات اللازمة بموجبها، على أن تعاد للمجلة خلال مدة أقصاها عشرة أيام.
- ✓ الأبحاث التي لم تتم الموافقة على نشرها لا تعاد إلى الباحثين.
- ✓ الأفكار الواردة فيما ينشر من دراسات وبحوث وعروض تعبر عن آراء أصحابها.
- ✓ لا يجوز نشر إي من المواد المنشورة في المجلة مرة أخرى.
- ✓ يدفع الراغب في نشر بحثه مبلغ قدره (400 دل) دينار ليبي إذا كان الباحث من داخل ليبيا، و (200 \$) دولار أمريكي إذا كان الباحث من خارج ليبيا. علماً بأن حسابنا القابل للتحويل هو: (بنغازي - ليبيا - مصرف التجارة والتنمية، الفرع الرئيسي - بنغازي، رقم 001-225540-0011. الاسم (صلاح الأمين عبدالله محمد).
- ✓ جميع المواد المنشورة في المجلة تخضع لقانون حقوق الملكية الفكرية للمجلة.

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Examining influence of cultural elements in advertisements among users of DiGi mobile network operator: A case of Malaysian students

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ABSTRACT.

The main objective of this research is to examine the relationship of Malaysians cultural element (language, norms, and religion) on Digi Network Advertisement reception. Employing quantitative research design, this study investigates 150 local university students on the relationships between cultural elements (language, norms, and religion) and advertisement reception. The findings of the study revealed that cultural norms and religion are related to Malaysians advertisement reception and language is not significantly related to Malaysians advertisement reception. This study ended by recommending future research to dig in more to the relationship of cultural element and advertisement reception by employing larger sample scale.

Key words: Language, Religion, Norms, Advertisements receptions.

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المخلص:

الهدف الرئيسي من هذا البحث هو دراسة العلاقة بين عناصر الثقافة الماليزية (اللغة والأعراف والدين) ومدى استقبال إعلانات شبكة الاتصال المحمول لشركة ديجي من قبل الجمهور المستهدف، باستخدام تصميم البحث الكمي، حيث تجرى هذه الدراسة على 150 طالباً جامعياً محلياً لتدرس العلاقات بين العناصر الثقافية الماليزية (اللغة والأعراف والدين) في استقبال إعلانات شبكة الاتصال المحمول ديجي، هذا وكشفت نتائج الدراسة أن الأعراف الثقافية والدين ترتبط باستقبال الإعلانات الماليزية في حين أن اللغة ليست مرتبطة بشكل كبير باستقبال الإعلانات الماليزية. انتهت هذه الدراسة بالتوصية بالبحث المستقبلي للتعلم أكثر في العلاقة بين العنصر الثقافي واستقبال الإعلان من خلال استخدام مقاييس أخذ العينات.

الكلمات المفتاحية: اللغة، الدين، الأعراف، استقبال الإعلانات.

1.0 Introduction

O'Guinn, Allen and Semenik (2009) define advertising as a persuasive communication, paid for to be published or announced through a mass media. The aim of persuading in advertisements made it a part in the components of communication model. Theorist generally accepted that the four models of communication is to inform, persuade, educate and entertain therefore advertising is one of the phase of communication (Rothwell 2004).

Rothwell (2004) revealed that perception is a synonym to reception. The main essence of communication is to create meaning from the sender by the receiver. The process of creating to particular message is known as perceptual process which entails selecting, organizing, and interpreting. Guido, David, and Wilhoit (2003) affirmed that some factors influence the output of perceptual process, which can be situations, environments, culture and personalities. This notion is clearly understood from the finds of (Rajesh, 2010) claiming that culture difference influence audience perception and reception of a particular message regardless of the language used and the channel conveying it.

The transformational changes that advertising and integrated brand promotion brought to commercial industries in the United States have enriched its widespread to the world, and have made it an essential tool of every company to persuade their consumer and provide more than enough information about their company, product and services (Albena, Diego, and Josep 2010). Thus advertisements appear as one of the valuable tools in elevating commercial companies and brand innovations.

Reasonably, the motive behind doing anything is as well important as how it is done. Brian and Daniel (2005) hold that advertising agencies are always conscious of the message and the language in advertising as they do in selecting relevant audience for a particular advertisement. Karen, Chris, and Thomas (1993) added that advertisement may be regarded effective-less if it is wrongly perceived or received by it targeted audience.

Banks and McGee (1989) define culture as a symbolic, ideational aspect of a society, the elements of a particular culture influence how member of the society interpret, adopt, and receive artifacts, tools, and other cultural elements. The source elaborated that it is the diversity of culture, differences in cultural values, symbols, interpretation and message reception that distinguish people from each other. Summarily, culture could be seen has what differentiate people from each other, as cultural elements are usually distinctly different. To another directions, (Damen 1987) defined culture as the unique, habitual and shared ways of living, speaking, and interpreting. According to the source, culture can be seen as human primary adaptive, and that human value is always to the respect of their culture.

Razzouk and Vacharante (2003) revealed that, cultural differences in audiences of international designed advertisements are factors that affect advertising receptions in respect to choice of advertising themes, media selections, words, symbols and pictorial interpretation. Hence culture is not a negligible issue in the reception of international designed advertisements.

2.0 Problem Statement

Malaysia is a unique country with a complex cultural identity. Malaysia cultural mosaic entails many different cultures from distinct ethnic groups. The country is populated by 65% of Malay that are the original indigene of the Malay region, 25% of Chinese migrated in for economical purpose during the middle of 19th century and 10% of Indian which emerge in the 19th century as well, for the construction of estate and little business (The Malaysia Tourism Promotion Board 2006). Till present, the diversity of ethnicity in Malaysia, differences in religion and a large distinct of culture exist, by which personality value of Malaysians are been related and addressed to their ethical and cultural diversity, everyone one holds with his or her cultural value (Jenny & David 1999).

In contrast to the findings of (Akert & Abigail 1988) that, in an intercultural communication situation, meaning of any message are been created by people and not in the used words. Cultural value constitute to individual message perception and reception. Thus advertising as a means of communicating and persuading, there is a need to investigate its reception in a local cultural complexity in Malaysia.

This study tends to investigate the element of culture in advertisement reception of student subscribers of DiGi network. It is reasonably ideal to present explanation of DiGi Telecommunication Berhad and their network in Malaysia. Digi.Com Berhad addressed itself as the Malaysia leading mobile communication company that was established in the month of May 1995. The company is committed to providing their subscribers of affordable and effective mobile and telecommunication service that ease and make life convenient for them. The latest and newest technology innovation that is the norms of DiGi.Com Berhad made it gain almost 7.1 Million subscribers, and their consistent operational excellence made most of their subscribers to be prospective business man and lot of Malaysia undergraduate students (DiGi.Com Berhad Annual Report 2008).

It has been strongly emphasized that the purpose of communication, is the sharing and making of meaning (Rothwell 2004), and that the purpose of advertising is to persuade consumer on a new introduced brand of a product, to let them know of a particular service and to provide information of a commercial cooperation (O'Guinn, Allen & Semenik 2009). Communication will be regarded as jargons so as advertisement when it is meaningless or wrongly received by the target audiences. O'Guinn, Allen & Semenik (2009) discuss the misunderstanding of many local and global advertisement by their audiences, thus there is a need to investigate the influencing elements of the wrong reception of advertisement.

Ethnocentrism; it is a general habit of human being that shows them the best and the most valuable things from their culture, and Self-reference criterion (SRC); the act of referencing to own culture unconsciously, these two philosophy are often discussed as the problems that faced by international advertisers across nation and across cultural binderies, as they affect people perception and reception (O'Guinn, Allen & Semenik 2009). The fact that all human posses this habit could be interpreted that people will always love what is for them than what is for others. In relation to this, what is effect of absent of people's cultural elements or the present of cultural elements on advertisement reception is a question needed to be asked.

Rajesh (2010), as one of the studies that has been conducted in researching for the effect of culture in global advertisements, and found that culture has a significant

effect on global advertisements reception. These have been a researchable domain in international advertisements specifically for global products entering diverse markets across cultural boundaries. Although many panacea have been suggested to effect global advertisements across culture, but still, there is a need to research for the effect of culture complexity and cultural differences as a factor that affect reception of national or local advertisements in a unique markets and audience. This urge the motive of this study to investigate the effect of elements of cultural diversity in a unique market of Malaysia as a nation with different ethnicity, to highlight culture has a barrier for local, regional, and national advertisers in communicating their targeted audiences in a local level of cultural diversity.

3.0 Purpose of the Study

This study aims at investigating the effect of cultural elements in national advertisements in Malaysia. To arrive to a clear view on how national or regional advertisement are been received by Malaysian local audiences. This study will provide percussions to the national advertisers of Malaysia to pave cultural diversity as a barrier that differentiate people's personalities and affect advertisement reception, as the study will identify the effect of cultural diversity in the reception of DiGi Network in Malaysia.

4.0 Research Questions

In the process of achieving this study objectives, this study would provide sound answers to the below listed research questions;

1. What is the effect of Language in the reception of DiGi Network advertisements?
2. What is the effect of Cultural Norms in the reception of DiGi Network advertisements?
3. What is the effect of Religion in the reception of DiGi Network advertisements?
4. How can the differences in DiGi Network advertisements reception be identified?

5.0 Research Objectives

This research will strive rigorously in achieving its main aim by investigating undergraduate students in Malaysia on the effects of cultural elements on advertisements reception, and by achieving the following listed objectives as related to the research questions;

1. To examine the effect of language in student subscribers of DiGi Network advertisement reception
2. To examine the effect of Cultural norms on the students subscribers of DiGi Network advertisement reception
3. To examine the effect of religion on the students subscribers of DiGi Network advertisement reception
4. To identifying differences in DiGi Network advertisement reception.

6.0 Operational Definitions

6.1 Elements of Culture

Many sociologists claim that, culture is locally or societal unique, but universally different. Precisely the elements of culture distinguish universal culture. Cultural elements constitute to the segmentation of people, and also serve as people differences as culture do (Dennis 2006). Elements of culture include; Language, Norms, Beliefs (Religion), Values, Social collectiveness, statuses and cultural integration (Uttara 2006).

Excluding the physical characteristics (such as; color and body structure), the main features that distinguish the three main ethnics of Malaysia populations are; language, religion, and cultural norms (The Malaysia Tourism Promotion Board 2006). More so those are the perceived adoptable cultural elements in Malaysia mass communication. Language, Religion, and Norms are then defined below, as related to this study.

Language: Greg (2002) presented language as the most important part cultural elements as a tool that is used culturally to transfer meaning for the purpose of communication. Language itself could be seen as a symbol of culture and the differences in language denote cultural diversity. Relatively all the three different ethnics in Malaysia speaks different languages, Chinese speak Mandarin, Malay speak Malaya and Indians speak Tamil. It is noted in this studies that Malay language is the first and official language of Malaysia, but still other ethnics interact with their languages and it is also been used in the media (Television channels, Radio, and Newspapers). Thus language can affect advertising themes, media selections and words.

Norms: sociologist describe cultural norm as the inseparable part of the culture that includes folkways, taboos, mores, laws. Norms are usually created nationally and habitually accepted as a general ideology and philosophy of a particular cultural boundary (David and Peter 2004). Cultural norms directly affect peoples' way of leaving, communication and interactions (Uttara 2006). The differences in cultural norms of Malaysia can then influence differences in reception of advertising themes, pictorial interpretations and symbols.

Religion: Shojaeizand (2009) hold that different sociologists argue in the definition given to religion, but if it is looked culturally, it can be defined as human way of living that influentially affect human behaviors and ideologies. As Malaysians are culturally different so as their religion distinguished them, this religion differences affects receptions of pictorial interpretations, symbols, words and media selections.

6.2 Advertisement Reception

Craig and martin (1996) explain advertisement reception, as the audience personal created meaning and perceptions towards a particular commercial advertisement, in respect to the advertisement themes, media selections, words, symbols, and the pictorial interpretations.

7.0 Significance of the study

The findings of this study will be immensely significant to the Malaysian advertisers and advertising agencies in specific and generally to the global advertisers in making

decisions towards advertisements designing and creativity in respected to audience reception it effects on advertisements value. The study will also empirically contribute to the related field of study by identify the effect of cultural elements in communication receptions.

8.0 Literature Review

Khanh and Hau (2007) concluded from the study of cultural reflection of preferred appeals in mobile advertising in Vietnam that, cultural differences play a vivid role and greatly influence audience advertisement preferences. The study suggested that global advertisers must be able to decide on the level of globalization and localization of advertisement messages, as cultural adaptation or advertising standardization are the main mediators of global advertising. Though the study was directed to examine cultural reflection on mobile advertising in the content of global advertisements, it is also reasonable to examine the influences cultural differences are playing the reception of advertisement in a local level.

Rajesh (2010) conclusively revealed the conservativeness of India Muslims towards the global advertising. The source aimed at investigating the effectiveness of global advertisement on India culture and arrived to Indian differences in respect of their religion, India culture, age, and gender. The findings of the studies show that religion plays a significant role in Indian acceptance of global advertising, given the descriptive figure as 56%, 42%, and 45% of Christianity, Hindu and Muslim respectively. As the cultural diversity of Malaysia is constitutionally established, does the religion. Thus three to four major religion exist in Malaysia populated according to the racial differences, Malay are mostly Muslims, little Chinese and most Indian are Buddhist while little Indian and most Chinese are Christian (Malaysia Tourism Promotion Board 2002). It is then justifiable to examine the effect of religion differences on a localized advertisement reception in Malaysia.

Less exploratory studies has separately discuss language and it effect on advertisement reception. O'Guinn, Allen and Semenik (2009) expose the great barriers language create in the interpretation of international advertising, the example of Coca-cola advertisement as it was wrongly interpreted in chine, cause being related to the language used in it. The source further the discussion by suggesting the usage of fewer words and more pictures in international advertising, to pave the glaring effects language played in advertisement reception. Likewisely this study aim at investigating the effect of language in Malaysia localized advertisement.

Conceptual framework:

It has been justified above, that this study focuses on just three elements of culture such as; language, religion, and norms as they are the identifiable cultural elements that constitute differences in Malaysians and their communication reception. Advertisement reception has also been operationally defined in relation to advertising themes, media selections, words, symbols, and pictorial interpretations. Hence Language, Religion, Norms constitute the dependent variables of this study to exam their relationship with Malaysians advertisement receptions in relation to advertising themes, media selections, words, symbols and pictorial interpretation as the study independent variable.

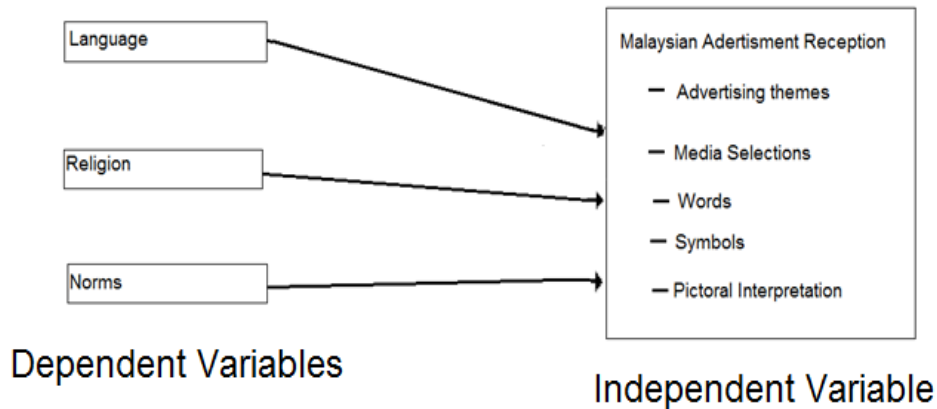


Figure 1: Conceptual Framework

9.0 Research Hypothesis

The research hypothesis is formulated from the research objectives and the conceptual framework, although the research objective will be achieved with the help of the adopted research methodology. But there is a need to form a pretesting hypothesis from the research objectives. Below are the formulated research hypotheses of the effect of cultural diversity on DiGi student subscribers' reception on DiGi advertisement reception;

H1₀: The differences in language do not affect DiGi Network advertisement reception

H1₁: The differences in language affect DiGi Network advertisement reception

H2₀: The differences in religion do not affect DiGi Network advertisement reception

H2₁: The differences in religion affect DiGi Network advertisement reception

H3₀: Cultural norms do not affect DiGi Network advertisement reception

H3₁: Cultural norms affect DiGi Network advertisement reception

10.0 Theoretical Perspective

This study is strongly directed to the literary theory called Reception theory. Amacher, Richard, and Victor (1979) the theory explains the audience negotiation or opposition to a particular message, by which reader, audience and listener don't passively accept messages. Audience could create meaning or interpret the message based on their individual cultural background and life experiences (Bennett & Susan 1990). In other words, message doesn't inherit meaning itself, but they could be created and organized by audience. Revealed that, same interpretation to a particular message, basically occur when group of audiences have a unique cultural background, and same life experience (Eagleton 1996).

From the explanation of reception theory it could be seen related to this field of study, by it supporting the perception that cultural diversity and differences in

cultural elements, such as religion, language, and cultural norms effect on advertisement reception.

11.0 Research Methodology

11.1 Research Design: The Quantitative design

This study will adopt a quantitative research approach. It is considered suitable and applicable for this for this kind of exploratory study, because of the nature of the research question. Sekaran (2000) support the move that the selection of research methodology depends on the concept and context the research question is asking. This is in line with the conclusion of John (2008) revealed all the features to be examined in adopting quantitative research methodology which are all notice in the relation of this research and the adopted methodology, and discovered related.

The general activity of this research methodology involved four phases. The problem definition, data collection, data analysis, and reporting are all the involve phases of this research, to achieve the research objectives. During the writing of the study proposal and after, the study will review the related existing research related to this area to highlight the study background. The data collection is an obvious stage of the research that will be defiantly done with the constructed or adopted instrument. The data analysis will be done with the appropriate tools with SPSS using the descriptive analysis according to the aim of the research. Reporting as the last of the research stages, this phase will entails the research findings, conclusion of the research, recommendation, and future direction.

11.2 Data Collection

This study data will be collected using developed questionnaire as the data collection instrument and this will be done by following all the required processes to validate the findings of the research as discussed in the following subsections.

11.3 Sampling

This is the technique in which individuals or groups are chosen to be in direct proportion to their frequency in the population. In quota sample, selections are made in a way that provides for the characteristics of the resulting sample to be a miniature approximation of what would be found in the population. For example, if the researcher knows that seventy percent of UUM students are DiGi network subscriber, then seventy percent of the sample should be comprised of UUM students DiGi subscribers.

The representative group is not created by random selection in quota sample; instead, it is created by convenience. The general procedure for quota sampling includes the following:

Step 1: identify the characteristics of the population that are germane to the study; such as, ethnic, religion and their general demographic features.

Step 2: using information from sources like surfing the DiGi website, to determine the size of each relevant segment of the population.

Step 3: calculate the proportion of each of these segments.

Step 4: identify those who have the characteristics found in step 3 in order to fill the quota.

The quality of quota sampling rests with those who are selected to fill the various slots and it also provides opportunities for completing studies that otherwise might not be possible.

11.4 Instrument Development

The instrument will be designed from relevant sources (experts) in the area as being suggested for a quantitative study of this nature and for the purpose of establishing a link between this study and existing studies (Sekaran, 2000; John, 2008). The surveying instrument will be developed based on the literature review, and adopted from expert as related to this field of study.

12.0 Reliability Test

The reliability validity is verified by conducting construct reliability after gathering the original data for this study; the result of the scale validation is compared with the pilot study to examine the consistency of the study instrument. Table 1.0 present the verification of the reliability testing with the pilot testing.

Table 1.0:

Reliability Test

Variables	Number of Items	Cronbach's Alpha	
		Pilot Test	Main Data
Language	12	0.781	0.765
Religion	10	0.703	0.702
Norms	6	0.702	0.702
Advertisement Reception	9	0.825	0.770

12.1 Testing Research Hypotheses

With the use of Pearson product-moment correlation coefficient as supported appropriate for explaining relationship between variables (Sekaeran 2000; John 2008). The result of the correlation and each of the study alternative hypotheses are discussed below:

H1: There is a relationship between language and advertisement reception

This study first hypothesis presumed that there is a relationship between language and advertisement reception. Findings from correlation analysis revealed the score of the relationship between language and advertisement reception as ($r=.324, p<0.1$) which is generally accepted. The result revealed that there is a significant relationship between Malaysian languages on the way they perceive advertisement messages (Table 1.1).

H2: There is a relationship between religion and advertisement reception

This study also hypothesized that, religion as one of the element of culture and people way of living and from what is denoted from the reception theory, initially presumed that Malaysians' religion affect the way they receive advertisement messages. The result of correlation analysis done in this research supportably report that religion is correlated with advertisement reception with the score of ($r=.371, p<0.1$). This finding could be interpreted that, the religion is significantly related to the way Malaysians receive and interpret messages from advertisement Table 1.1.

H3: There is a relationship between cultural norms and reception

The third hypothesis of this third stated that cultural norms related to advertisement reception. Cultural Norms has been established and proved as one the cultural element related to the proclamations of the reception theory, this study curiously perform a correlation analysis on the relationship level of the cultural norms and advertisement reception. The correlation analysis revealed that cultural norms is correlated with advertisement reception with score of ($r=.701, p<0.1$) confidence level, this means cultural norms strongly related to the Malaysian's interpretation and the reception of advertisement.

Table 1.1.

Hypotheses Correlation

		Advertisement Reception
Language	Pearson Correlation	.324(**)
Religion Mean	Pearson Correlation	.371(**)
Norm	Pearson Correlation	.703(**)

** Correlation is significant at the 0.01 level (2-tailed).

a Listwise N=150

12.2 Conclusion

Based on the discussions in literature review, explanations of the advertisement reception theory, and the findings of this research, it is evidenced that Malaysians culturally and individually receive advertisement differently according to their language, cultural norms, and religion. This research has proved necessary advertisement reception concern to the Malaysian advertisers, advertising agencies, and advertising companies and has academically proved the correctness of the notions of reception theory in Malaysian cultural diversity context.

12.3 Recommendations for Future Study

This study is limited to only Malaysians, as cross cultural study, future studies are recommended to dig deeper to the effects of cultural elements on advertisement reception involving two or more countries. Additionally there is a need to consider the role language plays advertisement reception and finally there is need to test for the effect of other cultural element on advertisement reception.

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