

**RELATIONSHIP BETWEEN FACEBOOK ADVERTISEMENT AND  
GRATIFICATION OF MILLENNIAL GENERATION'S NEEDS IN KLANG  
VALLEY**

**By**

**ATHIR AMANI BIN JUNAIDI**



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KUALA LUMPUR**

**A Project Paper Submitted in Partial Fulfillment as the Requirement for the  
Master in Communication by Coursework in the Faculty of Arts,  
Communication and Education**

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Abstract of thesis presented to the Senate of Infrastructure University Kuala Lumpur in partial fulfilment of the requirement for the degree of Master in Communication.

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**July 2018**

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This study is to find the relationship between Facebook advertisement and gratification of millennial generation's needs in Klang Valley using the Uses and Gratification theory. Under the Uses and Gratification theory, the five needs are Cognitive needs, Affective needs, Personal Integrative needs, Social Integrative needs and Tension Free needs which are adopted as the independent variables. The dependent variables are the Facebook everyday usage, searching habits and purchasing activities via Facebook advertisements. It applies the quantitative survey design and self-administered questionnaire. Two hundred convenience samples were distributed among the Klang Valley millennial generation, and surveys was conducted on them. The correlation analysis findings of this thesis were; (a) Cognitive needs only shows a significant positive correlation for using and searching but not on purchasing through Facebook advertisement, (b) Affective needs shows a significant positive correlation for all using, searching and purchasing through Facebook advertisement, (c) Personal Integrative needs only shows a significant positive correlation for using and searching but not on purchasing through Facebook advertisement, (d) Social Integrative needs does not show any correlation for all

using, searching and purchasing through Facebook advertisement, (e) Tension Free needs only shows a significant positive correlation for using and searching but not on purchasing through Facebook advertisement. In conclusion, most Klang Valley millennial generation only using and searching Facebook advertisement but does not purchase products or services through Facebook advertisement. These findings showed that millennial in Klang Valley only correlate the affective needs with the purpose of using, searching and purchasing products or services through Facebook advertisement. This study also hope to contribute to more practical policy application in terms of Facebook advertisement and correlation of needs.

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## APPROVAL

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## DECLARATION

I declare that the thesis is my original work except for quotation and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Infrastructure University Kuala Lumpur or at any other institution.



ATHIR AMANI BIN JUNAIDI

3<sup>th</sup> August 2018

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

Advertising is a term derived from Latin "*advertere*" meaning to focus on a specific thing (Bootwala, S. et al., 2007). Advertising is a paid, mediated form of communication from identifiable source designed (Richards, J. et al., 2009) to influence viewers to respond immediately or in the near future. Mediated means that some medium like television or even internet could convey the message from the sender to the receiver. Advertising basically means announcement. However, the evolution of advertising has changed the functions of advertisements which to persuade the prospective buyer, brand preference, brand loyalty and create demand. Advertising is targeting group of people and it is not the type of general public. Thus, the target audience is for the potential and existing buyer (Richards, J. et al., 2009).

Advertising is done generally through mass media like television, newspapers, magazines, radio and internet. Online advertising is the new trend following the developing of the Internet. Therefore, consumers are rapidly spending more time online as compared to watching television which make the medium becomes important in business world (Stokes, 2009). Social Media is the new means of publicising for most organization and YouTube, Twitter, and Facebook becomes among the popular marketing process provided in the social media. Social media marketing allows consumers to link and develop network that customized and initiate trade on contemporary marketing (Naidoo, T., 2011). Mark Zuckerberg formed Facebook in 2004, designed as a social network for middle age students and it is a social networking site that was designed for middle age students functioned under control.

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