



A Review Paper on Internet Advertising

KEYWORDS

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Introduction

This review paper brings together key findings from across the recent literature to enhance overall understanding of current state of internet advertising. It creates an understanding of the topic for the reader by discussing the findings presented in recent research papers. The paper gives better understanding of present state in this area and directions for future research. In this paper an extensive review of literature carried on to have a better understanding on internet advertising. Literature review has been done from various books, journals etc. Thus, this paper focuses on the reviews which have examined the relationship between belief factors or advertising values, attitude and behavioural response/intension towards internet advertising. This paper also finds out the factors of advertising characteristics or values.

Review

RELATIONSHIP BETWEEN BELIEF FACTORS OR ADVERTISING VALUES, ATTITUDE AND BEHAVIOURAL RESPONSE/INTENSION TOWARDS INTERNET ADVERTISING

Most of previous studies depict the relationship between belief factors, attitude and behavioural intension toward internet advertising. Dr. Kenneth C. C. Yang (2003) investigated internet user's attitudes toward and beliefs about Internet advertising. They found eight out of ten belief factors contributed significantly to the prediction of attitude toward Internet advertising. These are consumer benefits, Hedonic/Pleasure, Materialism, Good for Economy, Consumer Manipulation, Product Information, role in Economy and web Economies. The study also found that user's beliefs about Internet advertising are better predictors of their attitudes towards Internet advertising than demographics, Internet usage, and innovative and risk-taking tendencies. The study further found that behavioural variables such as Internet usage and online shopping intention are better predictor than demographic variables to predict about their attitudes toward Internet advertising. Huarng, K. H., Yu, T. H. K., et. al., (2010) analyzed how instructional video advertising may impact customer's purchasing intentions in Taiwan. The study indicated that perceived usefulness positively affects the attitude toward instructional video advertising, and that further affects the intention to purchase. Further it was also found that human-message interaction, human-human interaction and perceived playfulness positively affect the attitude toward instructional video advertising but perceived playfulness does not significantly affect the purchasing intension. Perceived ease of use does not significantly affect the attitude toward instructional video advertising. Wong Fai Ching (2009) explored the belief factors that can predict Internet users' attitude towards Internet advertising and to examine the

demographic factors, Internet usage factors and beliefs factors are predictive in terms of Internet users' attitude in Internet advertising in Hongkong. The study found five belief factors (Good for Personal Economy and Consumer Benefits, Good for Economy, Web economics, Hedonic/Pleasure and Product Information), contributed significantly to the prediction of attitudes towards Internet advertising. In general it was found that respondents had favourable attitudes towards Internet advertising. Further it was found that, Internet usage factors found better predictor than demographic components. Ying Wang et. al., (2009) investigated the belief about and attitude toward online advertising (ATOA) among Chinese consumers and the relationships between beliefs factors, ATOA, and Consumer's behavioural responses to online advertising. They identified five belief factors that underlie Chinese consumer's ATOA (entertainment, information seeking, credibility, economy, and value corruption). Further it was found that information seeking, economy, and value corruption were significantly predictors of ATOA. Attitude towards online advertising (ATOA) was found to be a significant positive predictor of ad clicking and online shopping frequency. Ying Wang and Shaojing Sun (2010) conducted a study to investigate online advertising across different cultures and to examine the relationships among beliefs about online advertising, attitude about online advertising (ATOA), and Consumer responses to online advertising. They discovered that belief factors (information seeking, entertainment, economy, credibility, and value corruption) are statistically significant predictors of attitude towards online advertising (ATOA). The study further also found that ATOA is a significant predictor of consumer responses to online advertising. Romanians tended to hold a more positive ATOA and more likely to click advertising than Americans, where as Americans are more likely to buy online than do Romanians. Gustaff Kornias (2012) investigated user's attitude toward display advertising on Facebook by identifying the main factors that influence the formation of attitudes. The study found that users display an accepting, positive attitude toward display advertising on Facebook. The study identified five main factors influencing Facebook user's attitude, these are Ad perceptions, ad credibility, attitude toward advertisers, informativeness and lack of irritation. Moreover, the information factor was found to have the greatest influence in terms of the behaviour Facebook users have towards display advertising. Abdul Azeem and Zia ulHaq (2012) in their study explore consumer's beliefs and attitudes toward online advertising and the relationships between different components of consumer responses in a cross-demographic context. The study revealed that exploratory factor analysis extracts five factors (Entertainment, Information, Credibility, Economy, Value corruption). Confirmatory factor analysis confirms the goodness

of fit of the measurement model for belief factors. It was found that all five belief factors were statistically significant predictors of ATOA. Value corruption belief negatively influenced ATOA, and the other four beliefs positively predicted ATOA. They found that ATOA were statistically significant predictors of both online ad clicking and frequency of online shopping. ANOVA results indicated that there was a statistically significant difference of ATOA among the three groups of profession.

From above it is concluded that belief factors or advertising values are predictor of attitude towards internet advertising. It is also clear that belief factors are better predictor of attitude toward internet advertising than behavioural variables such as internet usage and demographic variables. Further from above studies it is also concluded that attitude towards internet advertising is predictor of behav-



oural intension or response.

BELIEF FACTORS ABOUT ADVERTISING VALUES OR FACTORS OF ADVERTISING VALUES/CHARACTERISTICS

Factors	Researchers
Good for Personal Economy and Consumer Benefits	Dr. Kenneth C. C. Yang (2003)
Hedonic/Pleasure/Entertainment	Kenneth C.C. Yang (2004); Abdul Azeem and Zia ulHaq (2012); Ying Wang et.al., (2010) ; Ying Wang et. al., (2009); Wong Fai Ching (2009); Daechun An & Sang Hoon Kim (2008); Dr. Kenneth C. C. Yang (2003); Dan Petrovici and Marin Marinov (2007)
Materialism	Kenneth C.C. Yang (2004) ;Wong Fai Ching (2009); Dr. Kenneth C. C. Yang (2003)
Good for Economy/Economy	Kenneth C.C. Yang (2004) ; Abdul Azeem and Zia ulHaq (2012); Ying Wang et.al., (2010);Ying Wang et. al., (2009); Wong Fai Ching (2009); Dr. Kenneth C. C. Yang (2003)
Negative Attitudes	Wong Fai Ching (2009); Dr. Kenneth C. C. Yang (2003)
Value Distortion/Value corruption	Kenneth C.C. Yang (2004); Abdul Azeem and Zia ulHaq (2012); Ying Wang et.al., (2010);Ying Wang et. al., (2009); Wong Fai Ching (2009); Dr. Kenneth C. C. Yang (2003)
Consumer Manipulation	Kenneth C.C. Yang (2004) ;Wong Fai Ching (2009); Dr. Kenneth C. C. Yang (2003)
Product Information	Kenneth C.C. Yang (2004) ; Abdul Azeem and Zia ulHaq (2012); Dan Petrovici and Marin Marinov (2007); Gustaff Kornias (2012) ;Ying Wang et.al., (2010); Ying Wang et. al., (2009) ;Wong Fai Ching (2009); Daechun An & Sang Hoon Kim (2008) ; Dr. Kenneth C. C. Yang (2003)
Role in Economy	Dr. Kenneth C. C. Yang (2003)
Web-economics	Wong Fai Ching (2009); Dr. Kenneth C. C. Yang (2003)
Social Role and image	Dan Petrovici and Marin Marinov (2007)
General attitude toward advertising	Dan Petrovici and Marin Marinov (2007)

Trustworthiness/Credibility	Abdul Azeem and Zia ulHaq (2012); Gustaff Kornias (2012); Ying Wang, et.al., (2010);Ying Wang et. al., (2009); Daechun An & Sang Hoon Kim (2008)
Irritation	Gustaff Kornias (2012); Daechun An & Sang Hoon Kim (2008)
Offensiveness	Daechun An & Sang Hoon Kim (2008)
human-message interaction	Kun-Huang Huarang, et. al.,(2009)
human-human interaction	Kun-Huang Huarang, et. al.,(2009)
Perceived playfulness	Kun-Huang Huarang, et. al.,(2009)
Perceived ease of use	Kun-Huang Huarang, et. al.,(2009)
Ad Perception	Gustaff Kornias (2012)
Attitude towards advertisers	Gustaff Kornias (2012)

The above table clears that there are numerous tested factors of advertising characteristics in literature pertaining to internet advertising. Most tested factors in literature were Informativeness, Entertainment, Good for economy, Value corruption and Credibility. Materialism and Web-economies were also found important factors.

DEMOGRAPHICS AND INTERNET ADVERTISING

Yet-Mee Lim, Ching-Seng Yap and Teck-Chai Lau (2010) examined how young consumers perceive the internet as an advertising medium and to examine the differences between male and female consumers in terms of their attitudes toward online advertising in Malaysia. The study found that, although young consumers exhibit a favourable belief about and attitude toward Internet advertising, they still prefer traditional types of advertisements. Their favourable attitude has not encouraged them to make purchase online. Female consumers seem have a more positive outlook on Internet advertising than males. Kendall Goodrich (2011) studied the relationship between online advertising effects with age, gender and time of day. From the study it was concluded that, there is a significant main effect of attention and age. The study further showed that older adults pay greater attention than younger adults to online banner ads, regardless of time of day. It was also revealed that age and time of day were significantly related to purchase intension. Purchase intension was found higher later in the day and lower purchase intension than early in the day. Lori D. Wolin and Pradeep Korgaonkar (2003) studied the gender differences in consumer beliefs about web advertising versus other media, attitude toward web advertising or web advertising associated consumer behaviour in USA-Florida. The study found that males and females differ significantly on several dimensions with males exhibiting more positive beliefs about web advertising and more positive attitudes towards web advertising than females. It was also found that males are more likely than females to purchase from the web and surf the web for functional and entertainment reasons, whereas females are more likely to surf the web for shopping reasons. Males believe web advertising is more enjoyable than magazine and newspaper advertising, more useful than newspaper and radio advertising, more informative than newspaper advertising. Whereas Females believe web advertising is more annoying than magazine and newspaper advertising, more offensive than magazine, radio, and television advertising, more deceptive than television advertising and more useful than television advertising. It is concluded from above, young customer have favourable belief about and attitude towards internet advertising. Age and attention level are significantly correlated. Older adults pay greater attention

than younger adults. Contradiction was found among studies pertaining to male and female.

RELATIONSHIP BETWEEN LIFESTYLE SEGMENTS AND ATTITUDE

Kenneth C.C. Yang (2004) conducted a study to identify potential lifestyle segments among internet users and to examine the relationships between lifestyle segments and their attitudes towards Internet advertising. From the study it was concluded that the lifestyle segmentation approach is capable of identifying useful and meaningful segments in order for advertisers to target potential consumers and create effective Internet advertising. The study found seven factors of attitudes towards Internet advertising (Informative, materialistic, good for consumers, hedonic, exaggerating, manipulating and distorting values. Overall the traditionalists demonstrated more negative attitudes towards Internet advertising in comparison with the experienter and self-indulgent groups (life style segments). It was also discovered that all three lifestyle segments did not differ from one another when it came to the negative attitudinal dimensions of Internet advertising.

INTERNET USING EXPERIENCE AND ATTITUDE

Josephine Previte and Ed Forrest (1998) investigated internet user's belief and attitude about Internet advertising and to study the relationship between internet consumer's attitudes to advertising on the Internet and their online experience with new technology in Australia-New Zealand. They concluded that internet users have strong negative attitudes towards advertising in general. Further it was found that, there is significant relationship between attitudes to advertising on the Internet and their online experience. Internet users with 'one year or less' experiences (newer users) have less negative attitudes to advertising on the Internet than users with 'four or more years' experience (older users).

CONCLUSION

It can be concluded that belief factors or advertising values are predictor of attitude towards internet advertising. It is also clear that belief factors are better predictor of attitude toward internet advertising than behavioural variables such as internet usage and demographic variables. Further from above studies it is also concluded that attitude towards internet advertising is predictor of behavioural intention or response toward internet advertising. Numerous tested factors of advertising characteristics were found in literature pertaining to internet advertising. Most tested factors in literature were Informativeness, Entertainment, Good for economy, Value corruption and Credibility. Materialism and Web-economies were also found important factors. Significant relationship was found between internet using experience and internet advertising. Contradiction was found between studies pertaining to demographic variables and internet advertising. Further it was also found that lifestyle segmentation approach is capable of identifying useful and meaningful segments in order for advertisers to target potential consumers and to create effective Internet advertising.

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