

Consumer's Attitude Towards Internet Advertising in Pakistan

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Abstract: The main purpose and objective of the study is to explore and examine the dimensions of internet advertisement on consumer attitude. Data was collected through the questionnaire. The sample size was 150 but the response rate was 93%. Convenience sample was used to collect the data. For analysis, regression and correlation techniques were used. Results of correlation and regression analysis shows that there is overall negative and positive attitudes of the consumers towards internet advertisement in Pakistan.

Key words: Internet advertisement • Consumer attitude

INTRODUCTION

Now days, internet have become a major source of advertizing. Internet advertizing has become an important source which has a wide range all over the world. Everyone can access to the internet which may affect their purchase decisions depending upon the advertisement. Different customers have different attitudes towards internet advertisement. Some may like the advertisement, purchase the product and some may use pop-up blockers to block the advertisement. Internet advertising has changed the ways and methods a consumer buy a product. The internet was designed in early 1950's. It was basically designed to share information among different people all over the world. It was used by different scientists, engineers and experts for some specific purposes. Afterwards, people used it for the communication and to share information through E-mails. Now it is an important source for advertisement to attract customers. But it is also necessary to know the attitudes of consumers towards this.

Customer attitude may define as emotional feelings, beliefs and behaviors about product, services, companies and institutions. According to some psychologist attitude is the evaluating judgment about something or someone. Attitude consists of three factors or elements which are affective, cognitive and behavioral.

Internet advertisement may define as a promotional tool that uses internet and WORLD WIDE WEB to deliver their messages to attract and retain the customers. It gives the opportunity to the marketers to target their customized customer. Marketers advertise to achieve to build brand awareness or brand loyalty. Successful advertising can lead to increased sales and performance of the firm [1]. Internet advertising can create a good or bad impression on the consumers. A good advertisement can create a strong brand awareness and stimuli the consumers to purchase the product. It is more interactive than any other advertisement. Visual effects may attract the consumers and effect their purchase decisions.

Now days, marketers are using the internet for advertising, buying and selling of their products. People can go directly and immediately to the advertiser's website and can purchase a customized product. Some marketers are getting help from "COOKIES" (most visited sites by the consumers) to target their online advertisement. Newspapers, radio and TV were the early Medias to advertise the product. But now, internet advertisement is growing at faster growth rate as compared to the growth of TV, Radios and newspapers. In case of TV advertisement, people may change the channel when an advertisement comes. In these days people even don't have time for radio and TV. As a result all cost goes waste.

So to solve the problem internet advertising is the best media. So it is necessary to know the attitudes and behaviors of customers. Marketers should pay attention to know and acknowledge the attitudes and the demographic factors which may affect those attitudes towards internet advertisement. So marketers should target the consumers according to attitudes. Without knowing them, a marketer cannot attain success.

So a study has been done to know the consumer attitudes towards the internet advertisement in Pakistan, Sahiwal city.

Literature Review: As described in website leadsleap.com. There are different types of internet advertisement which are commonly used by the marketers are: content, link, viral, incentivized and obstructive advertising. And two types of consumers are found: Some use internet for the purpose of some information not for the purpose of purchasing the product. Some use internet for the purpose of purchasing the goods and services [2].

It is necessary for the marketers to target the consumers according to their attitudes.

A researcher described that Internet advertisement gives ability to the marketers to target their consumers. It is a great link between a consumer and a marketer. It can be an important media for attracting and retaining the targeted customers. A researcher said in his study that through internet a consumer can do things with ease, speed and convenience [3].

KOTLER said that advertising is a non-personal promotion of ideas and it consist of impersonal commercial filling. researcher found a postive relationship of informativeness and internet advertisement. According to him, internet advertisement can enhance the information and knowledge substantially [4].

Azeem and Haq [5] said that entertainment is a necessary part of an internet advertisement that may capture the consumer attention rapidly. It can also increase the consumer's loyalty. According to a study gender and age affect the consumer's attitudes and according to the study income and education may affect the consumer's beliefs and attitudes [5].

A research was conducted in US concluded that internet and web advertisement have potential to support goal oriented consumers. A better understanding of interactivity can also help to improve the internet as media of advertisement [6]. According to the research done in Taiwan that life style segments has a relationship with attitude towards tinternet advertisement. The lifestyles

differ in the all demographic factors. The marketers should treat internet users as hetrogenious market [7]. The survey was conducted on 700 internet users.

Many researchers have explored the study on consumer attitude towards internet advertisement. Review of research on consumer attitude towards online advertisement in Chennai city concluded that there is a positive relationship between consumer attitude and internet advertisement and also a significant relationship between demographic and internet advertisement [8]. A survey was conducted in south and north Chennai. Survey instrument was questionnaires. Sample was of 200 internet users. Chi –Square method was used to measure the results.

Another research was done in Malaysia revealed that the consumers of Malaysia have negative and positive attitude towards internet and web advertisement. But still they have positive attitude towards advertisement and considered it as a good thing to look at [4]. A sample consisted of 500 respondents. Self-administered questionnaires were made. Response rate was 86%. Regression analysis and factor analysis was done to analyze the results. Another research was done on Malaysian consumers. Results concluded that Malaysian consumers have positive perceptions and attitudes towards internet advertisement [3]. Sample size was more than 30 and less than 500. Independent “t” test and ANNOVA methods were used to analyze the results. A study has been conducted in Malaysia concluded that there is a positive relationship between product information and internet advertisement. Also that materialism and economic conditions are related positively with consumer attitude towards internet advertisement. Social integration has a negative impact on consumer attitude [9]. The data was collected through personal administration and got 217 respondents. Correlation and regression analysis were used to analyze the results.

Another replicate research was done in the Hong Kong context concluded that marketers always try to avoid the negative attitudes and there are some variables which can be related to negative attitude towards internet advertisement [10].

Review on research on consumer attitude towards online advertisement revealed that internet users with less experience have more negative attitude as compared to the users with more experience. Overall consumers have negative attitude towards internet advertisement in general [11]. A questionnaire was used as survey instrument. “T” test and discriminate analysis was applied to analyze the result.

Another research was done to check the attitude of consumers on internet advertisement. This concluded that consumers with high information motivation show a positive attitude toward internet advertising because of both the perceived entertainment and the perceived informativeness [12].

According to the research, the attitudes of consumers towards internet advertisement may not match reality. The attitude of more educated people is positive rather than the overall population of internet users. Internet advertisement is more affective to attract the potential customers and to retain the actual consumers. It may develop the favorable brand attitude in the minds of consumers [13]. A sample of internet users was selected rather than simple random sampling. A survey instrument was questionnaires. Dummy regression variable method was used to analyze the results.

Research was done in the city of India to check the attitude of the consumers which concluded that at present internet users have not positive attitudes towards internet advertisement. But it does not mean that advertisement through internet is bad [2]. Random sampling method was used for the purpose of selection of samples. The sample size was 100. The ages of samples were between 20 to 26 years. Questionnaire was the survey instrument. Fishbein's multi attribute attitude model was used to analyze the results.

Azeem and Haq [5] Concluded that consumer's beliefs have positive effect on consumer's attitude towards online advertisement and it varies across employees, students and professionals. Employees, students and professionals were chosen as sample from the population of the India. Questionnaire was the survey instrument. Pilot study was used to analyze the results.

A little research has been done on consumer attitude towards internet advertisement in Pakistan. Previous researches have not been able to describe the attitude of consumers in depth. So I want to fill this gap by doing research in Pakistan. I want to know the attitude of consumers of Sahiwal and the affect of demographic factors such as age, income, gender and education on their attitude towards internet advertisement.

Research objectives/Research Questions: As previous studies indicate that different people have different attitudes towards internet advertisement and also that demographic factors affect the attitudes of the consumers. So this study has been conducted to fulfill the following objective:

To examine and explore the attitudes of consumers towards internet advertisement.

Theoretical Framework

Dependant Variables: Consumer Attitude is a dependant variable. Consumer attitudes have following factors/elements.

Cognitive: It is a part of an attitude which is made by person's beliefs, knowledge, information and thoughts towards object. Basically a description of things in the way they are. For example "My pay is low." This is a cognitive attitude towards his/her pay.

Affective: It is the emotions and feelings of a person towards the object, person or place. For example "I am angry over how little I am paid ". This is an effective approach because it shows the feelings and emotions of the person. Cognitive leads to the affective attitudes.

Behavioral: It is an intention of a person to behave or act in a certain way towards something. How a person tends to act towards object or something. For example "I am going to look for another job that pays better." That is a behavioral approach because it involves action. Affective attitude leads to the behavioral attitude.

Independent Variables: Internet advertisement is an independent variable. It has the following factors/elements.



Advertising Utility: Its means a total satisfaction received from advertising. Basic meaning of utility is that how much benefit you are getting from product. It is basically a customer value received by the users of product. It is main factor of advertisement. If utility is low, a consumer may not attract towards advertisement.

Trust: Trust is also a factor of an advertisement. Trust means to believe on something or someone. If there is no believe on the information given by the advertisement then there will be no trust by a person on the advertisement. This should be considered by the marketers to make people believe on their advertisements. This may affect positively and also negatively.

Price Perceptions: Price perception may be defined as the interpretation of the information about the prices shown in the advertisements. This may affect the advertisement positively or negatively. If prices of a product match its

quality, people will pay more attention and will buy the product. Some people think that they get more value for money from advertised product. Advertising has an effect on the prices of advertised product.

Based on the literature review, all variables including dependent, independent are identified. Now depending upon all the variables, hypotheses are developed.

Hypothesis development:

H1: There is a positive and significant relationship between consumer attitude and Advertising utility.

H2: There is positive and significant relationship between consumer attitude and trust on advertisement.

H3: There is no positive relationship between consumer attitude and price perceptions about advertisement.

Methodology

Data collection method: The quantitative approach was adopted because this was convenient for this type of research. Questionnaire was used as the survey instrument to collect the data. The questionnaire was adopted because the same research was conducted in Chennai city. So, same questionnaires were used for the collection of data. There was no question mark on its validity.

Reliability test was applied to check the validity of the survey instrument. Cronbach Alpha method was used for the testing of the reliability. The population for the study was internet users. 150 samples were chosen by using the technique of convenient sample because of time and resource constraints. This sample was chosen from the Pakistan. There were mostly students and employees who gave respond to the survey. 150 was a sample but only 140 gave respond. Response rate was 93%.

Data Analysis Method: Many analysis techniques were used to analyze the data. Descriptive and inferential data were collected through the questionnaires. Mean and standard deviations of customer attitude and the dimensions of internet advertisement were calculated.

Firstly, reliability test was used to check the reliability of the data collected from the questionnaires. Reliability of the data should be greater than 0.5. After reliability testing, correlation method was used to check the interrelationship of variables. After applying correlation, regression analysis was used to check the percentage change in customer satisfaction due to the dimensions of internet advertisement.

Findings

Results of Reliability Analysis:

Reliability		
No.	Items	Cronbach Alpha
1	11	0.529

Results of Correlation Analysis: The correlation between consumer attitude and the dimensions of internet advertisement shows the relationship and significance of all variables on another. The results of correlation are shown in the table.

Interpretation

H1: The above results show that there is positive and significant relationship among the consumer attitude and advertising utility (r=.189*) at significance level of 0.05. But this relationship is very weak. Hence it is accepted.

H2: The results shows that there is positive and significant relationship between consumer attitude and trust on advertisement(r =.207*) and significance level of 0.05. This is also a weak relationship. Hence it is accepted.

H3: The results shows that there is a positive relationship between attitude and price perceptions (r =.143) but there is no significance at level of 0.05 or 0.01. So, this is rejected.

Results of Regression Analysis: The results of regression analysis are shown in the table below. This shows the percentage change in the consumer attitude due to internet advertisement.

Correlation Analysis						
	Mean	S.D.	AT	A_U	A_T	A_PP
AT	1.5429	.61599	1			
A_U	1.7964	.44740	.189*	1		
A_T	2.0405	.56044	.207*	.322**	1	
A_PP	1.7381	.42838	.143	.170*	.268**	1

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).
 Where AT is attitude of consumer, A_U is advertising utility, A_T is trust on advertisement and A_PP is price perception about advertising.

Regression Table			
Item	Proposed Effect	Beta Co-efficient	P-Value
Consumer Attitude (Adjusted R Square= 0.045)			
H1:Advertising Utility	+	0.128	0.147
H2: Trust	+	0.143	0.113
H3:Price Perception	+	0.083	0.341

Interpretation:

- H1: The results show that there is no positive relationship among consumer attitude and advertising utility. So this hypothesis is rejected
- H2: The results show that there is no positive relationship among consumer attitude and advertising utility. So this hypothesis is also rejected.
- H3: The results show that there is no positive relationship between consumer attitude and price perceptions. So this hypothesis is accepted.

CONCLUSION

This study has been taken to know the consumer attitude towards internet advertisement in Sahiwal. The main objective was to know and explore the attitude towards different dimensions of advertising. The sample of 150 was taken. Questionnaire was the survey instrument to collect the data from the different internet users. Reliability, correlation and regression analysis were done to analyze the collected data.

It is concluded from above hypothesis that there is overall positive and negative attitude towards internet advertisement. Analysis shows both negative and positive attitude towards I.A.

Significance of Study: This study will help the other researchers in knowing the attitudes of consumers towards internet advertisement. Researchers can use the knowledge provided by this study in future for further studies related to consumer's attitude towards internet advertisement. Internet users and those people whose business are related to internet will get benefit from this study. They can better establish their work or business related to internet by knowing the consumer's attitude towards internet advertisement. They can use internet for advertisement in future if this study shows positive results. This study showed both positive and negative results related to consumers attitude towards internet advertisement. Now, people who are internet advertisement business can use this study to get more benefits by using internet advertisement as an advertisement too.

Limitations of study: Due to resource and time constraints only 150 internet users were approached to get data. This research can be done more accurate or generalized by getting more response from more sample sizes.

The data was collected from one city Sahiwal. The research results can be healthier by getting data from more than 1 city.

Two analysis approaches were used for the analysis of the results. Others techniques can be used for better and comprehensive insights into the results.

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