



Attitude Towards E-Advertisements: A Factor Analytical Approach

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ABSTRACT: Consumer attitudes toward advertising in general have long been a focus of research (see Mittal, 1994; O’Donohoe, 1995; Pollay and Mittal, 1993; Zanot, 1984; Zanot, 1984 for reviews. Advertising influence the consumer’s exposure, attention and reaction to individual ads (Alwitt and Prabhakar, 1992; Alwitt and Prabhakar,1994) through a variety of cognitive and effective process. Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Since the early 1990s there has been an exponential increase in the growth of online advertising. It is best and very effective tool to maximize visibility, drive traffic to the company’s website, increase the sales and build a solid brand in the process. It is beneficial for both seller and buyer. Because a seller uses this method to promote his product all over the world and through internet he can easily explain the price, usability, and benefits of a product. Buyers, who come to the site, get information about the various products from these ads and can select according to their wishes. E-advertisements acts as a catalyst for On-line shopping. Companies are en-cashing this opportunity and using e-space to showcase and promote their brands. Internet advertisements suggests products and services by various mode like Banners, Pop-ups, coupons, reward etc. It’s a win-win situation for both the company as well as the customer. Sometimes continuous bombardment of advertisements results in negativity also. This paper is an effort to study the various factors that result in the attitude building of the customers with the help of e-advertisement. The place selected for this paper is respondents from Maharashtra. It explores the role of demographic variables in attitude building of the customer towards the advertisement. **Keywords:** e-advertisement, attitude building, online shopping

advertisements. Secondary data is collected through book, magazine, websites journals etc.

- Data Analysis:
- Data analysis was done with SPSS 17.

IV. RESEARCH METHODOLOGY

Population and Sample: 250 questionnaires were distributed. Out of 250 questionnaires, 238 were returned, with the conversion rate being approximately 95.2%. Factor Analysis is the basic tool that was considered for data analysis.

Development of Instrument: The questionnaire included questions/variable extracted from the literature review. The questionnaire was divided into two; first part was the questions related to demographic details of the respondents and the second part included 34 items, and the responses was measured with 5 point Likert Scale. Reliability test was conducted thereafter. Cronbach’s alpha was .891, representing a reasonable level of reliability.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .891 | 34 |

Data Analysis: The survey results are organized as follows. In the first section, the demographic profile of the respondent was presented. The second part concluded with the data analysis of the responses with respect to the perception of the respondents.

V. RESULT AND ANALYSIS

Demographic Characteristics: Below Table exhibits the demographic traits associated with the respondents considered for the purpose of the study. It was observed that 66.8% were male and 33.2% were female. Maximum respondents were from 21-30 years category and the percentage was 50.8 %. Maximum respondents were post graduates and the percentage was 47.9%. both student and housewife category of respondents were 42.4%. generally the respondents were involved in internet usage from 1 to 2 hours.

Table : 4 : Demographic characteristics of the Respondents

| Variables and categories | N=180 | % |
|--------------------------|-------|------|
| Age | | |
| Below 20 | 0 | 0 |
| 21-30 | 121 | 50.8 |

I. RESEARCH GAP

Whether it induces a positive/negative attitude?

Whether it encourage/discourages/facilitates the customer to make a purchase?

II. RESEARCH QUESTIONS

What are the factors which influences the attitude building in customer with respect to e-advertisements ?

III. DATA COLLECTION

Primary date is collected with structured questionnaire. Reliability test is conducted to test the reliability of the scale. Scale is divided into two parts, first 7 questions were used to collect the demographic data and 34 questions were the questions related to the perception with respect to e-



| | | |
|----------------------|-----|------|
| 31-40 | 61 | 25.6 |
| 41-50 | 39 | 16.4 |
| 51-60 | 14 | 5.9 |
| Above 60 | 3 | 1.3 |
| Gender | | |
| Male | 159 | 66.8 |
| Female | 79 | 33.2 |
| Marital Status | | |
| Married | 106 | 44.5 |
| Un-married | 132 | 55.5 |
| Divorce | 0 | 0 |
| Qualification | | |
| Under Graduate | 27 | 11.3 |
| Graduate | 97 | 40.8 |
| Post Graduate | 114 | 47.9 |
| Work Status | | |
| Student | 101 | 42.4 |
| House Wife | 101 | 42.4 |
| Business | 4 | 1.7 |
| Employee | 30 | 12.6 |
| Retired | 2 | .8 |
| Monthly Income | | |
| Less than 20000 | 30 | 12.6 |
| 20001-30000 | 24 | 10.1 |
| 30001-40000 | 13 | 5.5 |
| 40001-50000 | 21 | 8.8 |
| Above 50000 | 53 | 22.3 |
| Not working | 97 | 40.8 |
| Internet Time | | |
| Less than 1 hr | 45 | 18.9 |
| 1-2 hr | 93 | 39.1 |
| 3-4 hr | 53 | 22.3 |
| More than 4 hr | 47 | 19.7 |
| Source: Primary Data | | |

Results: Consumer expectations and perceptions towards online shopping were examined with respect to the perceived usefulness and risk. Factor analysis was conducted in order to identify the factors that affect online shopping behavior. Factors were identified using the Eigen value criteria that suggests extracting factors with Eigen value greater than 1.0 Principal Component Analysis and Varimax Rotation were considered for obtaining a component matrix. For confirming the adequacy and sphericity of the data set, Kaiser-Meyer-Olkin(KMO) and Bartlett's Test values were also obtained.

| KMO and Bartlett's Test | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .926 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 6234.022 |
| | df | 595 |
| | Sig. | .000 |
| Source :Primary Data | | |

KMO score is 0.926. It is above the recommended value of 0.5. Further Bartlett's Test of Sphericity exhibits significance value of less than 0.05 (.000). Thereby ensuring the appropriateness of factor analysis.

Exploratory Factor Analysis

| Sr.No | Statements | F1 | F2 | F3 | F4 | F5 | F6 |
|-------|--|------|----|----|----|----|----|
| 1. | Internet advertisements provide value to customer needs. | .639 | | | | | |
| 2. | Overall, I like internet advertising | .828 | | | | | |

| | | | | | | | |
|-----|--|------|--|--|------|--|--|
| 3. | I am willing to receive internet advertisements. | .689 | | | | | |
| 4. | Using internet advertising is a good idea | .837 | | | | | |
| 5. | I am able to recall the Internet advertisements that I receive | .551 | | | | | |
| 6. | I use Internet advertising as a reference for purchasing | .797 | | | | | |
| 7. | I trust Internet advertisements | .716 | | | | | |
| 8. | Information sent through Internet advertising are often true Internet ads are believable. | .542 | | | | | |
| 9. | Internet advertising has persuaded me to buy products. | .621 | | | | | |
| 10. | I feel Internet advertising useful. | .820 | | | | | |
| 11. | Internet advertisements have helped me with information on products I was searching for | .817 | | | | | |
| 12. | I use internet advertising as a reference for purchasing | .682 | | | | | |
| 13. | I trust internet advertisements | .667 | | | | | |
| 14. | Information sent through internet advertising are often true | .728 | | | | | |
| 15. | Internet ads are believable | .776 | | | | | |
| 16. | Internet advertising has persuaded me to buy products. | .784 | | | | | |
| 17. | Internet advertisements are truly convincing. | .689 | | | | | |
| 18. | I feel internet advertising useful. | .622 | | | | | |
| 19. | Internet advertisements have helped me with information on products I was searching for | | | | .508 | | |
| 20. | Internet advertising informs me about the brands available in the market. | | | | .524 | | |
| 21. | Internet advertising messages are highly personalized. | | | | .746 | | |



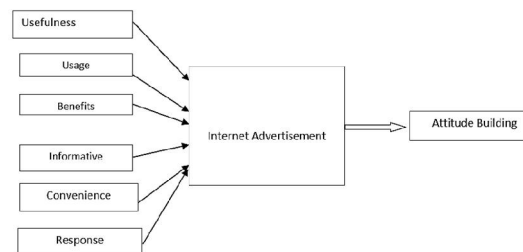
| | | | | | | |
|---|---|--|--|------|------|------|
| 22. | Internet advertisements are personalized to my needs. | | | .746 | | |
| 23. | Internet advertisements are targeted to individual needs. | | | .761 | | |
| 24. | I feel that internet advertising is a good source for timely information. | | | .607 | | |
| 25. | Internet advertisements provide the information I need. | | | .719 | | |
| 26. | I am able to remember advertisements that I receive in my email. | | | .777 | | |
| 27. | Internet advertising grabs my attention | | | .667 | | |
| 28. | I am aware of advertisements that I receive in my email | | | .696 | | |
| 29. | I feel that internet advertising is irritating | | | | .667 | |
| 30. | I feel that internet advertisements are at times highly irrelevant to me | | | | .819 | |
| 31. | Contents in internet advertisements are often annoying | | | | .771 | |
| 32. | I feel internet advertisements are excessive and out of control | | | | .761 | |
| 33. | I am loosing privacy through internet advertising. | | | | .759 | |
| 34. | When I receive an Internet advertising I ignore it completely | | | | | .630 |
| <p>Extraction Method: Principal Axis Factoring ,Rotation Method: Varimax with Kaiser Normalization.</p> <p>Source: Primary Data</p> | | | | | | |

items, Factor 5 as 'Convenience' and Factor 6 is named as 'Response'.

Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 14.418 | 41.194 | 41.194 | 14.418 | 41.194 | 41.194 | 7.602 | 21.721 | 21.721 |
| 2 | 3.558 | 10.166 | 51.360 | 3.558 | 10.166 | 51.360 | 4.949 | 14.140 | 35.861 |
| 3 | 2.166 | 6.190 | 57.550 | 2.166 | 6.190 | 57.550 | 3.886 | 11.102 | 46.963 |
| 4 | 1.821 | 5.202 | 62.752 | 1.821 | 5.202 | 62.752 | 3.303 | 9.436 | 56.399 |
| 5 | 1.267 | 3.620 | 66.372 | 1.267 | 3.620 | 66.372 | 3.248 | 9.281 | 65.680 |
| 6 | 1.204 | 3.440 | 69.812 | 1.204 | 3.440 | 69.812 | 1.446 | 4.132 | 69.812 |
| 7 | .890 | 2.543 | 72.355 | | | | | | |
| 8 | .868 | 2.479 | 74.833 | | | | | | |
| 9 | .693 | 1.980 | 76.814 | | | | | | |
| 10 | .648 | 1.852 | 78.665 | | | | | | |
| 11 | .618 | 1.766 | 80.432 | | | | | | |
| 12 | .556 | 1.588 | 82.020 | | | | | | |
| 13 | .531 | 1.517 | 83.537 | | | | | | |
| 14 | .497 | 1.419 | 84.956 | | | | | | |
| 15 | .453 | 1.293 | 86.249 | | | | | | |
| 16 | .444 | 1.269 | 87.519 | | | | | | |
| 17 | .401 | 1.145 | 88.663 | | | | | | |
| 18 | .359 | 1.027 | 89.690 | | | | | | |
| 19 | .357 | 1.021 | 90.711 | | | | | | |
| 20 | .351 | 1.003 | 91.714 | | | | | | |
| 21 | .313 | .895 | 92.609 | | | | | | |
| 22 | .310 | .885 | 93.494 | | | | | | |
| 23 | .271 | .775 | 94.269 | | | | | | |
| 24 | .256 | .731 | 95.000 | | | | | | |
| 25 | .236 | .673 | 95.673 | | | | | | |
| 26 | .214 | .612 | 96.285 | | | | | | |
| 27 | .197 | .563 | 96.848 | | | | | | |
| 28 | .191 | .545 | 97.392 | | | | | | |
| 29 | .176 | .503 | 97.895 | | | | | | |
| 30 | .162 | .464 | 98.359 | | | | | | |
| 31 | .140 | .399 | 98.758 | | | | | | |
| 32 | .126 | .361 | 99.120 | | | | | | |
| 33 | .117 | .333 | 99.453 | | | | | | |
| 34 | .108 | .308 | 99.761 | | | | | | |
| 35 | .084 | .239 | 100.000 | | | | | | |

Extraction Method: Principal Component Analysis.



VI. CONCLUSION

Study showed that factors responsible for Attitude Building with respect to the e-advertisement are 'Usefulness', 'Usage', 'Benefits', 'Informative', 'Convenience', and 'Response'. This research will help the marketers, as it highlights the factors important in perception building of customers when the see/receive any e-advertisement. So marketers should focus on the factors, that will enhance the utility of the advertisements, instead of irritating them. Frequency of e-advertisement also matters.

In total 32 variables were considered for study and the variables were converged into 6 factors. Factor 1 was loaded with 11 items. These items were related to the 'usefulness' of e-advertisements. So the Factor 1 is labeled as 'Usefulness'. Factor 2 loaded on 7 items, related to usage of e-advertisement. Hence factor 2 is labeled as 'Usage'. Factor 3 was loaded with 5 items, and it was labeled as 'Benefits'. Factor 4 was named as 'Informative' with a loading of 5



So companies need to implement *proper strategy while* planning e-advertisement .

VII. IMPLICATIONS OF THE STUDY

This study will explore the factors which will result in the attitude building of the customer. It will have academic usage. It will also help the companies to get know-how, on what factors, they need to focus while planning e-campaigning of their products/services.

VIII. FUTURE STUDY

Only e-advertisement is considered for the study. Other Medias can be explored.

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