

IDENTIFYING FACTORS INFLUENCING POSITIVE ATTITUDE OF YOUNG CONSUMERS TOWARDS ONLINE ADVERTISEMENTS

Debasis Ghosh^{1}*

Abstract: *Internet had experienced a steep positive growth rate since its outset all over the world . People now spend a large amount of time of the day in virtual digital environment and they are closely connected thru different social medias and not only that ecommerce has been taking places of economy and commerce gradually and in a fast way . Popularity of Internet marketing decreasing the inclination of consumers toward conventional marketing because of its unique features like convenience , saving time , money and energy etc. Firms have realized the power of Internet as the fastest and easiest medium regarding ROI and they are giving huge importance to online advertisements also. Online ads have a reach to a huge mass among them mostly are young global online users who like to spend their time in virtual electronic world thru personal computers , laptops or smart phones . India have the third largest Internet users base and it is growing exponentially daily and lion share of online audience consists of Y gen. By 2020 it is expected average age of India will be around 29. Catchy , informative online ads tend to attract young online consumers more rather than the X generation. That's why this study paper aims to explore this particular segment of young generation and factors responsible behind their positive attitude toward online ads and it will have the major managerial and economic implications for the firms as well. Young generation is the most luring segment for marketers and it is important to know their attitude towards online marketing and online advertisements. For the measurement of the Y generation's attitude toward online ads a survey was conducted among 149 young consumers using a questionnaire containing 21 items . Kish methodology of random sampling was used to collect the samples. Factor analysis was used as a statistical tool to attain the objective of this study and extracted four key dimensions : Usefulness , Interaction and awareness , Promises and enjoyment and Catchy persuasion and easy contact , those showed influencing factors to generate positive attitude of young generation toward online advertisements and Usefulness of online ads was found to be the most influential factor , finally through independent samples T Test validity of these four factors are confirmed.*

Key Words: *Online ads , Online marketing , Attitude , Y gen , Youth , Internet advertisements*

* PHD Research Scholar, NIT, Department of Management Studies, NIT,
Assistant Professor, Dr. B.C. Roy Engineering College, Durgapur , West Bengal
Email Address : debasisghosh32@gmail.com , debasisghosh32@yahoo.com

1. Corresponding Author

1. INTRODUCTION

Active online surfers in India catch up 269 million mark and India have experienced a 29 % growth rate regarding internet usage in urban cities touching the number 216 million along with approx 70 million in rural areas (IAMAI , 2014) , depicts the fast growth rate of Internet in India along with the overall widespread increase of Internet usage globally. Marketers are now attracted toward this huge online market place and they want to look for that opportunity to the fullest , with average increase rate of 35% Indian ecommerce market touched INR 81,525 crores and expected to achieve more than 1 lakh crore in Indian rupees at the beginning of 2016 and do more business during 2016 financial year (IAMAI, 2014). Business houses found Internet as easy and attractive medium to access huge customer base globally . Sellers as well as buyers can communicate , interact and interchange different market offers in an interactive easy accessible electronic media . As a result marketers are now inclined more toward online advertising , online advertising is a form of promotion that uses the Internet and www to deliver marketing strategies (IAMAI ,2013) , Indian online advertisement market was INR 1750 crores in 2012 and INR 2938 crores by the end 2014 , with a growth rate of 40% year – on – year basis. Among different online ads like , search ads ,display ads, mobile ads, social media ads, email ads, video ads – search ads generated most of the revenue followed by display ads. Travel , BFSI , Automobile are the leading contributing industries toward revenue generation from digital Indian market (IAMAI ,2013) . 65% of Indian population is below 35 years age and 50 % Indian poll lies below 25 years of age , indicates that the online as well as offline marketing scenario will be dependent majorly on them and this Y gen remains busy in this virtual world and they are well connected thru different social media and feel comfortable in the electronic medium. Young consumers view online ads more than the older one.

So it is very important to know the influencing factors responsible to form Y gen's positive attitude toward online advertisements and this information will be very handy for the e-marketers and firms in future .

2. LITERATURE REVIEW

Online advertising or digital promotions , engrossed consumers for the last few years all over the world, have pulled a pool of researchers to work on that topic. Malik et al. (2013) said advertisements more strongly influenced consumers rather than perception , consumer buying behavior could be positively inclined by quality ads. Wrong moves by online advertisers made online ads ineffective that cost the brand (Duncan , 2011). Yiling & Xiaofen (2009) explained word of mouth communication and views of opinion leaders impacted greatly the attitude of consumers specially the lower education level. Crang (2012) discussed digital

promotions were best for the millennials , as they could connect to it easily as they were being engaged in virtual world. Reiley et al. (2013) had shown how business houses incurred huge financial losses as they failed to estimate guess the effects of their brand advertising. Economy was the most strong issue among the five significant factors as entertainment , information , credibility , economy and value corruption , for online advertising (Haq & Azeem , 2012). Shin et al. (2013) studied firms should take care immediately of the dissatisfied customers otherwise they could affect negatively the e - sentiments of online customers. Shavitt et al.(1998) said young consumers , males and people with less education showed more favorable attitudes toward advertisement. Other people's opinions and website language were important to shape the usefulness of online ads (Mohammed & Alkubise , 2012). A study conducted by Microsoft Advertising showed online ad engagement caused better and deeper brand effects.

Rai & Sharma (2010) explored , taking quick actions w.r.t customization of the products based on the online consumers feedback enhanced consumers' satisfaction. Dinesh (2012) showed trendy ads could be used as an important tool to attract Y gen. Direct Market Association(2011) laid ethical norms to be followed by advertisers to keep ads more clean and viewable. Tripathi & Khurana (2011) discovered young generations' attitude toward ads were more favorable in virtual world as they could easily connect with it . Online shoppers showed positive attitude toward online behavioral advertising which was very important for e-tailers (Sanje & Senol , 2012). Chu (2011) described group participating members of social networking sites like facebook , loved to pass on viral advertisements to form positive attitudes toward brands. Trustworthy rich content based ads could form a strong positive attitude towards advertisers or the brands (Nila & Raman , 2013). Research done by Nazeer et al. (2013) explored the negatively inclined attitude of Y gen toward online ads and found they did not rely on the info provided by the internet ads. Smith (2011) suggested firms should offer online brightly colored side-panel ads and coupons to attract millennials , online. Minnium (2014) said digital ads were useful to increase ROI , effectiveness and it was driven WOM. Ha (2008) researched on online ads' effectiveness and its impact on the globe and it was found online ads huge impact on the consumers' attitude towards online shopping. It was important to create favorability among audiences toward online ads (Schlosser et al. , 1999). Fulgoni & Morn (2009) disclosed with or without clicks online ads could increase offline and online sales. Chadwick et al. (2012) explained the importance of email marketing as a part of web advertisements to increase the ROI. Gilaninia et al. (2011) discussed on factors like infrastructure etc. caused problem for the widely acceptance of online ads along with internet. Majorly online ads had positive impact on consumer buying behavior (Bakshi & Gupta, 2013). Rodgers & Thorson (2000) discovered online users form positive

attitudes toward online ads due to its interactive feature. Baird (2008) concluded with advanced technologies and easy navigation facilities offered by online ads increase the sales for firms. Noble et al. (2009) came up with the fact that motivation was the factor which drove Y gen for consumerism. Male had more positive attitude than female toward online shopping and he felt that online ads required more feminine touch for the acceptance by female (Mahmoud, 2012). Previte (1998) found that online consumers' skeptical attitude brought down the online ads' image and effectiveness. Mojsa et al. (2003) explored that relevant online ads could counterbalance the negative attitude toward those ads. Social media revolutionized the total advertising scenario, made it more attractive and acceptable in virtual media (Bati, 2010). Entertainment, value and information – economy combined were the three major factors responsible for generating favorable attitude toward online ads (Armagan et al., 2013). Yaakop et al. (2013) found that credibility issue hindered the process of acceptance of online ads in facebook like social medias.

As marketing scenario has been changing from brick-mortar to online marketing, importance of online ads increased for firms and entailers. That's why earlier many studies had been conducted w.r.t online ads, still enough study had not been carried targeting young consumers specially in Indian context, so more elaborate researches on online ads aiming Y gen are needed in this field.

3. RESEARCH METHODOLOGY

A questionnaire was used to conduct a survey while conducting an empirical investigation. 21 items measuring Y gens' positive attitude toward online advertisements constructed the measurement instrument. The data were collected, analyzed and interpreted, after the survey was done. SPSS version 20.0 was used to carry on the analysis. Random sampling method (Using Kish Methodology, 1965) was done while doing the sampling for this study. 149 respondents filled the questionnaire. Data reduction is done by doing factor analysis and then independent samples t test is carried to validate the extracted factors from exploratory factor analysis.

4. DATA ANALYSIS

Table 1. Gender

Male	98
Female	51
Total	149

Table 2. Education

Graduate	101
Higher Secondary	43
Secondary	5
Total	149

**Table 3.
Monthly Family Income (In Indian Rupees)**

Student	145
Service	04
Total	149

Table 4. Status

Less than 10 000	18
10 001 - 20 000	8
20 001 - 30 000	4
30 001 - 40 000	22
40 001 - 50 000	27
Greater than 50 000	70
Total	149

**Table 5.
Internet Usage Per Day**

More than two times	100
2 - 3 times a day	23
Once a day	16
Total	149

**Table 6.
Time Spent Per Internet Session**

Less than 30 minutes	23
30 mins - 1 hour	34
Greater than 1 hour	9
2 hours	25
Total	149

Factor analysis (Data reduction craftsmanship) is used to elaborate of the most of the dissimilarity or inconsistency among the massive number of variables .

**Table number 7.
Reliability Statistics**

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.885	21

**Table Number 8.
KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.637
Approx. Chi-Square	926.510
Bartlett's Test of Sphericity	df
	91
	Sig.
	.000

KMO measure was run to test sampling conformity and value was 0.637 , indicating factor analysis was perfect for the research data set.

To test the null hypothesis – actual correlation matrix is an identity matrix, Bartlett test was carried , from Table 8 Bartlett's test was highly effective ($p < 0.001$), showing that factor analysis is appropriate for this study

Communalities shows the proportion of variance that the factors contribute for explaining a single particular variable . Retained factors explained the amount of variance in each variable shown by communalities , from Table 9 , after extraction.

Table Number 9. Communalities

	<i>Initial</i>	<i>Extraction</i>
Internet ads provide enjoyment	1.000	.571
Internet ads provide entertainment	1.000	.444
Online ads useful to take buying decisions	1.000	.691
Online ads give clear price perceptions and ideas about different products and services	1.000	.634
Contents of internet are easy to understand	1.000	.645
Confident about the promises and guarantees made thru internet ads	1.000	.846
online ads are honest in their claims	1.000	.804
Descriptions of offerings are clear thru online ads	1.000	.704
Contacting actual online vendors are easy thru links given in online ads	1.000	.657
Like to see online ads as they are interactive	1.000	.619
Internet ads create awareness	1.000	.765
Online ads keep longer customers' attention and interest	1.000	.652
Internet ads are eye catching	1.000	.681
Online ads are persuasive	1.000	.726

Extraction Method: Principal Component Analysis.

George and Mallery (2010) said , the ratio of imparity responsible for by each factor , indicated by Eigen values. From Table 10 , we get the Eigen values associated with each factor before and after extraction and after rotation. The share of total discrepancy is used to show how good the entire factor solution is responsible for what all the variables illustrate . The exponent of this study valued for 67.422% of the total variance and it is very clear that the extraction was very good as it is economical for a number of factors (from twenty one reduced to four factors).

Table 10.
Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.317	30.834	30.834	4.317	30.834	30.834	2.525	18.034	18.034
2	2.105	15.038	45.872	2.105	15.038	45.872	2.471	17.648	35.682
3	1.655	11.824	57.696	1.655	11.824	57.696	2.413	17.234	52.916
4	1.362	9.725	67.422	1.362	9.725	67.422	2.031	14.505	67.422
5	.872	6.230	73.651						
6	.731	5.223	78.874						
7	.601	4.291	83.165						
8	.553	3.951	87.116						
9	.507	3.619	90.736						
10	.409	2.920	93.655						
11	.315	2.251	95.906						
12	.303	2.164	98.071						
13	.163	1.162	99.232						
14	.107	.768	100.000						

Extraction Method: Principal Component Analysis.

Table 11 , the Rotated Component Matrix shows the factor loadings of individual variable onto each factor. Comrey(1973) explored , 0.71 loadings are excellent , 0.65 are very good and 0.55 are good. Factor loadings , lower then 0.5 were disregarded as the standard value was selected as 0.5.

Table 11.
Rotated Component Matrix

	<i>Component</i>			
	<i>Usefulness</i>	<i>Interaction and Awareness</i>	<i>Promises and Enjoyment</i>	<i>Catchy Persuasion and Easy Contact</i>
Online ads give clear price perceptions and ideas about different products and services (V6)	.752			
Online ads useful to take buying decisions (V5)	.706			
Descriptions of offerings are clear thru online ads (V12)	.701			
Internet ads provide entertainment (V4)	.579			
Contents of internet are easy to understand (V7)	.525			
Internet ads create awareness (V15)		.851		
Online ads keep longer customers' attention and interest (V16)		.780		
Like to see online ads as they are interactive (V14)		.709		
Confident about the promises and guarantees made thru internet ads (V8)			.888	
online ads are honest in their claims (V10)			.857	
Internet ads provide enjoyment (V1)			.677	
Online ads are persuasive (V19)				.819
Internet ads are eye catching (V18)				.791
Contacting actual online vendors are easy thru links given in online ads (V13)				.558

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

(a) Rotation converged in 8 iterations.

5. T-TEST

Independent samples T - Test was done on the dependent variables, under the above mentioned factors - Usefulness, Interaction and awareness, Promise and enjoyment and Catchy persuasion and easy contact . Demographics of the respondents were considered as independent grouping variables. Sig. 2 - tailed values were derived from the T - test.

After independent samples T-Test, if the values of sig. 2-tailed (Equal variance assumed)) is greater than 0.050 (> 0.050) then the difference between independent grouping variable and dependent variable is non significant , then the dependent variable is accepted.

The sig. 2 - tailed values which are got after the t-test among the dependent variables and gender as grouping variable are as follow:

V6: 0.527, V5: 0.467, V12: .082,

V4: 0.969, V7: 0.692, V15: 0.923, V16: 0.818, V14: 0.676, V8: 0.256,

V10: 0.862, V1: 0.534, V19: 0.825, V18: 0.744 and V13: 0.069.

The sig. 2 - tailed values which are got after the t-test among the dependent variables and monthly family income as grouping variable are as follow:

V6: (0.359, 0.388, 0.559, 0.614, 0.84, 1.00, 0.638, 0.104, 0.188, 0.689, 0.577, 0.304, 0.234, 0.303 and 0.692), V5: (.376, .313, 0.001, .104, 0.063, .556, 0.053, .115, .742, .304, .594, .760, .118, .701 and .057), V12: (.297, .686, .08, .381, .054, .667, .778, .376, .898, .506, .963, .582, .121, .803 and .152), V4: (.919, .358, .813, .051, .396, .106, .924, .054, .435, .229, .984, .471, .012, .196 and 0.096), V7: (0.065, .106, .477, .290, .361, .001, .102, .431, .184, .348, .015, 0.055, .079, 0.063 and .892), V15: (.001, .14, .254, .11, .12, .087, .069, .101, .351, .059, .077, .509, .101, .982 and .51), V16: (.764, .682, .136, .920, .233, .317, .078, .061, .611, .631, .416, .168, .023, .87 and .106), V14: (.101, .186, .547, .206, .058, .167, .102, .151, .090, .169, .335, .844, .067, .103 and .235), V8: (.89, .90, .102, .304, .667, .56, 1.78, .75, .077, .96, 1.00, .66, .94, .590 and .109), V10: (.93, .94, .059, .186, .158, 1.00, .212, .342, .007, .341, .275, .051, .088, .078 and .265) V1 (.971, .784, .652, .58, .45, .764, .715, .061, .088, .949, .390, .403, .052, .069 and .517),

V19: (1.00, .847, .837, .362, .968, .098, .058, .463, .086, .932, .141, .852, .208, .828 and .252), V18: (.556, .078, .055, .571, .365, .383, .623, .926, .431, .66, .673, .079, .104, .136 and .858) and V13: (.667, .772, .01, .208, .442, .167, .12, .059, .304, .907, .727, .004 and .522).

The sig. 2 - tailed values which are got after the t-test among the dependent variables and education as grouping variable are as follow:

V6: (0.89, .377, .066), V5: (.123, .90, .063), V12: (.179, .768, .297) , V4: (.181, .45, .44), V7: (.796, .651, .078) , V15: (.71, .048, .203) , V16: (.373, .059, .24.), V14: (.408, .778, .145),

V8: (.29, .67, .63) , V10 (.115, .89, .96) , V1: (.083, .70, .79),

V19 (.973, .869, .657), V18: (.851, .300, .085) and V13: (.266, .085, .651) .

The sig. 2 - tailed values which are got after the t-test among the dependent variables and status as grouping variable are as follow:

V6: (.970) , V5: (.45) , V12: (.098) ,

V4: (.222), V7: (.516) , V15: (.699) , V16: (.456), V14: (.102) ,

V8: (.058) , V10 (.015) , V1: (.053),

V19 (.718), V18: (.477) and V13: (.523).

After the values of sig. 2-tailed (got from t-test) were analyzed, it was observed that maximum values are greater than 0.050 (> 0.050), which validates the factors got after factor analysis consisting of the dependent variables.

3. DISCUSSION

From table number 1, 2, 3, 4 and 5 it is clear that young generation Internet consumers are from well to do families, fairly educated and their Internet usage pattern are very regular. Table number 11 shows four factors Usefulness, Interaction and Awareness, Promises and Enjoyment and Catchy Persuasion and Easy Contact consisting of those dependent variables whose factor loading values are greater than 0.5 and which are responsible to influence positive attitude of young consumers towards online ads and they are : online ads give clear price perceptions and ideas about different products and services, online ads are useful to take buying decisions, descriptions of offerings are clear thru online ads, internet ads provide entertainment, contents of internet are easy to understand, internet ads create awareness, online ads keep longer customers' attention and interest, like to see online ads as they are interactive, confident about the promises and guarantees made thru internet ads, online ads are honest in their claims, internet ads provide enjoyment, online ads are persuasive, internet ads are eye catching and contacting actual online vendors are easy thru links given in online ads.

After the values of sig. 2-tailed (got from t-test) were analyzed , it was observed that maximum values are greater than 0.050 (> 0.050), which validates the factors got after factor analysis consisting of the dependent variables.

It was found usefulness of online ads was the most influential factor accounted to generate positive attitude toward internet ads in young consumers' mind

and followed by other three factors interaction and awareness , promises and enjoyment and catchy persuasion and easy contact which could mould the minds of youth positively inclined towards online advertisements.

Variables under these factors indicate why young generation is attracted, influenced and convinced related to online advertisements of different e-tailers in different websites, which in return pursue and force the online youth prospects to buy online offerings thus encourage and enhance world wide ecommerce business in future.

4. LIMITATIONS AND FUTURE RESEARCH

Findings of this study may not be very authentic and theorized regarding all global millennial internet customers as it is exploratory and qualitative in nature. Conclusion and suggestion derived from this research may be misleading as sample size was small and not covering whole population worldwide. Future researches may be based on more larger diverse population of Y gen to get better and more reliable findings and results and researchers may find this literature beneficial for their researches.

5. CONCLUSION AND MANAGERIAL IMPLICATION

Online retailers, firms and managers should keep in mind the above factors while developing marketing strategies and creating online ads for their offerings to get the better possible return on investments. Managers should make sure that online ads give clear price perceptions and ideas about different products and services, useful to take buying decisions, descriptions of offerings are clear, provide entertainment and contents of ads are easy to understand. They will also keep in mind that young buyers, like those internet advertisements which create awareness, keep longer customers' attention and interest and interactive. Online marketers make sure that, give those ads of different offerings of different brands which are honest in their claims as promises and guarantees in an enjoyable mode, to gain the trust and generate the attraction of Y gen toward those online ads. Eye catchy and persuasive internet advertisements which provide an option of easy contact with vendors will definitely increase the young aged traffic towards those ads and selling sites, which in return will ensure more and more revenue generation opportunity for the e- retailers for longer time and boost ecommerce market globally.

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