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Identifying Factors Influencing Negative Attitude of Indian Young Consumers towards Online Advertisements

Debasis Ghosh

Ph.D. Research Scholar, Department of Management Studies, NIT, Durgapur, West Bengal, India
Assistant Professor, Dr. B. C. Roy Engineering College, Durgapur, West Bengal, India

Dr. Neelotpaul Banerjee

Assistant Professor, Department of Management Studies, NIT, Durgapur, West Bengal, India

Dr. Gautam Bandyopadhyay

Associate Professor, HOD, Department of Management Studies, NIT, Durgapur, West Bengal, India

Abstract:

The motive of this study paper was to get the perception about the underlying factors responsible for forming negative attitude of Y generation towards online advertisements, thus distracting them to view internet ads in different online selling websites, causing a potential threat to the global ecommerce business as young online surfers are the biggest chunk in the international as well as Indian online selling and buying business domain. To interpret these factors an empirical survey was conducted among 150 youth using a well defined questionnaire containing 15 items, assessing Y generation's negative attitude toward internet ads. An exploratory and qualitative research was done on collected data (collected thru random sampling using Kish Methodology) and SPSS version 20.0 was used to analyze those data using Cluster analysis, five groups under 5 clusters were found: group1(annoyance) group2 (distaste and irritation), group 3 (non favourable objections), group 4(liking for other media ads, group 5 (repetitions and privacy concerns), regarding online advertisements were accountable to generate defeatist attitude of young generation towards online ads seen in different sites. Online marketers, designers and managers may use the results of this study to minimize the negative effects of the above mentioned factors and may be able to convert Y generation's negative attitude towards online ads into positive attitude to generate more traffic to those ads and selling sites and get the desired return on investment.

Keywords: Online ads, online marketing, attitude, y gen, youth, internet advertisements, negative, factors

1. Introduction

Online marketing could be defined as promoting, advertising and selling of different offerings of different brands via internet and considered to be the virtual market with followings advantages like amenities, money and time saving, options for comparisons regarding varieties, costs, option for 24/7 access of e-retailers' websites, attractively designed and interactive selling sites, quick communication with vendors, cash on delivery, efficient customer relationship management on behalf of sellers and these set of advantages made online marketing more popular than conventional brick and mortar sales model globally. India also did not lag far behind of rest of the world, in today's world young people are connected with each other via different online social networks like Facebook, twitter etc. and spend maximum leisure time in online virtual world. Indian as well as world's different companies came up strongly and fast to tap this huge online market mainly consisted of gen next. They started floating different attractive messages about their offerings via different online advertisements like search advertisements, online banners, displays, pop ups etc... Only 4.4% of the total investment after Indian internet marketing was invested after Indian online advertising (IAMAI, 2015). It indicated Indian consumers specially the Indian youth are not liking online advertising that's why they were more responsive towards other forms of advertisements like TV ads, banners, hoardings etc. that's why brands invested less after online ads.

Today's youth used to be very busy in different activities and tend to disregard undesirable online ads and started to form a negative attitude towards internet advertisements (Afkane & Piahvar, 2014). Surcharge ads with less impassioned connectivity with audiences, problems to measure the effectiveness of the online ads accurately, till date the scope of internet ads were not clear in the minds of the online prospects - specially the Y gen, available so many alternatives in a single product or service line led to confused online consumer behaviour among the millennials as they many a times exhibited volatile and changing choices, these are some disadvantages of online ads which made them skeptical in young consumers' mind. Many youths did want not to see and click trade related online ads specially in their own private social networking world as they considered those ads as disturbing. Generation Y also disliked those online ads which were irrelevant, complicated and with less added values (Rundquist, 2010). In reference to Tsang et al. (2004), irritation proved to be the influencing factor to form consumers' attitude towards online ads (Haider, 2012).

For many years of experiences of online audiences regarding internet surfing online ads had experienced decreasing effectiveness (Dahlen et. al., 2003). In 2005, Anderson explored that online viewers used to block nagging ads, assumed to contain computer viruses, using different firewalls and ads stopping software (Po, 2006). Fraudulent and lack of trustworthiness regarding online ads forced youth to oppose them. (zeendo.com). According to Nielsen in 2000, continuous ads throughout the day along with the mentioned negative characteristics of online ads led to decreasing click-through rates(CTR), it was 2% in 1994 and decreased to 0.5% in 1998, regarding banner advertisements (Cho et.al., 2004), in 2016 it was observed, CTR was only 0.17% for all formats of internet ads indicated unwilling reactions of online audiences towards online ads (smartsights.com,2016).

2. Literature Review

Realizing the enormous economic opportunities of Internet promotions and advertisements, many researchers had already worked on this issue and tried to find out the negative sides of online ads which impacted adversely the young consumers' attitude toward Internet advertising. Shavitt et al. (1998) confirmed that women showed more negative attitude rather than men toward ads and it was true for older generations too. Schlosser et al. (1999) said young highly educated male showed unfavorable attitude toward online ads. Wang et al. (2002) tried to understand underlying factors behind the formation of consumer's attitude toward advertisements. Mojsa and Rettie (2003) did a cross cultural comparison on attitudes to internet advertising and found that generally online audiences found online ads irritating and annoying though UK audiences found online ads more informative than TV ads, on this issue US audience said TV ads were more informative in comparisons with online ads. Experienced online users who were used to view online ads regularly started to disregard those ads (Dahlen et al., 2003). Pop up ads and irrelevant contents of online ads reduced the retention of those ads in online customers' mind (McCoy et al., 2004). In the report of zeendo.com fraud and lack of trust turned off youth for viewing online ads. In reference to (Cho et al., 2004) and smartsights.com, CTR to all the ads decreased to 0.17% in 2016 from 2% in 2004 explored a strong negative vibe of online users towards online ads. According to Po (2006) online viewers suspecting virus attacks and bored of nagging internet advertisements used to use ad blocking software that indicated a negatively inclined attitude of viewers towards those ads. Chester and Montgomery (2008) suggested that online ad makers should not target Y gen unless they were sure that those ads would not create any negative attitude toward those digital promotions. Credibility and relevance of online advertisements were found to be the important factors behind the teen aged audiences' avoidances of those ads in social networking sites (Kelly et al., 2009). Y gen did not like online pop up ads and found very annoying (Smith, 2010).

Rundquist (2010) explored excessiveness, irrelevance, immeasurable nature, confusion due to many availabilities influenced to form negative attitude of youth towards internet ads. Duncan and Lackoff (2011) discovered taking away the choices regarding online ads and pushing ads in the form of pop up ads, email ads made Internet ads ineffective and intrusive. Online ads were unlikely to be noticed and not easy to understand and discriminating ads w.r.t race and gender created negative attitudes toward those ads (Direct Marketing Association Guidelines for Ethical Business Practice, Revised May 2011).

New digital media disturbed normal social lives of youth and proved detrimental to health and mentality of those youth as well (Triatic & Khurana, 2011). Advertisers should not compromise with personal privacy and should treat consumers fairly to not to generate negative attitude toward those ads (Principles and Practices for Advertising Ethics, American Advertising Federation, 2011). Less alertness among managers and lack of professional touch in online sites and inappropriate advertising mechanisms were the main problems regarding online ads w.r.t industrial marketing (Mousavian et al., 2011).

Irritation was the major factor behind the disliking of online ads by the Y gen (Haider, 2012). According to Nelson et al. (2012) misleading ads in social networking sites formed negative attitude toward digital ads. Children and youths were vulnerable to inappropriate online ads (Clarke & Svanaes, 2012). Less trustworthiness and corrupted values offered thru online ads made entrepreneurs, employees as well as young students' attitude, negative toward Internet ads (Azeem & Haq, 2012). Kanwal et al. (2013) found different selling techniques used by advertisers created economic and physical dissatisfaction among Y generations. Bakshi and Gupta (2013) emphasized on the importance of understanding the online consumers to maximize the profit from the digital marketing medium. Respondents did show unfavorable attitude toward online ads and had negative inclinations toward internet promotions (Nazeer et al., 2013). Yakopp et al. (2013) discovered that customers' perceived online ads avoidance, interactivity and privacy affected attitudes towards social networking sites like Facebook and online ads designers should pay great attention to these factors to get better results. Shin et al. (2013) considered customers' expectation levels regarding prices and found there were negativity and positivity effects of e-sentiments of online customers.

Lukka & James (2014) said it was not easy to understand or ads made in foreign language and disruptive internet ads created negative attitude toward online ads. Afkane et al. (2014) said busy youth used to avoid online ads.

More studies and researches are needed in the field of online marketing and advertising as it has become a major, effective and fast tool of modern marketing and sales, especially considering the negative factors which force to generate negative attitude in the mind of youth towards online advertisements.

3. Objective

Some previous researches revealed some causes like privacy, avoidances, interferences etc. were responsible for not liking online ads specially by global youth. Very few relevant researches had been done in as per demographic and socio – cultural Indian context to explore the exact reasons why Indian Y gen did not like to view and believe internet ads and their claims, year to year since 1994 to 2016 decreased click to ratio (CTR) to all the online advertisements was the proof of it.

Prime objective of this study was to find some relevant factors accountable for forming negative attitude towards online ads specially by the youth of India.

4. Research Methodology

An empirical investigative survey was conducted using a questionnaire, containing 15 items which measure youths’ negative attitude toward online advertisements, built the measurement tool, then the questionnaire was filled by 150 youths. Kish Methodology, 1965, was followed while doing random sampling for this study paper. After the survey, collected data were analyzed and interpreted and the through Hierarchical cluster analysis using SPSS 20.0

5. Data Analysis

Male	95
Female	55
Total	150

Table 1: Gender

Graduate	113
Higher Secondary	21
Post Graduate	16
Total	150

Table 2: Education

Student	148
Service	02
Total	150

Table 3: Status

Less than 10 000	28
10 001 - 20 000	12
20 001 – 30 000	9
30 001 – 40 000	15
40 001 – 50 000	22
Greater than 50 000	64
Total	150

Table 4: Monthly Family Income (In Indian Rupees)

More two times	99
2 – 3 times a day	25
Once a day	16
Total	150

Table 5: Internet Usage per Day

Less than 30 minutes	23
30 mins – 1 hour	36
Greater than 1 hour	9
2 hours	25
Greater than 2 hours	57
Total	150

Table 6: Time Spent Per Internet Session

Cluster analysis is an easy technique to recognize identical groups of articles or contents. Articles (variables or cases) in an exact cluster, sharing attributes, but they are very different to objects do not belong to that cluster. Objective of cluster analysis to find groups of articles (In this research paper, factors which were responsible to form negative attitude of Y gen towards online ads). It was done through hierarchical cluster method with following steps: choosing a measuring rod of similarity or dissimilarity, then selecting a clustering algorithm, finalizing the number of clusters and finally elaborating and validating clustering solution. At the start 15 dependent variables were chosen for clustering and after analysis led to form different groups or segments, each group consisted of extremely correlated factors. During agglomeration clustering, successive clusters were formed from the factors. Each factor represented an unconnected cluster, then the clusters were successively converged with respect to the similarity. then the two most common clusters (with the minimum distance between them) were united to get a new cluster at the base of the hierarchy and the process went on to form a bottom up hierarchy of clusters. While measuring the similarity or dissimilarity couple of factors by assessing proximity by plotting a straight line between them (shown in Dendrogram using Complete linkage). This distance is known Euclidean distance. Algorithm of agglomerative clustering technique based on complete linkage (furthest neighbour), which assumed space between two clusters was founded on the longest space between any two factors in the two clusters.

Case Processing Summary ^a					
Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent
150	100.0%	0	0.0%	150	100.0%
a. Squared Euclidean Distance used					

Table 7: Proximities

Proximity Matrix

Case	Matrix File Input														
	Online ads are not welcome in private spaces like social networking sites	Internet ads are distasteful and unethical	online ads are often distracting	online ads are more attractive and interactive than print media ads	online ads make false promises	internet ads often quite confusing	contents and photos shown thru online ads are often objectionable	internet ads are very irritating	internet ads are very annoying	internet ads are very offending	online ads are often misleading	like to see ads in television rather than online ads	repetitive online ads are very boring	fear of virus attack stops to click on online ads	personal privacy is at risk while clicking on online ads
Online ads are not welcome in private spaces like social networking sites	.000	222.000	219.000	181.000	169.000	304.000	219.000	240.000	176.000	210.000	228.000	211.000	165.000	310.000	231.000
Internet ads are distasteful and unethical	222.000	.000	155.000	249.000	201.000	108.000	205.000	186.000	268.000	220.000	186.000	239.000	225.000	274.000	211.000
online ads are often distracting	219.000	155.000	.000	218.000	104.000	145.000	134.000	243.000	179.000	145.000	121.000	216.000	200.000	167.000	182.000
online ads are more attractive and interactive than print media ads	181.000	249.000	218.000	.000	204.000	259.000	202.000	293.000	313.000	235.000	245.000	186.000	204.000	295.000	324.000
online ads make false promises	169.000	201.000	104.000	204.000	.000	191.000	136.000	275.000	151.000	93.000	119.000	216.000	156.000	191.000	178.000
internet ads often quite confusing	304.000	108.000	145.000	259.000	191.000	.000	169.000	178.000	308.000	204.000	176.000	229.000	245.000	244.000	241.000
contents and photos shown thru online ads are often objectionable	219.000	205.000	134.000	202.000	136.000	169.000	.000	207.000	263.000	191.000	187.000	198.000	178.000	273.000	248.000
internet ads are very irritating	240.000	186.000	243.000	293.000	275.000	178.000	207.000	.000	244.000	236.000	194.000	241.000	243.000	330.000	251.000
internet ads are very annoying	176.000	268.000	179.000	313.000	151.000	308.000	263.000	244.000	.000	204.000	182.000	307.000	223.000	290.000	213.000
internet ads are very offending	210.000	220.000	145.000	235.000	93.000	204.000	191.000	236.000	204.000	.000	146.000	235.000	217.000	190.000	235.000
online ads are often misleading	228.000	186.000	121.000	245.000	119.000	176.000	187.000	194.000	182.000	146.000	.000	201.000	187.000	228.000	173.000
like to see ads in television rather than online ads	211.000	239.000	216.000	186.000	216.000	229.000	198.000	241.000	307.000	235.000	201.000	.000	218.000	329.000	204.000
repetitive online ads are very boring	165.000	225.000	200.000	204.000	156.000	245.000	178.000	243.000	223.000	217.000	187.000	218.000	.000	173.000	142.000
fear of virus attack stops to click on online ads	310.000	274.000	167.000	295.000	191.000	244.000	273.000	330.000	290.000	190.000	228.000	329.000	173.000	.000	193.000
personal privacy is at risk while clicking on online ads	231.000	211.000	182.000	324.000	178.000	241.000	248.000	251.000	213.000	235.000	173.000	204.000	142.000	193.000	.000

Table 8: Cluster

Agglomeration Schedule						
Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	5	10	93.000	0	0	5
2	2	6	108.000	0	0	8
3	3	11	121.000	0	0	5
4	13	15	142.000	0	0	10
5	3	5	146.000	3	1	9
6	1	9	176.000	0	0	13
7	4	12	186.000	0	0	11
8	2	8	186.000	2	0	12
9	3	7	191.000	5	0	11
10	13	14	193.000	4	0	13
11	3	4	245.000	9	7	12
12	2	3	293.000	8	11	14
13	1	13	310.000	6	10	14
14	1	2	330.000	13	12	0

Table 9: Complete Linkage

Cluster Membership			
Case	5 Clusters	4 Clusters	3 Clusters
Online ads are not welcome in private spaces like social networking sites	1	1	1
Internet ads are distasteful and unethical	2	2	2
online ads are often distracting	3	3	2
online ads are more attractive and interactive than print media ads	4	3	2
online ads make false promises	3	3	2
internet ads often quite confusing	2	2	2
contents and photos shown thru online ads are often objectionable	3	3	2
internet ads are very irritating	2	2	2
internet ads are very annoying	1	1	1
internet ads are very offending	3	3	2
online ads are often misleading	3	3	2
like to see ads in television rather than online ads	4	3	2
repetitive online ads are very boring	5	4	3
fear of virus attack stops to click on online ads	5	4	3
personal privacy is at risk while clicking on online ads	5	4	3

Table 10: Cluster Membership

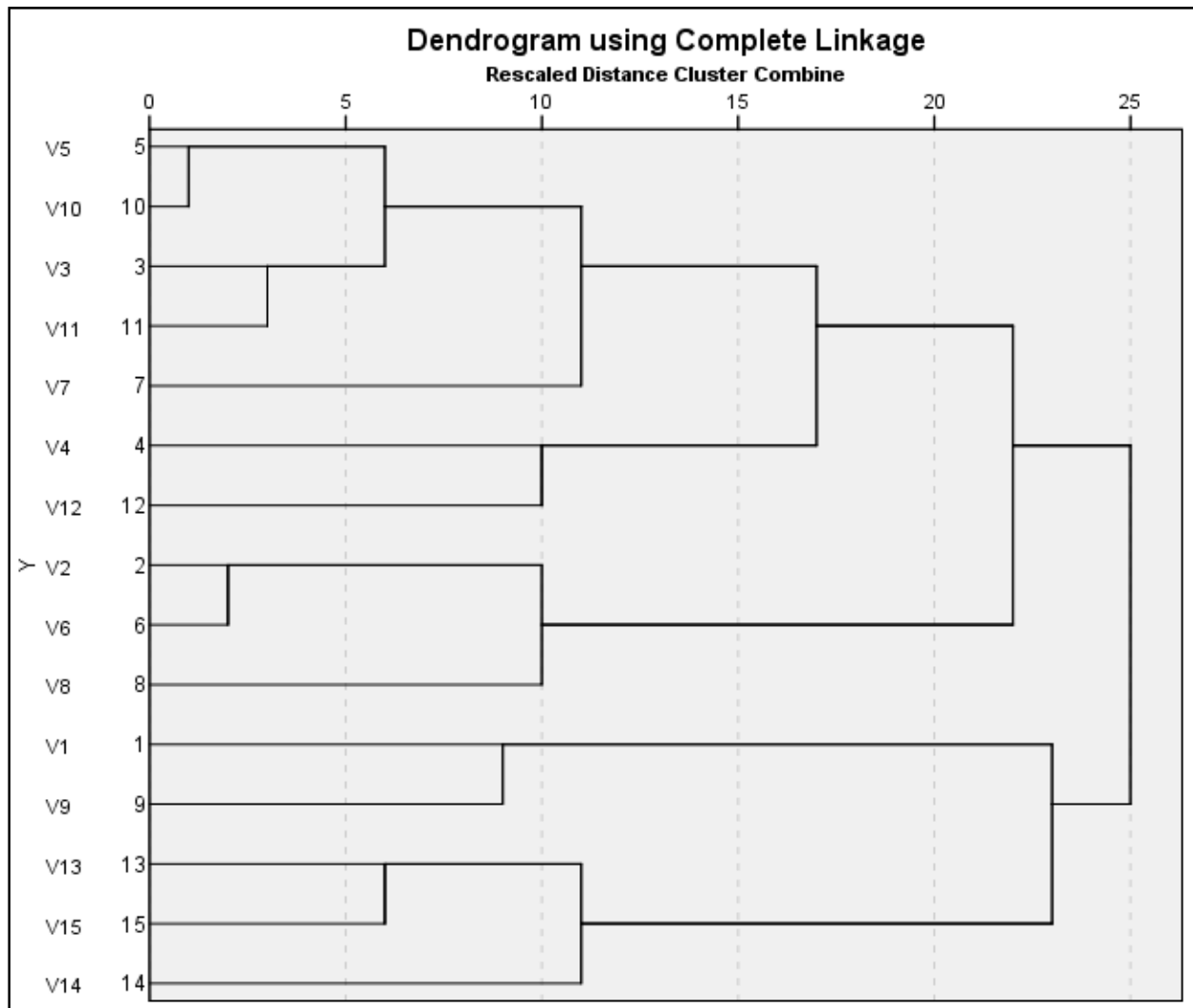


Figure 1: Dendrogram using complete linkage

Following step was to decide number of clusters, three clusters 5 clusters, 4 clusters and 3 clusters were found for the under test factors (Table: 10: cluster membership) using dendrogram (Figure: 1) in SPSS, rescaling the spaces within a range of 0- 25, that meant last converging move to an individual cluster solution took place within a space of 25. Finally, clusters were validated and interpreted,

as 5 clusters contained all the groups, 5 clusters were chosen as the desired cluster as it contained groups with the following factors which were responsible for forming a negative attitude among Indian millennials towards internet advertisements: Group 1 (Annoyance): internet ads are very annoying, online ads are not welcome in private spaces like social networking sites, Group 2: (Distaste and Irritation): internet ads are distasteful and unethical, internet ads often quite confusing, internet ads are very irritating, Group 3: (Non favourable objections): online ads are often misleading, online ads make false promises, internet ads are very offending, contents and photos shown thru online ads are often objectionable, online ads are often distracting, Group 4: (Likings for other media ads): online ads are more attractive and interactive than print media ads, like to see ads in television rather than online ads and Group 5: (Repetitions and Privacy concerns): repetitive online ads are very boring, fear of virus attack stops to click on online ads, personal privacy is at risk while clicking on online ads

6. Discussions

Table 1, 2, 3, 4, 5 and 6 showed, often Internet usage pattern of educated Y generation, belonging from financially strong families. Table number 10 showed 5 clusters contained five groups along with the factors and the groups were: group1(annoyance): internet ads are very annoying, online ads are not welcome in private spaces like social networking sites, group2 (distaste and irritation): internet ads are distasteful and unethical, internet ads often quite confusing, internet ads are very irritating, group 3 (non favourable objections): online ads are often misleading, internet ads are very offending, contents and photos shown thru online ads are often objectionable, online ads make false promises, online ads are often distracting, group 4(liking for other media ads): online ads are more attractive and interactive than print media ads, like to see ads in television rather than online ads, group 5 (repetitions and privacy concerns): repetitive online ads are very boring, fear of virus attack stops to click on online ads, personal privacy is at risk while clicking on online ads.

From this research it was found that annoyance, distaste and irritation, non favourable objections, likings for other media ads and repetitions and privacy concerns regarding internet ads were the major factors which influenced Indian Gen Y's attitude negatively towards online advertisements.

Variables under these groups revealed the reasons, were responsible forming negative attitude toward online ads in the mind of young online surfers and buyers, caused formation of denial mind set up towards those online sites, vendors and brands, may be proved detrimental for the global ecommerce business.

7. Limitations and Future Research

As this study is exploratory and qualitative the findings may not be generalized to all online young customers globally and may be not so reliable. As conclusion is drawn out of limited population of Y gen, not covering whole youth population internationally, the result and suggestions given out of the research done in this paper may not be actually true. Future researches may be based on more generalized and relevant larger young population of online users and customers, current findings in this research paper may help the future endeavors.

8. Conclusion and Managerial Implications

Online marketers and internet ads designers should give importance towards the above mentioned four negative factors and formulate online ads considering new designs, contents and strategies which nullify the negative influences of these factors, to generate desired online traffic towards those ads and sites. Above findings may help managers to implement practical strategies to minimize the negative effects of these factors on online customers' mind. According this study online ad designers should avoid to create offending and misleading online ads with false promises which ultimately distracts in the young online consumers. Marketers should stop the flow of unethical and confusing internet ads which create irritation in the online viewer's mind which may create a negative attitude towards that brand, along with that managers should be careful of the fact that there should not be repetition of ads which causes boredom for the viewers. Privacy issues are very sensitive for the youth and ad makers should keep in mind that the online ads should be reflected as risky for the virtual private domains of the Y Gen. E- marketers must monitor and ban objectionable online ads to generate credentials and trust regarding online ads in young minds. Online ads should be very attractive and interactive to make more acceptable than ads in print or television media. Young generation would accept online ads which are ethical, tasteful and not disturbing very often their private lives specially in social networking sites. managers should take care of these issues to ensure to generate positive attitudes in millennial towards those ads. Managers can ensure more ROI and get the desired result regarding their aired online ads if finally, they can make sure that online ads specially the pop ups are not very repetitive and irritating.

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