

Quantifying the Attitudes of Turkish Young Generation Toward Online Advertising (Mengukur Sikap Di Kalangan Generasi Muda Turki Terhadap Iklan Dalam Talian)

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ABSTRACT

Online advertising is a growing business. Owing to the advances in Internet technology, the nature and types of advertisements (hereinafter, “ads”) have changed. Many companies use different types of advertising to reach their customers. This paper shows how Internet users perceive online advertising. The findings are meant to help companies and institutions develop effective ads that appeal to consumers. Moreover, the study proposes an extended model for the main variables that affect customers’ attitudes toward online advertising. The four variables are credibility, entertainment, informativeness, and irritation. The study was conducted on a sample of Turkish university students. The data were collected via a survey that was administered to participants, and 602 valid responses were used for data analysis. The data were analyzed using SPSS and SmartPLS 3 software. Results revealed that the four hypotheses were supported. Specifically, most users find that the listed types of ads disturb them. Online advertising was negatively perceived by study participants. Through the outcome of this study, the governmental sectors can monitor advertisements, ensure the welfare of users, legislate laws according to what meets the government’s needs and policies. In addition, the study will help companies and institutions to increase the opportunities to accept their advertisements by consumers.

Keywords: Ads; customers perceive; marketing; SPSS; SmartPLS 3

ABSTRAK

Pada masa kini, pengiklanan dalam talian adalah perniagaan yang berkembang. Sifat dan jenis iklan telah berubah selari dengan kemajuan teknologi Internet. Setiap syarikat menggunakan pelbagai jenis iklan untuk mendekati pelanggan mereka. Kajian ini memberi tumpuan kepada aspek pandangan pengguna Internet terhadap iklan atas talian. Oleh itu, kajian ini mencadangkan satu model dengan empat pemboleh ubah utama yang memberi pengaruh kepada sikap pelanggan terhadap iklan atas talian. Keempat-empat pemboleh ubah ini adalah kredibiliti, hiburan, maklumat dan kejengkelan. Sebagai tambahan kepada peningkatan peluang bagi syarikat dan institusi untuk menerima iklan mereka oleh pengguna. Responden kajian yang terlibat adalah pelajar universiti di Turki. Data dikumpulkan melalui kaedah tinjauan menggunakan soal selidik. Sebanyak 602 respons yang sah digunakan untuk analisis data. Data dianalisis dengan perisian SPSS dan SmartPLS 3. Hasil analisis data menunjukkan bahawa keempat-empat hipotesis tersebut diterima. Kebanyakan responden merasakan jenis iklan yang disenaraikan memberi gangguan dan iklan atas talian dilihat secara negatif. Melalui hasil kajian ini, sektor pemerintah dapat memantau iklan, memastikan kesejahteraan pengguna, membuat undang-undang sesuai dengan apa yang memenuhi keperluan dan kebijakan pemerintah. Di samping itu, kajian ini akan membantu syarikat dan institusi untuk meningkatkan peluang untuk menerima iklan mereka oleh pengguna.

Kata kunci: Iklan; pelanggan persepsi, Pemasaran; SPSS; SmartPLS 3

INTRODUCTION

Recently, Internet usage has dramatically increased and has become an essential part of daily activities, especially in marketing, business, and communications. This rapid growth of the Internet has been revolutionary in marketing, especially in advertisements and shopping (Abayi & Khoshtinat 2016; Priyanka 2012).

Internet marketing is an integrated process between a producer and a consumer. The marketing process involves determining how to market a product or service, how to reach customers, identifying customers’ demands, and providing the appropriate product and service for them. Together with purchasing activities, promotion

management is a key element of business management. With the fast advancement within the industry, several firms have used the Internet as part of their advertising media to take advantage of web technologies (Calisir 2003; Ellis et al. 2014). The expansion of Internet advertising is outpacing offline advertising worldwide. Although out-of-home advertising is experiencing growth, it is not growing as fast as Internet advertising (Goldfarb & Tucker 2011).

Online advertising allows companies or organizations to expand the reach of their products and businesses. With online advertising, businesses can grow faster and reach more customers around the world. This form of advertising is offered in different forms and

types such as animations, banners, in-game, e-mail, as well as social media (e.g., Twitter, Facebook, Instagram) (Priyanka 2012).

Internet advertising is one of the advertising methods that emerged with the development of modern communication technology. For example, the US uses the Internet to deliver advertising messages to target groups (Durmaz 2011). In some African countries, the expansion of Internet use has junction rectifier to businesses utilization of online promoting as a promotional strategy thence having the ability to speak with their customers and promote their whole (Shuma 2017).

Since the 1990s, marketing through advertisements, whether on television or via the Internet, has increased. Eventually, Internet marketing became a standard for many organizations in marketing their products. Internet marketing allowed advertisers to transcend geographical borders and to reach their target customers (i.e., target socioeconomic class) (Khandare & Suryawanshi 2016).

Malaysian companies have promoted Internet marketing and the use of Internet services in their advertising media owing to the effectiveness of Internet marketing (Lim & Lau 2011). Companies have focused on the quality of advertising and give extra attention to the safety of advertising and to have a positive perspective and acceptable to the target customers. Developed countries with Internet access are working on shopping online and browse for products before buying them (Sen 2014).

Samreen and Maria (2017) conducted a study on the impact of E-marketing on shopper behavior states in the Islamic Republic of Pakistan. Results indicate that social media advertising affects customers' perception of products, and the use of e-marketing affects customers' use of old advertising methods. In addition, the use of social media plays a role in enabling firms to attract their target customers.

Different types of ads are currently used in business and marketing (Priyanka 2012), namely, (i) display ads such as static images, text, floating banners, wallpaper, popup, flash, and video; (ii) social media ads such as organic and paid ads; (iii) search engine marketing; (iv) native ads; (v) remarketing/retargeting; (vi) and email marketing.

In 2020, the COVID-19 pandemic led to the closure of many shops and services worldwide. Consequently, organizations needed to pivot their strategies to keep their business afloat. Different services and products began to be marketed and sold via online platforms, and companies used different types of online ads. Given the diverse types of ads used, different reactions were elicited from target consumers.

This research examines how Internet users perceive online advertising by analyzing each type of advertisement, as well as the factors that a consumer is looking for in these advertisements. The findings of the study will help companies and institutions to increase the opportunities to accept their advertisements

by consumers, which in turn attract customers to buy their products or use their services. We offer companies recommendations on the suitable approaches to market their products online by understanding consumers' points of view.

Numerous studies have been conducted on the topic of ads in marketing and their causes, and some research has exposed factors that affect advertisements and their impact on customers. However, in this research, we study the many factors affecting people's behavior toward advertisements, as well as the types of advertisements used in marketing.

LITERATURE REVIEW

According to Aziz and Yasin (2008), the rapid growth in revenues through online advertising indicates the effectiveness of its methods. Online advertising is an alternative to traditional ads, and they are easy to execute. The researchers studied important factors that affect consumers' intention to buy a product through promotion and advertisement. The study was conducted on 619 students. The researchers concluded that information and incentives are considered the most effective factors that promote advertisements and compel consumers to purchase through mobile applications. However, the study focused on the impact of ads on mobile applications.

Terkan (2014) researched university students to know the importance of creative advertising and its importance in marketing management. He found that the management of advertising and creative marketing are necessary to understand how producers work effectively. How creative advertising brings consumers and interact with the advertisements and achieve the desire of companies behind publishing ads. The researcher suggested ways of making ads more effective and how effective ads can help in marketing management.

According to Lim and Lau (2011), Internet users may find that an advertisement is rich in information, but lacks entertainment value. As a result, Internet users may not continue to watch the ads and interact with them; hence, companies do not achieve their marketing objectives. The study focused on factors that users look for in ads; however, other factors from a user perspective have an important role, which we will cover in our study. Consumer behavior and trends may evolve according to time and place (Kim et al. 2010). Nizam and Jaafar (2018) found that many consumers have switched to using online platforms when buying their needs. Therefore, local companies need to market their products via Internet platforms, which will bring them a competitive advantage and more opportunities in the market. Companies and institutions must understand the nature of consumers, their behaviors, and interests before promoting their products through online advertising.

Many previous studies explore the issues of Internet marketing through advertisements. However, given

the development of technology, the diversification of advertising means, and many companies' shift from traditional advertising to online advertising, extant studies do not offer much information about the modern context. Specifically, data on the current needs of consumers, their perception of advertisements that they see, and the factors that may limit obtaining the desired results from the advertisements as well as increasing the awareness of companies - especially the new ones in the market - to design their ads according to the perspective that the consumer desires and meet the needs of companies at the same time.

CONCEPTUAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

As the foundation of the model (Ducoffe 1995), the model is concerned about how effective advertising can be based on feedback from customers. As a basic structure for our model, four independent variables were developed, namely, entertainment, informativeness, irritation, and credibility. The conceptual framework was designed with an attitude toward advertising as the independent variable being influenced by mediation based on the arguments to support the conjectures. We extended the model to mediation that is hypothesized to affect attitude, which, in turn, will influence attitude toward advertising. Figure 1 shows the conceptual framework.

Entertainment is defined as the ability to satisfy the desires and needs of the audience to escape their current reality through enjoyment or aesthetically pleasing objects (Bauer and Greyser 1968). Entertaining ads are fun, enjoyable, attractive, and exciting to users. A higher level of entertainment is more likable by a user. Some companies design attractive ads such as gamified ads, whereas others may offer a prize for users to watch the ads. Entertainment in advertising creates a positive impact on users and increases the popularity of ads.

Many ways can be used to add entertainment value in ads and make them reach users, such as Internet ads, TV, and SMS. The entertainment value of ads creates loyalty toward that brand, thus making it popular (Ducoffe 1995). Hence, the following hypothesis is proposed.

H₁ Entertaining ads lead to a positive attitude toward traditional Internet advertising

Information about an advertised product is one of the pillars of advertisements; it explains to buyers the quality and characteristics of the product, through which she/he determines the extent of the buyer's response to this product and whether to buy it or not (Gangadharbatla & Daugherty 2013). Informative Internet ads should be able to provide up-to-date information about products or services as well as provide useful and complete information. In traditional advertising methods, informative ads were used as the main goals of ads; however, this standard changed (Eze & Lee 2012). The more informative ads are, the more users trust a brand and will have a positive impact on the ads. As a result, users' likelihood of using a particular service or buying a certain product increases. Informative ads should provide accurate information to build trust in customers toward a brand (Ducoffe 1995). Hence, the following hypothesis is proposed.

H₂ Informative ads lead to a positive attitude toward traditional Internet advertising

According to Bloom and Krips (1982), the credibility of an advertisement is defined as the extent to which a customer perceives the believability and truthfulness of an advertised product. Ads that are reliable, persuasive, honest, and convincing are perceived to be credible. Credibility is a critical variable because if a customer loses his/her trust in a brand, gaining it back is difficult. However, if a brand wins a user's trust, the brand will

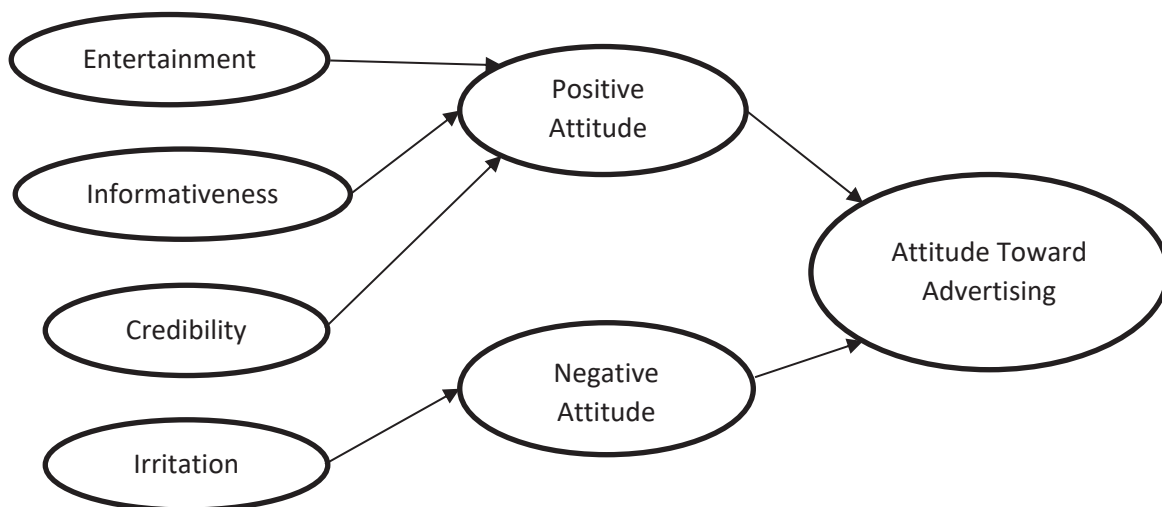


FIGURE 1. Advertising perceive Model

keep the loyalty of the user. The more credible an ad is, the more positive a user perceives the ad. For example, advertising on websites for public viewing is not the same as advertising via email or via SMS, which are personal channels of communication. When a user perceives credibility in ads once or twice, he/she will not take time to investigate the ads or product in the future, because the user has become aware of that company or organization (MacKenzie & Lulz 1989). Hence, the following hypothesis is proposed.

H₃ Credible ads lead to a positive attitude toward traditional Internet advertising

Irritation in traditional advertising refers to annoying, deceptive, and distracting ads that appear obtrusively to users either while browsing the Internet or using an email account. Irritating ads create a negative impact on users toward advertising. Many companies emphasize other variables that support ads, but they may not be aware of how these ads irritate users. Less irritating ads are more likable among users. When a company uses ads that may irritate many users, the company will not gain any benefit from the ads and may create negative feedback (Ducoffe 1995; MacKenzie & Lulz 1989). Hence, the following hypothesis is proposed.

H₄ Irritating ads lead to a negative attitude toward traditional Internet advertising

METHODOLOGY

This section describes the research method adopted in this study. It describes the design of the survey questionnaire and the selection of the study sample. It details the statistical tools used for data analysis and the verification of the hypotheses.

SAMPLING AND QUESTIONNAIRE DEVELOPMENT

The current study was conducted among students from a Turkish university. The research focused on university students as the target population due to their heavy use of the Internet and familiarity with online shopping. A total of 604 participants participated in the survey. The study used a survey to measure or determine the impact of advertisements on customers. The questionnaires were hard copies distributed to participants. The total of valid participants in the survey was 602.

Students were targeted as a sample for research because they spend a considerable amount of time on the Internet and are exposed to many types of advertisements while browsing. They also frequently interact with their friends and exchange opinions, which helps or contributes to the dissemination and promotion of products. Many of

the previous studies relied on students as a research sample. For example, Bastos (2019) relied on 619 students from the College of Applied Social Sciences in determining the effect and intent of buying advertised products among phone application users. Terkan (2014) relied on 50 students to determine the importance of advertising and creative marketing from the perspective of university students. Similar studies are those of Nizam and Jaafar (2018) and Srivastava et al. (2014). According to a study on 92 students of University Sains Malaysia by Muniandy (2010), 75% of students often find information through the Internet, whereas 26% of them obtain information from books. Moreover, 40% of students download notes from the Internet and 36% use the Internet to communicate with their friends. Data from nationwide surveys show that 74% of college students use the Internet four or more hours per week, whereas approximately 19% use it 12 or more hours per week. This amount of time is higher than the amount of time most students devote to studying. Nearly 62% reported that they study no more than 7 hours per week, whereas only 14% reported studying 12 or more hours per week (Jones 2008).

The questionnaire consists of two parts: the first part is about demographic information of participants such as gender, age, level of study, family and personal income, amount of time spent using the Internet, the device used to connect to the Internet, and previous experience in online shopping. The second part focuses on participants' opinions regarding the types of ads and how they see these ads. It consists of statements that need a response using a five-point Likert scale, ranging from 1 = "strongly disagree" to 5 = "strongly agree." The Likert scale was used in previous studies with the same measurements (Eze & Lee 2012; Haque et al. 2007; Lee 2009). The Likert scale is used in research to classify and evaluate opinions, attitudes, and behaviors. In our study, the Likert scale is necessary, because we are dealing with customers' attitudes and how they are perceiving ads. Moreover, the survey was been designed in positive and negative frame statements.

DATA COLLECTION

The data were collected from participants from different undergraduate classes in the university. The survey was distributed in classes only once and was collected after students accomplished it. A total of 604 participants joined this survey. After collecting the hard copies of the questionnaire, the researchers transferred the responses to an excel file and converted them to numbers for analysis in SPSS. Given that our study depends on previous studies and our model is extended to previous models, some of the data were collected from published research. The outcomes in their models were the basis of our extended model.

RESULTS

Descriptive and deductive statistical methods were used to analyze the data. The factors related to the research were identified, except for the independent or dependent factors, as well as the controlling factors in this research. The methods and standards used in this research have been identified and explained, as well as their rationale, and a simple explanation is provided below. The mean value is adopted to calculate the sample reaction rate and the response results for each paragraph. Standard deviation was used to find out how far apart each value is from the mean value scale. In addition, the standard deviation is used to determine the extent of convergence and dispersion of the resulting values from the calculation of the standard deviation and its comparison with the mean value scale.

ANALYSIS OF SOCIO-DEMOGRAPHIC CHARACTERISTICS AND ADS

In the survey, 602 students participated as shown in Table (1). Specifically, 370 were female (61.5%) and 232 were male (38.5%).

Table 2 shows the correlation between two variables: the independent variable which is the influence of ads on

TABLE 1. Total participants in the survey

	Frequency	Percent	Mean	Std. Deviation
Male	232	38.5		
Female	370	61.5	1.61	.487
Total	602	100.0		

TABLE 2. Correlation result between shopping online and being influenced by ads

		Influenced by an ad	Int. Shopping
Shopped by being influenced by an ad on the Internet.	Pearson Correlation	1	.334**
	Sig. (2-tailed)		.000
	N	602	602
Shopped from the Internet.	Pearson Correlation	.334**	1
	Sig. (2-tailed)	.000	
	N	602	602

** Correlation is significant at the 0.01 level (2-tailed)

TABLE 3. Ads types and their means

Ad Type	Mean	Std. Deviation	Ad Type	Mean	Std. Deviation
Standard Banner Ads	1.81	0.90	Page Skin Banner	1.80	0.96
Multimedia Banner Ads	1.88	0.90	AdWords	2.12	1.06
Rollover Banner Ads	1.76	0.90	Intelligent Links	2.16	1.01
Expandable Banner Ads	1.71	0.90	Ads sent by e-mail	1.99	0.97
Sticky Banner	1.69	0.91	Pop-up Ads	1.58	0.83
Floating Ad Banner Ads	1.60	0.84	Video Ads	1.59	0.86
Ad Corner Banner ads	1.71	0.88	Full-page ads	1.53	0.82
Interstitial Banner Ads	1.81	0.93			

TABLE 4. Participants' opinions regarding the positive impact and views of ads.

Statement	Mean	Std. Deviation	Statement	Mean	Std. Deviation
Fun	1.78	0.96	Persuasive	2.51	1.13
Attractive	2.04	1.09	Impressive	2.55	1.16
Enjoyable	1.86	1.00	Honest	2.00	1.01
Sympathetic	1.87	1.00	Convincing	2.40	1.19
Exciting	1.91	1.07	Persuasive	2.51	1.13
Provide useful information about products and services	2.48	1.17	Useful reference source before purchasing products and services	2.41	1.12
Provide up-to-date information about products and services	2.81	1.20	Provide complete information about products and services	2.28	1.08
Provide awareness of products and services	2.63	1.15	Reliable	2.10	1.00
Over All	2.2423	0.79			

participants' shopping and the dependent variable which is their online shopping. The result shows a positive relationship between these two variables equal to 0.334, which indicates that the online shopping behavior of participants is influenced by online ads.

Table 3 shows all types of ads that were stated in the questionnaire regarding participants' opinions regarding the level of acceptance of each ad. The participant needed to select one of the five scales: extremely disturbing, partially disturbing, not disturbing, partially like it, extremely like it. Most of them do not like these types of ads; the mean values of ads show ads that are either extremely disturbing or partially disturbing. The overall mean of the surveyed types of ads is 1.8, which indicated the dissatisfaction of participants toward surveyed ads or the form of presenting ads on the Internet. Table 3 shows the means of all ads.

Table 4 shows participants' opinions about the positive impact and views of ads. In the questionnaire, a list of statements had been stated. The participant needed to select one of the five scales: strongly disagree, disagree, not sure, agree, and strongly agree. Most of the participants do not agree with the listed views and statements about the ads' positive impacts on Internet users. Most of the mean values fall in the range of disagreement with the statements. However, some statements show slightly positive impacts such as ads provide up-to-date information about products and services, as well as ads provide awareness about products and services. The overall mean value of the survey on the positive impact of ads is 2.2423, which indicates participants' disagreement about the statements.

Table 5 shows participants' opinions regarding the negative impact and views of ads. Most of them agreed with the listed views and statements about the ads' negative impacts on Internet users. The mean values of the majority of statements are in the range of agreement with the statements. The overall mean of the negative impact of ads' statements is 3.7420, which indicates the agreement of participants about ads' negative impact. Figure 2 shows participants' responses to each Likert scale. It also shows the outcome of the study between the positive and negative impact of ads from participants' perspectives. As the graph suggests, participants see that ads have a more negative impact than positive impact.

TABLE 5. Participants' opinion regarding the negative impact of ads

Statement	Mean	Std. Deviation
Bothersome	3.66	1.33
Annoying	3.69	1.32
Appear too often	3.76	1.32
Like intruders	3.94	1.28
Deceptive	3.59	1.19
Distracting	3.82	1.30
Over All	3.74	1.04

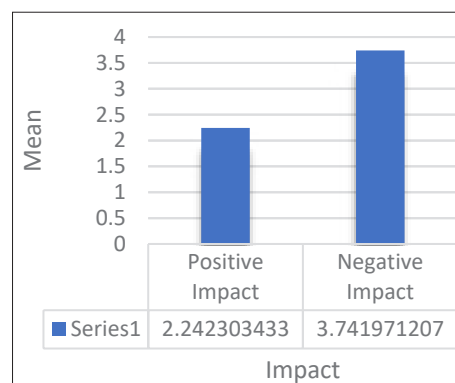


FIGURE 2. Positive and negative feeling's mean toward ads' statements

MODEL ANALYSIS

The second part of this study will discuss the model and the research hypotheses. The last part of the survey was a Likert scale question on a scale from 1 to 5, and it measured participants' perceptions toward online advertising. Particularly, it focuses on the independent variables of entertainment, informativeness, credibility, and irritation. Each variable has its survey questions. The second stage of the model is about the mediation variables, which represent the output of the independent variables and input it to the final stage. The second stage has two mediation variables: positive attitude and negative attitude. In the final stage, only one dependent variable takes its input from the mediation variables. The final stage contains the dependent factor, attitude toward advertising, which is the outcome of the model as shown in Figure 1.

MODEL MEASUREMENT

Model measurement was assessed by determining the reliability and validity, conducted on each of the scales using Cronbach's alpha, which is a measure of internal consistency, that is, how closely related a set of items are as a group and the composite reliability to endorse their reliability, convergent validity, and discriminant validity with the accepted guideline of 0.70 (Haque et al. 2007). Table 6 summarizes the mean scores and standard deviations along with the reliability indices. The results show that all parameters have passed the test and obtained a higher value than the accepted value, which is 0.70.

Convergent validity was assessed by checking the standardized variable loadings and average variance extracted (AVE) as recommended by Fornell and Larcker (1981). Convergent validity is verified when the following conditions are met (i) all measurement items are greater than 0.70, (ii) composite reliability is above 0.70, (iii) AVE is above 0.50 (Fornell & Larcker 1981; Hair et al. 1998). All requirements in this study were met as shown in Table 6. Therefore, the results showed a strong confirmation of convergent validity.

TABLE 6. Measurement model

Item	Code	CFA Loading ¹	AVE ²	CR ³	Cronbach's Alpha ⁴
Entertainment			0.80	0.95	0.94
Internet ads are fun	Ent1	0.89			
Internet advertising is enjoyable	Ent2	0.87			
Internet ads are attractive	Ent3	0.93			
Internet ads are exciting	Ent4	0.91			
Internet ads are sympathetic	Ent5	0.86			
Informativeness			0.77	0.91	0.84
Internet ads provide useful information about products and services.	Info1	0.91			
Internet ads provide up-to-date information about products and services.	Info2	0.90			
Internet ads provide complete information about products and services.	Info3	0.83			
Credibility			0.60	0.88	0.85
Internet ads are reliable.	Info1	0.72			
Internet ads are persuasive.	Info2	0.81			
Internet ads are impressive.	Info3	0.82			
Internet ads are honest.	Info1	0.78			
Internet ads are convincing.	Info2	0.76			
Irritation			0.65	0.92	0.89
Internet ads are bothersome	Irrit1	0.76			
Internet ads are annoying.	Irrit2	0.81			
Internet ads appear too often	Irrit3	0.81			
Internet ads are like intruders	Irrit4	0.87			
Internet ads are deceptive	Irrit5	0.80			
Internet ads are distracting	Irrit6	0.79			

1- All Item Loadings > 0.5 indicates Indicator Reliability

2- All Average Variance Extracted (AVE) > 0.5 as indicates Convergent Reliability

3- All Composite reliability (CR) > 0.7 indicates Internal Consistency

4- All Cronbach's alpha > 0.7 indicates Indicator Reliability

TABLE 7. Inter-construct correlations.

Variables	Credibility	Entertainment	Informativeness	Irritation
Credibility	0.777			
Entertainment	0.577	0.893		
Informativeness	0.627	0.602	0.88	
Irritation	-0.106	-0.242	-0.094	0.807

The discriminatory validity of the variables was examined by comparing the square roots of AVEs with the variables' correlations with each other. Each variable is not related or different from the other (Suki and Suki 2017). Table 7 shows that every variable has the highest value in its respective column and row, suggesting that the constructs between variables were unlike. In addition, as Table 7 shows, the irritation variable has negative values because it is directed to connect with negative attitude variables. However, it shows a relationship with other

variables in the opposite direction. Therefore, the results confirmed discriminant validity.

To evaluate study variables, first, we measured the correlation matrix between all variables introduced in the study. The correlation matrix in Table 8 shows a high correlation between the positive group's variables (credibility, entertainment, and informativeness) in a positive way. The most significant result is related to the independent variable of entertainment with the value of 0.948. This value indicates that the more entertaining an

ad is, the more appealing it will be to users. All positive variables have a strong correlation with the positive attitude and attitude toward advertising as illustrated in Tables 6 and 7.

Table 9 shows the path coefficients. The statistical results of the T-tests show the results of the research analysis. T-tests are a type of statistical inference that measures the presence of a significant difference between the averages of the two groups. Moreover, the T-test measures hypotheses according to the listed factors, which allows it to be measured according to the choice of the population in the survey. All the values of the variables ranged from 8.158 to 93.058, which are above the minimum acceptable t-value of 1.96 (p, 0:1, two-tailed) (Eze & Lee 2012). The P values for all variables show a significant value with parameters. This result indicates high correlations between all variables, which support our proposed hypotheses. The last two columns show the level of the confidence interval, which indicates the high interval with 95.00% and the lower interval with 5.00%.

Tables 8 and 9 show that the results of the hypotheses are indicative of the acceptable range above the t-test (1.96), as well with the loading variables which range from 8.158 to 93.058. All statistics prove the

hypotheses are accepted. Based on the variable and path coefficients, variables such as credibility, entertainment, and informativeness support the positive attitude toward advertising. With the same concept, the irritation variable shows a negative effect on attitude toward advertising. Coefficients are all significant at $p < 0.001$. The variables in Tables 8 and 9 are representative of the advertising perception model in Figure 1. As Table 8 shows, the correlation between variables and the value ranged between 1 and -1. Values that are higher than zero indicate a positive relationship between variables; thus, these variables affect each other proportionately. However, a value less than zero means a negative relationship between these variables; thus, these variables have an inversely proportional relationship. Pearson's correlation was used to determine the relationship between variables. Pearson's correlation is the normalization of the covariance between the two variables to obtain an interpretable score. All values of variables were calculated using SmartPLS 3 software. Loading variable values are shown in the model constructed in Figure 3. The figure shows the connections between all elements of each variable and how they are connected to the independent variables as in the first stage. The second stage shows that the independent variables are connected

TABLE 8. Correlation matrix between the model's factors

Factors	Attitude Toward Advertising	Credibility	Entertainment	Informativeness	Irritation	Negative Attitude	Positive Attitude
Attitude Toward Advertising	1.00	0.88	0.95	0.85	-0.55	-0.55	1.03
Credibility	0.88	1.00	0.65	0.74	-0.12	-0.12	0.96
Entertainment	0.95	0.65	1.00	0.67	-0.26	-0.27	0.96
Informativeness	0.85	0.74	0.67	1.00	-0.11	-0.11	0.92
Irritation	-0.55	-0.12	-0.26	-0.11	1.00	1.12	-0.21
Negative Attitude	-0.55	-0.12	-0.27	-0.11	1.12	1.00	-0.21
Positive Attitude	1.03	0.96	0.96	0.92	-0.21	-0.21	1.00

TABLE 9. Factor coefficients with the T-test and P-value

Factors	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values*	Confidence interval (CI)	
						5.00%	95.00%
Credibility -> Positive Attitude	0.43	0.43	0.01	49.34**	0.00	0.42	0.45
Entertainment -> Positive Attitude	0.50	0.49	0.01	37.88**	0.00	0.48	0.52
Informativeness -> Positive Attitude	0.27	0.27	0.01	34.08**	0.00	0.26	0.28
Irritation -> Negative Attitude	1.12	1.12	0.01	93.06**	0.00	1.10	1.14
Negative Attitude -> Attitude Toward Advertising	-0.35	-0.34	0.04	8.16**	0.00	-0.40	-0.26
Positive Attitude -> Attitude Toward Advertising	0.95	0.95	0.04	25.45**	0.00	0.90	1.02

* $p < 0.001$, $N = 602$

** T-test > 1.96

to the mediation variables. The last stage shows that the connections of the mediation variables are associated with the dependent factor, which is the outcome of the model. All path coefficient values are greater than the acceptable value which is 1.96 to test the hypotheses. Values indicate that the higher the path coefficients are, the more acceptable the research hypotheses are, which gives the degree of freedom to our model for all paths in the model suggested.

Table 10 shows how each element of the variable has outer loading on each variable in the connections. Outer loadings are the estimated relationships in reflective measurement models. They determine an item's absolute contribution to its assigned construct. Loadings are a primary interest in the evaluation of reflective measurement models but are also interpreted when formative measures are involved. The element outer loading is connected to the first stage of the independent variables, and all values (1.96) in Table 10 show that the

test is acceptable. The connections show how much each path is outer loading on the total connection, and how it contributes to the structure of the model. The P-value shows acceptance, and all paths' outer loadings are significant. P-value is the level of marginal significance within a statistical hypotheses test, representing the probability of the occurrence of a given event. A P-value less than 0.001 is in an acceptable range. Moreover, the standard deviation is small in Tables 9 and 10, which indicates that data are clustered around the mean.

Figure 4 shows the model path diagram with the calculation of path weight. The accepted value for the elements should be equal to 0.7 and above. As we can see from the connection between the element and the variables, all these values are over the accepted value. Interestingly, the element of each variable has close values to each other, which suggests the extent to which they are related to each other and the connecting factor. Additionally, the figure reveals that all variables

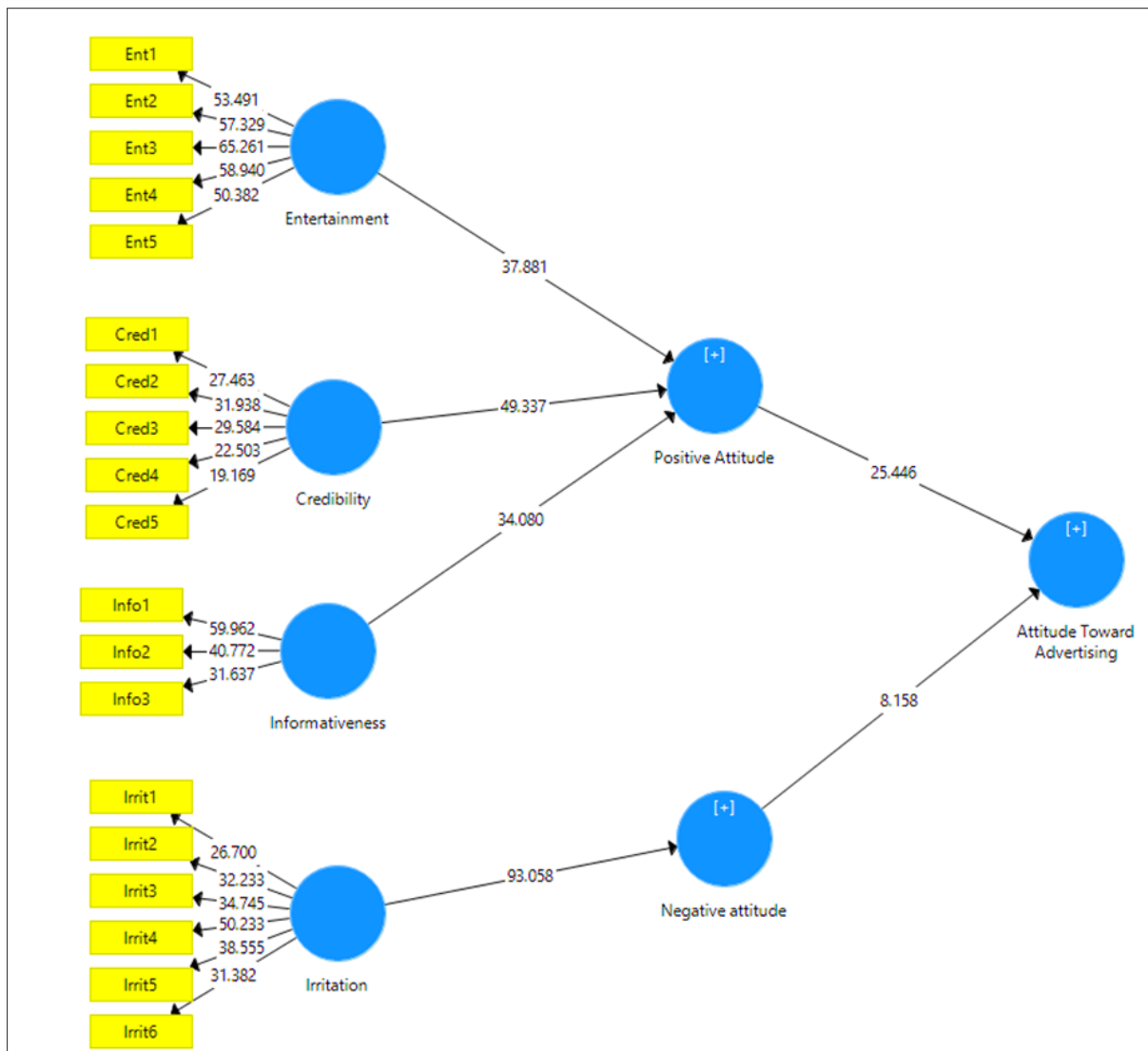


FIGURE 3. Structural model of entertainment, informativeness, credibility, and irritation predicting factor loading using Consistent PLS Bootstrapping

TABLE 10. Outer loading of factors and their elements

Element	Factor	(M)	(STDEV)	T Statistics
Cred1	Credibility	0.72	0.03	27.46
	Positive Attitude	0.65	0.03	25.20
	Attitude Toward Advertising	0.59	0.03	20.09
Cred2	Credibility	0.75	0.02	31.94
	Positive Attitude	0.66	0.02	27.19
	Attitude Toward Advertising	0.57	0.03	17.29
Cred3	Credibility	0.75	0.03	29.58
	Positive Attitude	0.66	0.03	26.16
	Attitude Toward Advertising	0.57	0.03	16.78
Cred4	Credibility	0.67	0.03	22.50
	Positive Attitude	0.61	0.03	20.65
	Attitude Toward Advertising	0.55	0.03	17.83
Cred5	Credibility	0.66	0.03	19.17
	Positive Attitude	0.58	0.03	17.41
	Attitude Toward Advertising	0.50	0.04	12.69
Ent1	Entertainment	0.86	0.02	53.49
	Positive Attitude	0.76	0.02	41.78
	Attitude Toward Advertising	0.73	0.02	34.14
Ent2	Entertainment	0.85	0.02	57.33
	Positive Attitude	0.74	0.02	45.61
	Attitude Toward Advertising	0.70	0.02	31.94
Ent3	Entertainment	0.89	0.01	65.26
	Positive Attitude	0.77	0.02	47.21
	Attitude Toward Advertising	0.74	0.02	34.46
Ent4	Entertainment	0.88	0.02	58.94
	Positive Attitude	0.77	0.02	43.42
	Attitude Toward Advertising	0.73	0.02	31.89
Ent5	Entertainment	0.85	0.02	50.38
	Positive Attitude	0.74	0.02	42.30
	Attitude Toward Advertising	0.72	0.02	34.39
Info1	Informativeness	0.87	0.01	59.96
	Positive Attitude	0.76	0.02	43.99
	Attitude Toward Advertising	0.65	0.03	21.90
Info2	Informativeness	0.80	0.02	40.77
	Positive Attitude	0.71	0.02	32.20
	Attitude Toward Advertising	0.59	0.03	18.47
Info3	Informativeness	0.77	0.02	31.64
	Positive Attitude	0.68	0.02	28.25
	Attitude Toward Advertising	0.60	0.03	20.88
Irrit1	Irritation	0.72	0.03	26.70
	Negative Attitude	0.72	0.03	23.88
	Attitude Toward Advertising	-0.44	0.06	6.94
Irrit2	Irritation	0.77	0.02	32.23
	Negative Attitude	0.78	0.03	28.99
	Attitude Toward Advertising	-0.48	0.07	7.45

cont.

cont.

Irrit3	Irritation	0.77	0.02	34.75
	Negative Attitude	0.75	0.03	29.34
	Attitude Toward Advertising	-0.41	0.07	5.98
Irrit4	Irritation	0.82	0.02	50.23
	Negative Attitude	0.80	0.02	40.86
	Attitude Toward Advertising	-0.44	0.07	6.37
Irrit5	Irritation	0.76	0.02	38.56
	Negative Attitude	0.79	0.02	39.28
	Attitude Toward Advertising	-0.51	0.06	8.25
Irrit6	Irritation	0.75	0.02	31.38
	Negative Attitude	0.75	0.03	30.02
	Attitude Toward Advertising	-0.44	0.07	6.69

* p < 0.001, N = 602

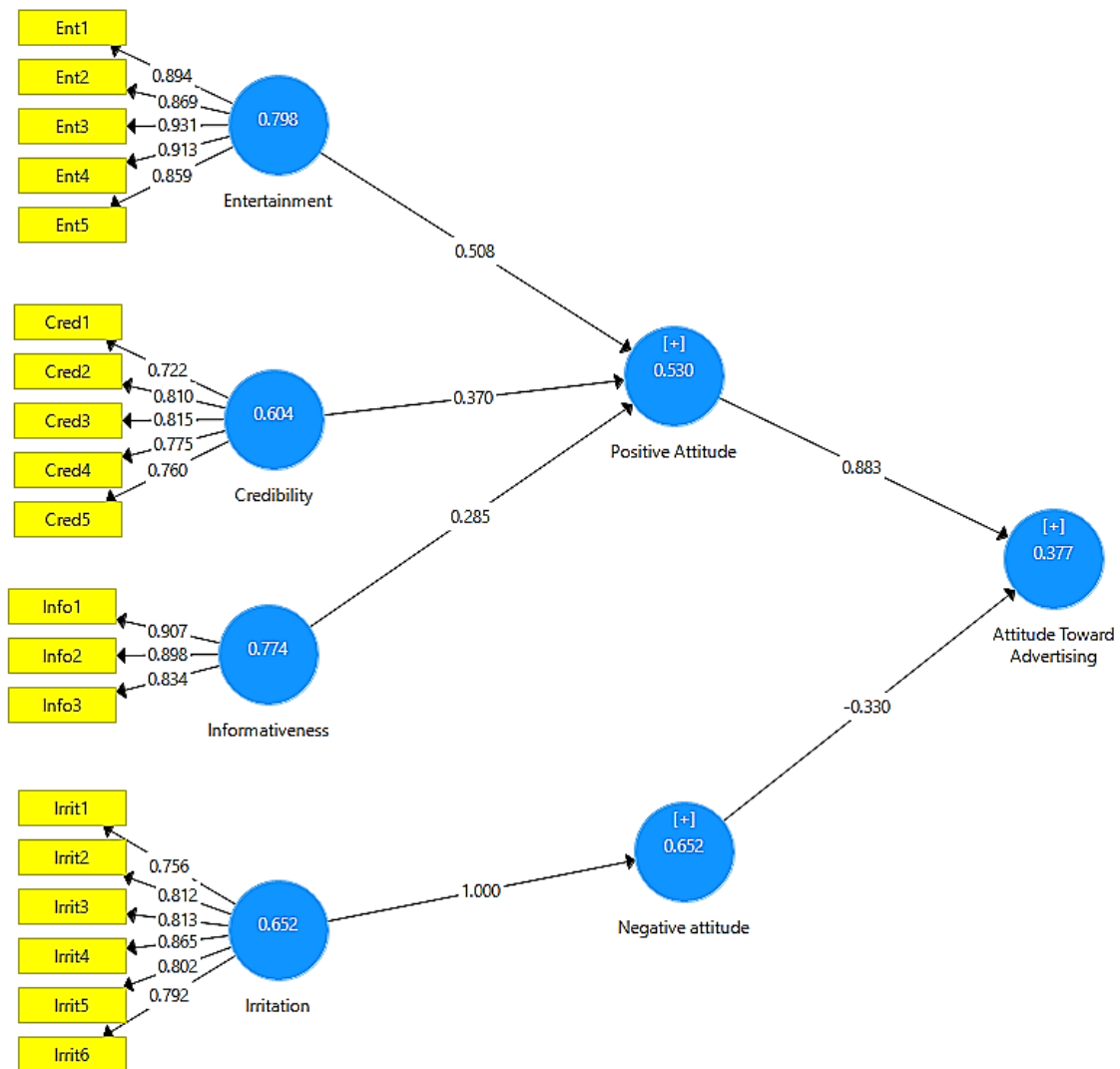


FIGURE 4. Structural model of entertainment, informativeness, credibility, and irritation predicting factor loading using Partial Least Squares Algorithm

have strong relations between their elements. The findings indicate the relationships between variables of the positive group (credibility, entertainment, and informativeness) have close values, which indicates the degree of membership between them and support each other for positive attitude.

Table 11 shows the values of means, standard deviation, and t-test. The table shows how each variable affects other connected or related variables. The results illustrate the value of the t-test is in the acceptable range. However, some of these variables have strong relationships with other variables such as irritation with a negative attitude. The effect of the t-test is 93.058, which is understandable with the highest mean of variables. It also indicates how users are irritated by the way ads are presented.

Table 12 shows the connections between the independent variables to the final dependent variable

through the mediation variables. The t-test for the positive group (credibility, entertainment, and informativeness) provides close values that range from 20.775 to 22.137, which indicates strong relationships between them. However, there is not that much effect on the connection of irritation to negative attitude to the attitude toward advertising but still in the acceptable values. Table 13 shows the hypotheses decision based on the result obtained.

The finding shows how factors such as entertainment, informativeness, credibility, and irritation are important considerations before planning to design online ads. Internet users have a view of how they perceive the ad and interact with it. The finding shows what type of ads are irritating for users, which discourages them from watching or interacting with ads. The finding shows how each factor affects another factor, how strong the correlation is between them, as well as the degree of

TABLE 11. Total effects between every two factors

Factor1	Factor2	(M)	(STDEV)	T Statistics
Credibility	Attitude Toward Advertising	0.41	0.02	21.74
Credibility	Positive Attitude	0.43	0.01	49.34
Entertainment	Attitude Toward Advertising	0.47	0.02	22.14
Entertainment	Positive Attitude	0.49	0.01	37.88
Informativeness	Attitude Toward Advertising	0.26	0.01	20.78
Informativeness	Positive Attitude	0.27	0.01	34.08
Irritation	Attitude Toward Advertising	-0.39	0.05	8.07
Irritation	Negative Attitude	1.12	0.01	93.06
Negative Attitude	Attitude Toward Advertising	-0.34	0.04	8.16
Positive Attitude	Attitude Toward Advertising	0.95	0.04	25.45

* $p < 0.001$, $N = 602$

TABLE 12. Specific indirect effects for model's factors

Independent Factor	Mediation Factor	Dependent Factor	(M)	(SD)	T-test
Entertainment	Positive Attitude	Attitude Toward Advertising	0.47	0.02	22.14
Informativeness	Positive Attitude	Attitude Toward Advertising	0.26	0.01	20.78
Credibility	Positive Attitude	Attitude Toward Advertising	0.41	0.02	21.74
Irritation	Negative Attitude	Attitude Toward Advertising	-0.39	0.05	8.07

* $p < 0.001$, $N = 602$

TABLE 13. Result of model's hypothesis

Hypothesis	Relationship	(M)	(SD)	T-test	P Values	Decision
H ₁	Entertainment -> Positive Attitude -> Attitude Toward Advertising	0.47	0.02	22.14	0.00	Supported
H ₂	Informativeness -> Positive Attitude -> Attitude Toward Advertising	0.26	0.01	20.78	0.00	Supported
H ₃	Credibility -> Positive Attitude -> Attitude Toward Advertising	0.41	0.02	21.74	0.00	Supported
H ₄	Irritation -> Negative Attitude -> Attitude Toward Advertising	-0.39	0.05	8.07	0.00	Supported

importance of each factor so that companies can devote attention to each factor according to its importance to users.

DISCUSSION

The study on how customers perceive advertising was conducted among 602 undergraduate students from a Turkish University. The findings show that most participants find that the listed types of ads in the survey are disturbing, participants had more negative feelings about advertisements. Our finding shows interesting calculations for some variables. Irritation variables have stronger relations with the negative attitude than the relation between the positive group and a positive attitude. However, this finding is not surprising because irritation has a higher value (3.742) than other variables. Results indicate how users perceive the ads and have negative feelings about ads. The effects of informativeness, credibility, and entertainment were stronger in influencing the attitudes toward the advertising than the irritation through the negative attitude. Thus, the findings of the t-test illustrated that informative, credible, and entertaining ads elicit a positive attitude from users. Table 13 shows the hypotheses decision based on the result obtained.

The result of outer loading between each variable affects the relationship between the elements and their variables, which supports the research hypotheses. The result suggested that advertisers should pay more attention to the irritation variable rather than focusing on the positive group variables (credibility, entertainment, informativeness). Users showing a negative attitude toward ads are common. The way traditional ads are displayed to users focuses on the entertainment variable, which is not dislikeable, but it should pay more attention to the user views of the ads. Otherwise, companies will waste their money on ads that do not compel users to buy their products or services.

Although previous studies have dealt with the same issue (Aziz & Yasin 2008; Terkan 2014; Lim & Lau 2011), the extant studies do not take into consideration recent contexts especially the COVID-19 pandemic. Previous studies mainly focused on the impact of ads using mobile applications or on some aspects of factors that users look for in ads. However, other factors from the user perspective have an important role to play which we have covered in our study. The study is complementary to the previous studies, as it is an extension of those studies with the addition of new factors. Our study dealt with recent problems related to the types of advertisements and the interaction of Internet users towards them.

The study identified the factors that Internet users search for in online advertisements. The study clarified the impact of each factor in online advertisements based on Internet user views. The study aimed to highlight the strengths of advertisements and the factors that

companies should consider before producing online advertisements.

CONCLUSION

Advertisers are increasing every day with different types and different ways to reach their targets. In this study, we took the user's point of view about traditional ads and their attitude toward them. Important variables should be considered when companies or organizations advertise their products online, namely, credibility, entertainment, informativeness, and irritation.

The outcome of the study is that Internet users view ads more negatively. We believe this study is one of the steps to draw the attention of advertisers and understand the nature of Internet users' view of online ads. Companies should pay more attention to display ads that are acceptable to customers. The outcome of this study cannot be generalized for all online users or different places, as this study is controlled in terms of place (inside the university) and sample (a group of students).

CONTRIBUTIONS AND LIMITATION

The outcome of this paper would help and assist future researches and studies as a guide to start from previous studies. Besides, researchers and those interested in the Turkish market will find this research useful to know what is necessary to advertise their products. In addition, the results of the research show what are the most influencing factors in the advertisements that the advertiser can focus on and take advantage of these results and recommendations to design his/her advertisement and gain a competitive advantage in the commercial market. As for the community, this research paper will expand their perceptions on advertisements and how to evaluate them and constructive criticism or direct these advertisements to the way that serves the community and uncover unwanted ads. Through the outcome of this study and take into consideration the importance of each factor to the internet user, the government side can monitor advertisements, ensure the welfare of users, legislate laws according to what meets the government's needs and policies, and protect consumers from illegal advertisements, whether in the content of these advertisements or how they are used.

The study focused on one location which is university students, so future research can cover more geographical places or contexts to provide enriching results. The study focused only on the group of students; the future study can contain different types of groups such as employees. The study focused on some variables related to the study, however, there are still other variables to be considered in nowadays ads such as customized ads and so on. The result can be improved by adding more variables and using different approaches or more advanced software.

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