Factors Affecting Attitude toward Web Advertising

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Abstracts

The World Wide Web has attracted a great deal of attention in recent years. Interactive and dynamic web advertisements become popular. However, its effectiveness is decreasing when web users get more and more experienced. Internet users think that the advertisements are annoying and use blockers to block them. This research aims at investigating the factors affecting attitude toward web advertising so as to enhance the effectiveness of web advertising.

Based on the uniqueness of web advertising, a lot of factors which studied about the traditional media cannot apply to the web platform directly. Therefore, this research was carried out in experimental conditions. Different situations were set to the respondents. The effect of advertisement content, emotional feelings and brand name were examined. The main effects and interaction effects of these factors were both tested to the attitude toward the web advertisement and the effect on purchase intention.

The results showed that only the advertisement content and brand name are affecting the attitude toward the web advertisement. Advertisement content which is highly related to the content of the host site can lead to a more favorable attitude toward the advertisement. Famous brand name would make the reader has a more favorable attitude toward the web advertisement than the nameless brand name. The results also showed that the positive attitude toward the web advertisement would evoke the positive attitude toward the purchase intention.

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1.   Introduction

Web advertising is the main form of advertising on the Web. Advertiser's website is usually hyperlinked with the display advertisements. Users can simply click on the advertisements and redirect to another website. As the number of internet users is increasing dramatically, it provides a big room for web advertising (Cho, 2003).

Web advertising is around us. It is one of the most popular promotional methods for business firms. It is useful for the marketers to get the attention from consumers. Businessmen think that web advertising is one of the low-cost marketing tools since the marginal cost of each online advertisement is very low.

However, as web users get more and more experienced, the web advertisements become less effective (Dahlen et. al., 2003). Internet users think that the online advertisements are annoying and contain computer virus. Due to the increment of this kind of advertising, lots of software is built to block them. Anderson (2005) found that about 38% of web surfers use some form of blocker to block the annoying advertisements.

All these concluded that the online advertisements are not as effective as before. Therefore, marketers and designers needed to change their advertising plans to reduce the annoyance (Anderson, 2005).

1.1 Objectives of Study

How can we keep the excellent performance of web advertising? In recent years, a lot of researchers studied the relationship between cognition, affect and behavior within

the advertising industries. However, most of them are focused on the traditional media (i.e. TV commercials, magazines or newspapers advertisements).

The main objective of this study is to examine how the suggested factors in the model related to the attitude toward the web advertisement and purchase intention. The result of this research is useful for the marketers and advertising designers to find out how the examined factors affecting the effectiveness of the web advertisement.

2. Literature Review and Research Model

2.1 Uniqueness of Web Advertising

Before analyze the factors affecting the attitude, the uniqueness of web advertising should be discussed as the background. The main uniqueness is the display platform. Web advertising can obtain the quality of printed media but not identical with it (Chang and Thorson, 2004). Eveland and Dunwoody (2002) suggested that web advertisement can elicit more elaboration compared with those printed media because the content structure of the Web is similar to the thought process of the human mind.

Besides, forced exposure is another characteristic of web advertising. Users cannot avoid from reaching the online advertisements, at least they need to have the first sight of them. Although, forced exposure often interrupts a viewer's normal viewing process (Edwards, et. al. 2002), researchers (Hovland, et. al., 1953; Zajonc, 1968) found that the exposure to a stimulus can generate measurable effects such as attitude change. It is valuable for investigating customers' attitude toward the web advertisement.

2.2 Factors Affecting Attitude toward Web Advertising

In current studies, a lot of factors are affecting attitude toward the web advertising. Advertisement content, emotional feelings and brand name are three of them.

Attitude toward the web advertising is the reader's perception towards the web advertisement. It is an important factor which affects the purchase intention and the effectiveness of web advertisement.

Advertisement content is the idea presented in the advertisement. It is the subject matter of the product which promoting in the web advertising. Degree of involvement is the focus of the discussion. High-involvement means the content of the web advertisement is highly related to the content of the host site while low-involvement means the content of the web advertisement is not related to the content of the host site (Cho 2003; Bloch, et. al., 1986; Olney, et. al., 1991). If consumers are highly involved with a product, they trend to be very receptive to most information related to that product and thus pay more attention to the content of that product's advertisements (Cho, 2003). For example, in a mobile selling website, if the advertisement is showing the sale of neck straps, then people will be more willing to pay attention to the advertisements.

Emotional feelings are the mental reflections towards the subject. They can describe and explain the human behavior (Davies, 1980). Marketing literature has suggested that emotion can stimulate buying interest, decisions, customers' choices and influence future buying decisions. O'Shaughnessy and O'Shaughnessy (2003) stated that the emotion is not an abnormal element in making buying decision but it is a

critical issue in the timing of the purchase.

There are many ways to varies customers' emotional feelings. Researchers (Alpert and Alpert, 1988; Stewart and Furse, 1986) focused on the investigation of music. Budd (1989) claimed that language is not adequate enough to express emotional feelings. On the other hand, music is dynamic (Davies, 1980). It is a form of nonverbal communication which is powerful to convey emotion (Balter, 2004; Bruner, 1990; Gard, 1997; Resnicow, et. al., 2004). Therefore, based on the current findings, music was chosen to change the emotional feelings.

Music creates various kinds of emotion (Balz, 1914), both positive (pleasant, joy, warm, playful) and negative (fear, anger, sad) (MacInnis and Park, 1991; Radford, 1989). Casacuberta (2004) stated that certain melodies can be considered sad and others happy because these sounds are similar to other sounds that are able to induce such emotion. For example, fast music is considered to be more happy and pleasant than slow music (Bruner, 1990); low-pitched, repetitive sounds suggest fear; a single tone that gets louder and louder instills anxiety (Gard, 1997). Therefore, we need to choose the appropriate kind of music to change the emotional feelings.

Branding takes an important role in advertising. However, brand-related communication effects of website advertising have still to be uncovered (Dahlen, et. al. 2003).

Different branding will bring users to different levels of acceptance of the same advertisements. O'Shaughnessy and O'Shaughnessy (2003) stated that if the

customers cannot touch, see or smell the products in front of them, they must rely on memories, representations or images toward the product. Brand names are intangible assets which the company can make significant competitive advantages among its competitors.

2.3   Research Model and Hypothesis

Based on the uniqueness of web advertising, a lot of factors which studied about the traditional media cannot apply to the web platform directly. In the research, the effects of advertisement content, emotional feelings and brand name are examined under an experiment environment (about oral care). Thus, the model is proposed and shown in the following figure.
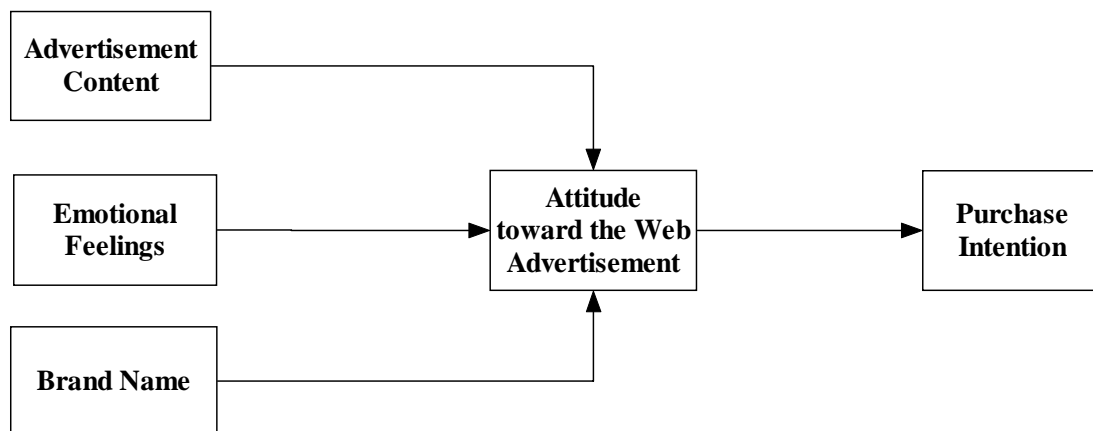
Purchase intention is the human observable responses in order to have a positive or negative action towards the advertisement (MacInnis and Stayman, 1993). It is the degree of intension to make purchase due to the positive or negative attitudes toward the web advertisement.

Attitude toward the web advertisement is the direct human reflection toward the web advertisement, including both the web content and format, for examples,

hedonism, utilitarianism, and interestingness (Olney, et. al., 1991). It is the positive or negative human attitudes which are reflected directly as an overall comment towards the web advertisement. In this research, the attitude toward the advertisement is determined by the advertisement content, emotional feelings or/and the brand name.

Attitude toward the web advertisement play an important role in measuring the effectiveness and purchase intention (Holbrrok and Batra, 1987). Chang and Thorson (2004) stated that positive attitude toward the advertisement will lead to a higher purchase intention. It was supported by the research of MacInnis and Park (1991) and Bagozzi and Moore (1994). They found that the attitudes toward web advertisement would positively relate to the brand attitude and purchase intention. Hence, if the attitude toward the advertisement can be established positively either from the advertisement content, emotional feelings or brand name, there is a proposed forward lead to the purchase intention. Thus, the following hypothesis is proposed:

H1: Positive attitude toward the web advertisement is positively related to the purchase intention.

In this study, the **advertisement content** is focus on the involvement between the host site and the web advertisement. High-involvement means the content of the web advertisement is highly related to the content of the host site while low-involvement means the content of the web advertisement is not related to the content of the host site (Cho 2003; Bloch, et. al., 1986; Olney, et. al., 1991).

A number of studies supported that the product involvement is highly related to the

attitude toward the web advertisement. Due to the forced exposure nature of the web advertising, product involvement can affect the time we spend looking for and processing information about the product (Dahlen, et. al., 2003). Also, product involvement would highly affect our decision processes and the type of information we seek out (Petty and Cacciopo, 1984). Moreover, Ducoffe (1995) found that the advertisement content has an important influence on the value and attitude toward advertising.

Based on the above findings, a product which highly related to host site should be chosen to create a more favorable attitude toward the web advertisement. On the other hand, a product which is not related to host site should be chosen to create a less favorable attitude toward the web advertisement.

In the research, oral care web site was presented as the host site. Oral care is chosen because it is highly related to our daily lives so that we could make sure that the information was useful for the respondents.

After conducted the pretest, the whitening teeth product was used as the advertisement content in the high-involvement conditions while tissue paper was used as the advertisement content in the low-involvement conditions. Thus, the following hypothesis is proposed:

H2: Advertisement about whitening teeth product creates more favorable attitude toward the web advertisement in the oral care website than advertisement about tissue paper.

Different researchers have different terms to present the ideas of **emotional feelings**, for examples, affect, affective response, feelings and emotional response (Allen and Madden, 1988; Batra, 1986; Edell and Burke, 1987; Stout and Leckenby, 1984; Clore and McCarty, 1985). In this study, emotional feelings will be used to present the mental reflection towards the web advertisement.

Emotional feelings created the customers' attitudes and intention (Kleinginna & Kleinginna, 1981). A number of researches stated that pleasure is a desirable feeling (Koopman, 2003) and can create physical comfort and social intimacy, thus increase the purchase intention (Gosling, 1969; Hirschman & Holbrook, 1982).

According to the above findings, a pleasure feeling should be created by a song to get a favorable attitude toward the web advertisement. On the other hand, control conditions which do not create any emotions should be done for comparison.

After the pretest, Sugar in the Marmalade was chosen as the pleasant song. The song was used to create a pleasure emotion in the emotional feelings conditions while no music was played in the non-emotional feelings conditions. Thus, the following hypothesis is proposed:

H3: The emotion of pleasure which created by the presence of Sugar in the Marmalade creates more favorable attitudes toward the web advertisement in oral care website than the absent of it.

Marketers also emphasize on **brand name**. It is the name of the product which

represent the image and impression of the product (Chandon and Chtourou,2001). There is a model supported that attitude toward the advertisement will affect the brand attitude and influence the brand attitude through the cognitions of the brand name (MacKenzie and Lutz, 1989), explained there are relationship between brand name and the attitude toward the web advertisement. It was supported by their research results; brand name and attitude towards web advertisement are inter-related. Holbrook and Batra (1987) also found that the attitude towards web advertisement and brand name are significantly related.

According to the above findings, a famous brand name should be presented to create a more favorable attitude toward the web advertisement. On the other hand, a nameless brand name should be presented to create a less favorable attitude toward the web advertisement.

After the pretest, for the area of whitening teeth product, Colgate was chosen as the famous brand name product while Aquarelle was used to represent nameless brand name product. For the area of tissue paper, Scott was chosen as the famous brand name product while Ching Fung was used to represent nameless brand name product. Thus, the following hypothesis is proposed:

H4: Advertisement about Colgate's whitening teeth product (Scott's product) creates more favorable attitudes toward the web advertisement in oral care website than advertisement about Aquarelle's whitening teeth product (Ching Fung's product).

3.   Research Methodology

The research model was tested by a 2 x 2 x 2 experiment. Respondents were assigned to have a task, to search for the information about oral care. The host site of the experiment was about oral care and the methods to keep our teeth healthy. However, the advertisement which attached in the host sites was different in different experimental conditions. Afterwards, the respondents were asked to fill in a questionnaire for analysis.

3.1 Pretest

Ten university students were asked to participate in the pretest. It aims to ensure the design of experiment is appropriate to reflect the manipulate conditions. Pretest was carried out from 29 Jan 2006 to 5 Feb 2006. Two websites were designed for different advertisement content; (1) showed Crest whitening teeth product advertisement; (2) showed Scott tissue paper advertisement. In order to choose the most appropriate pleasure song, ten fast melody songs was chosen for the respondents to rank. After the preparation, ten questionnaires were distributed and collected. All of them are useful and valuable for analysis (see Appendix A p.35).

The first part is about involvement. Sixty percent of the participants agreed website (1) which showed Crest whitening teeth product advertisement is related to the content of the website. On the contrary, 90% of the participants disagreed website (2) which showed Scott tissue paper advertisement is related to the content of the website. Results showed that Crest whitening teeth product is more related to oral care than Scott tissue paper.

The second part is about the branding. Colgate got the lowest mark on average (i.e. 1.8) while Crest got 2.4. It means the participants thought Colgate is the most famous in whitening teeth products. As a result, Colgate will be chosen instead of Crest.

The third part is about the music. Participants were asked to express their feelings towards those songs. If they think the song is promoting happy feeling, they are asked to indicate the degree of happiness. Seven participants felt happy when they were listening to "Sugar In the Marmalade" while other songs only got four or five supporters. Hence, Sugar In the Marmalade was chosen to be played in the experiment.

The forth part is about the volume of music. Seventy percent of the participants stated that low volume is the most appropriate to be used for the music in web advertisement.

The experiment was designed based on the findings and results shown in the pretest.

3.2 Subjects

Two hundreds university students were invited to participate in the experiment. The use of student sample was deemed acceptable because of the nature of the study and students are literate with the computer and Internet. They were randomly assigned to the experimental conditions. The conditions were arranged in random order and they were assigned to the respondents in first come first serve basis.

One hundreds and seventy respondents agreed to participate in the experiment and

170 copies of questionnaires are returned. The response rate was 85%. All of the questionnaires were online-based.

There were 75 females (44.12%) involved while the other 55.88% were males. Since student sample were used, 90.59% of them were aged from 18-24. Among the respondents, about 74.12% of them spent more than 19 hours for online activities per week. Also, it is not surprised that most of them (77.06%) has more than seven years of web experience.

3.3   Experiment Design

An experiment was carried out. Purposes of the experiment were provided before the experiment. The respondents were assigned to have a task, to search for the information about oral care. It is to remove the affect of user mode which stated by Dahlen et al (2003) (i.e. Web-surfers and Information-seekers). Also, in order to get the attention of the respondents, innovative product is a must. It can get the respondents be prepared to devote some time and effort to seeking and processing information about the product.

A website was shown to the respondents afterward (see Appendix C, p.42). The content of the website was about the importance of oral care and the methods to keep our teeth healthy. Oral care was chose since everybody need oral care so that we can make sure the information was useful for the respondents.

Banner advertising was used as the format of the web advertisement. Evidence about the effectiveness of banner advertisements has come mainly from industry reports

(Lohtia, et. al., 2003). Banner advertisements are the most prevalent among different forms of web advertising. It dominated the web advertising market and become the standard web advertising format (Cho, 2003). They not only can draw consumers into a company's site, but also obtain brand recognition through banner exposure.

In order to have the manipulation control, the banner advertisement with only text and graphics was shown in the content area. Banner advertising with only text and graphics was used in order to narrow the research on the text and graphics effect and neglect the effect of different forms of advertisements (e.g. with animations). Li and Bukovac (1999) suggested that the success of larger advertisements to secure attention also has an impact on viewer impression of brand quality. Thus, large banner with only text and graphics was presented.

Next, we need to talk about the independent variables. There are three of them and here are their degrees which were shown in the experiment:

Advertisement Content
(1) Whitening teeth product was shown in both text and graphic to get a high-involvement with the content of the host site (Oral care).
(2) Tissue paper was shown in both text and graphic to get a low-involvement with the content of the host site (Oral care).

Whitening teeth product was presented because it was one of the tools which improve oral health. They are closely related. Besides, bleaching teeth technology is still in the developing stage which people are not very familiar with it. Therefore, people have a

greater interest on it.

Emotional Responses

(1) Sugar In the Marmalade which can create an emotion of pleasure was played in the website.

(2) No music was played in the website.

Attitudes toward the Brand

(1) Colgate's whitening teeth product or Scott's product was shown in the advertisement in order to create a famous branding.

(2) Aquarelle's whitening teeth product or Ching Fung's product was shown in the advertisement in order to create a nameless branding.

A 2 x 2 x 2 experiment was used for the three independent variables. The experiment design is summarized into the following table:

Cell No.	Advertisement Content	Emotional Feelings	Brand Name
1	Whitening teeth product	Sugar In the Marmalade	Colgate
2	Whitening teeth product	No Music	Colgate
3	Whitening teeth product	Sugar In the Marmalade	Aquarelle
4	Whitening teeth product	No Music	Aquarelle
5	Tissue Paper	Sugar In the Marmalade	Scott
6	Tissue Paper	No Music	Scott
7	Tissue Paper	Sugar In the Marmalade	Ching Fung
8	Tissue Paper	No Music	Ching Fung

A lot of research were using click-through rate to measure the effectiveness of the advertisement (Cho, 2003; Chandon and Chtourou, 2001; Lohtia, et. al., 2003). However, clicking the advertisement do not directly imply the respondents read the

content of the advertisement and got the message of the advertisement. In order to get a more direct measurement, attitudes toward the web advertisement and purchase intention were used in the research for measurement. The respondents were requested to fill in the questionnaire in order to get the information for analysis.

Questions were divided into six parts in order to have the manipulation checks and measure the attitudes toward the web advertisement and purchase intention in the model.

3.4 Measurements

By modifying the questions in current studies, 16 items was deigned for the questionnaire.

Construct 1: Purchase Intention

Three questions were used for measuring the purchase intention of the respondents. Questions were asking the possibility to buy and try the products shown in the advertisement. Also, the respondents were asked to indicate whether they would visit the associated web site of the advertisement. All of the questions were measured on five-point scale and adapted from MacInnis and Stayman (1993), and Sundar and Kalyanaraman (2004).

Construct 2: Attitude toward the web advertisement

The attitude toward the web advertisement was measured by four questions. The respondents were questioned about the feelings and perceptions of the advertisement on five-point scale. All of the questions were adapted from Chang and Thorson (2004),

and Holbrook and Batra (1987).

Besides, manipulation checks are needed in order to ensure the manipulated conditions were working in expected situations.

Manipulation Check 1: Advertisement Content

Respondents were asked about the degree of involvement to the advertisement content on five-point scale. It was self-constructed.

Manipulation Check 2: Emotional Feelings

One question was adapted from Machleit and Wilson (1988) to measure the feeling of the respondents during the experiment. Seven choices were given.

Manipulation Check 3: Brand Name

In order to measure the experiment condition, a question was constructed. It was asked the popularity of the brand and used a five-point scale.

At the end of the questionnaire, four demographic questions were asked. All of them were adapted from Gong and Maddox (2003).

4.   Findings and Results

The Statistical Package for Social Science (SPSS) 12.0 was used to analyze the collected data from the questionnaires. Six statistic methods had been used to valid the above hypotheses. They included:

1. **Frequency distribution** was used to summarize the demographic data from the questionnaires.

2. **T-test** was used in manipulation check 1 and 3. If the results were statistically significant ($p<0.05$), the advertisement content conditions and brand name conditions are claimed to be successfully manipulated.

3. **Chi-Square Test** was used to measure the manipulation check 2. If the results were statistically significant ($p<0.05$), the emotional feelings conditions are claimed to be successfully manipulated.

4. The **reliability** of the measurement scales were assessed by the Cronbach Alpha. The attitude toward the web advertisement and purchase intention was measured. It was suggested to the alpha value to be greater than or equal to 0.7 in the Cronbach Alpha measurement (Dahlen. et. al., 2003).

5. **Univariate Analysis of variance (ANOVA)** was used to examine the relationship between advertisement content, emotional feelings, brand name and attitudes toward the web advertisement in the research model and determine their interaction effects.

6. **Simple Linear Regression** was used to test the relationship between the attitude toward the web advertisement and purchase intention. If the p value is smaller than 0.05, then the relationship is significant.

4.1 Manipulation Checks

As anticipated, the advertisement which shown whitening teeth product was perceived as higher involved with the oral care website than the advertisement which shown tissue paper ($\overline{X}$=3.62 vs. $\overline{X}$=2.20, p<0.001). The results were statistically significant and the advertisement content conditions are claimed to be successfully manipulated.

In the second manipulation, Chi-Square Test was used. As anticipated, the respondents who visited the website which played Sugar In the Marmalade has a more pleasant feelings (Pleasant Observed N=56 vs. Unpleasant Observed N=25) than the website without music (Pleasant Observed N=31 vs. Unpleasant Observed N=58). The results were statistically significant (X^2=19.972, p<0.001) and the emotional feelings conditions are claimed to be successfully manipulated.

As anticipated, the advertisement which shown Colgate and Scott were perceived as a famous branding in whitening teeth product than Aquarelle and Ching Fung ($\overline{X}$=2.77 vs. $\overline{X}$=1.96, p<0.001). The results were statistically significant and the brand name conditions are claimed to be successfully manipulated.

4.2 Reliability Checks

After the manipulation checks finished, reliability checks are followed to test the reliability of the data collected from the questionnaires. The acceptance level of the Cronbach's coefficient alpha should be at least 0.7 (Dahlen. et. al., 2003). The higher value of an alpha is, the higher reliability of the construct is. The Cronbach's alpha was 0.978 for the attitude toward the web advertisement while it was 0.969 for the purchase intention.

4.3 Factors Affecting Attitudes toward the Web Advertisement

Univariate analysis of variance was used to test the effect of advertisement content, emotional feelings and brand name on the attitude toward the web advertisement. In the scale used in the questionnaire, lower the values, more positive attitude toward the web advertisement. The following table shows the ANOVA tests result of between-subjects effects.

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	24.506[a]	7	3.501	4.107	.000
Intercept	2123.471	1	2123.471	2491.405	.000
Advertisement Content	12.384	1	12.384	14.530	.000
Emotional Feelings	.430	1	.430	.504	.479
Brand Name	8.395	1	8.395	9.849	.002
Advertisement Content * Emotional Feelings	1.017	1	1.017	1.193	.276
Advertisement Content * Brand Name	.280	1	.280	.328	.567
Emotional Feelings * Brand Name	.456	1	.456	.535	.466
Advertisement Content * Emotional Feelings * Brand Name	.014	1	.014	.017	.897
Error	138.076	162	.852		
Total	2274.938	170			
Corrected Total	162.581	169			

a. R Squared = .151 (Adjusted R Squared = .114)

The results shows that the advertisement content ($p<0.001$) and brand name ($p=0.002$) have significantly main effect on the attitude toward the web advertisement. Thus, H2 and H4 are supported. On the other hand, the effect of the emotional feelings conditions ($p=0.479$) is not significant. Thus, H3 is rejected.

Furthermore, the results shows that the high-involved advertisement has a greater effect on attitude toward the web advertisement than low-involved advertisement ($\overline{X}=3.26$ vs. $\overline{X}=3.82$, $p=0.000$). Similarly, the advertisement with famous brand name

has a greater effect on attitude toward the web advertisement than the advertisement with nameless brand name ($\overline{X}$=3.32 vs. $\overline{X}$=3.76, p=0.002).

Refer to the above results; both two-way and three-way interactions are not significant. It means that the effects are the same at different conditions of other factors.

4.4 Effect of attitudes toward the web advertisement on purchase intention

Simple linear regression was used to test the significant level of and the relationship between the attitude toward the web advertisement and the purchase intention.

The coefficient of determination, R^2, is one of the indicators to measure the goodness of fit. It provides a measure of goodness of fit because it reveals what percentage of the change in Y (purchase intention) is explained by a change in X (attitude toward the web advertisement). The change in the R^2 statistic that is produced by adding or deleting an independent variable. If the R^2 change associated with a variable is large, that means that the variable is a good predictor of the dependent variable. The regression got 0.882 as the value of R^2. It means that the attitude toward the web advertisement can predict 88.2% of the value of purchase intention.

Besides, the independent variable, the attitude toward the web advertisement, (β=0.939, p=0.000) was significant since its p-value was smaller than 0.005. Hence, H1 was supported. There is a positive relationship between the attitude toward the web advertisement and the purchase intention with a beta value of 0.939. Thus, the linear regression is shown:

Purchase Intention = 0.118 + 0.939(Attitude toward the web advertisement)

5. Discussions and Implications

Before the discussion about the findings and results, a figure of the model showing only the significant result, after hypothesis testing is shown below.
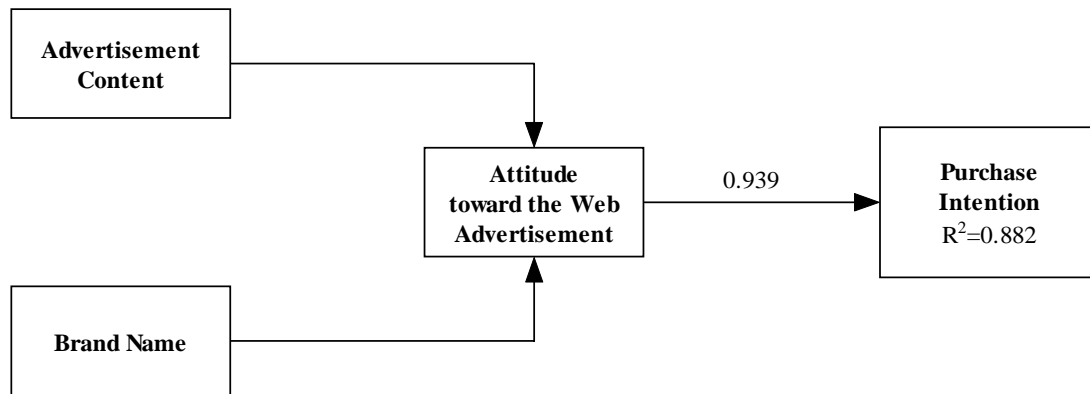
According to the past studies (Cho 2003; Bloch et. al., 1986; Olney, et. al., 1991), Customer's attention can be attracted if they are highly involved with a product. They trend to be very receptive to most information related to that product and thus pay more attention to the content of that product's advertisements. The findings and results supported that the product involvement is very important due to the force exposure nature of web advertisement. The advertisement which was related to the host site has a more positive attitude toward the web advertisement.

Besides, from the results, it shows that brand name play an important role in affecting attitude toward the web advertisement. When customers cannot touch, see or smell the products in front of them, they must rely on memories, representations or images toward the product (O'Shaughnessy and O'Shaughnessy, 2003). The result supported that brand names are intangible assets which can make the web users to have a perception through the brand's image.

When comparing the degree of effect of the factors, advertisement content has a mean difference of 0.56 while the brand name has a mean difference of 0.44. It seems that advertisement content has a greater impact on the attitude toward the web advertisement than brand name. Although the brand name was chosen by the pretest, different people have different perception and cognition toward the same brand. However, the respondents do not have a preliminary idea about the content before they start the experiment. Thus, the advertisement content has a greater effect on the attitude toward the web advertisement.

From the findings and results, the emotional feelings factor is not significant. In the experiment, music was used for implementing the emotional feelings condition. MacInnis and Park (1991)'s researched that high-involvement products would attract most of the subject's attention. Most of the respondents focus their attention on the message but not the music. It is also supported by another research result (Olney et. al., 1991). The advertisement content caught most of the users' attention. All these empirical results supported that emotional feelings do not affect the attitudes toward the web advertisement significantly.

According to Chang and Thorson (2004), the positive attitude toward the advertisement will lead to a higher purchase intention. It is supported by the findings and results. The purchase intention can be affected by the attitude toward the web advertisement by 0.939. They are positively related in a very significant level.

All the above results implied advertisement content and brand name are the factors which can affect the attitudes toward web advertisement. Also, the attitudes toward

the web advertisement are positively related to the purchase intention. Marketers can change their advertising plans so that the advertisement content is highly involved with the host site. Thus, more favorable attitudes toward the web advertisement can be created. Besides, advertising designers who are working for famous brand name products can emphasize the popularity of the brand. Thus, a more favorable attitude toward the web advertisement can be created. It is an important finding for both advertising designers and marketers to increase the effectiveness of the web advertisement.

6.   Limitations and Future Research

Several limitations of this research should be taken into consideration. The experimental conditions were not designed by experienced advertisement designer. This may affect the perception toward the advertisement thus the result of the experiment. It is recommended to design the experiment by experienced advertisement designer and adopt the opinions from experienced businessmen. All these can help to minimize the internal errors and create a more suitable web site for experimental purpose.

Moreover, the study can be improved by providing a laboratory environment. It can ensure the environment is suitable for implementing the experiment. Equipment, for example, speaker can be set for the computers which are used in the experiment. However, it is more costly and time-consuming.

7.   Conclusion

To conclude, the findings and discussions partially support the proposed research model. The advertisement content and brand name affect the attitude toward the web advertisement thus the purchase intention. From the findings of this research, the marketers and advertising designers can understand more about the factors affecting the effectiveness of the web advertisement.

By analyzing the data, it found that the advertisement content and brand name have great effects on the attitude toward the web advertisement. This is an important finding for the marketers and advertising designers to put more attention on the product involvement and brand name when making advertising decisions.

The findings of this research provide further insight for marketers and advertising designers to create better marketing communication strategies on web advertisement.

8.   References

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Appendix A

Pretest Questionnaire

Questionnaire about Web advertising

I am a final year student majoring Information Systems Management at Hong Kong Baptist University. I am now conducting a research on oral care products. Please kindly spare a few minutes to answer the following questions. All the information will be used for academics purpose only, and be kept confidentially. Thank you for your cooperation.

Part I   Involvement

Instruction: Please go and read the following website:
Website (1): http://student.hkbu.edu.hk/~03007278/crest.html

Please indicate to what degree you agree/disagree with the following statements by circling the most suitable number.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q1. For website (1), the advertisement is related to the content of the website.	1	2	3	4	5

Instruction: Please go and read the following website:
Website (2): http://student.hkbu.edu.hk/~03007278/scott.html

Please indicate to what degree you agree/disagree with the following statements by circling the most suitable number.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q2. For website (2), the advertisement is related to the content of the website.	1	2	3	4	5

Part II Branding

Q3. Which brand do you think is the most famous in whitening teeth products? Please rank. (1=Most famous; 5=Least famous)

    (a) Crest   _____
    (b) Colgate (高露潔)   _____
    (c) Oral-B (歐樂-B)   _____
    (d) Darkie (黑人)   _____
    (e) Lion (獅王)   _____

Part III Music

Instruction: Please listen to the following songs and circle the most appropriate answer.

Song No.	Song Name	Q4. During listening to this song, did you feel…...	Q5. If you choose "Happy" in Q4, please indicate the degree of happiness. (1=Most happiness; 5=Least happiness)
1	盛宴	Happy / angry / fear / bitter / calm / sad / others.	1 2 3 4 5
2	Sugar In the Marmalade	Happy / angry / fear / bitter / calm / sad / others.	1 2 3 4 5
3	明日恩典	Happy / angry / fear / bitter / calm / sad / others.	1 2 3 4 5
4	L Aube	Happy / angry / fear / bitter / calm / sad / others.	1 2 3 4 5
5	Somebody Needs You	Happy / angry / fear / bitter / calm / sad / others.	1 2 3 4 5
6	天使的禮物	Happy / angry / fear / bitter / calm / sad / others.	1 2 3 4 5
7	Sentimental Kills	Happy / angry / fear / bitter / calm / sad / others.	1 2 3 4 5
8	Yummy!	Happy / angry / fear / bitter / calm / sad / others.	1 2 3 4 5

Song No.	Song Name	Q4. During listening to this song, did you feel…...	Q5. If you choose "Happy" in Q4, please indicate the degree of happiness. (1=Most happiness; 5=Least happiness)
9	For What It's Worth	Happy / angry / fear / bitter / calm / sad / others.	1 2 3 4 5
10	Love Love Love	Happy / angry / fear / bitter / calm / sad / others.	1 2 3 4 5

Q6. Which volume (low, medium and high) of the music is the most appropriate to be used in web advertisement? (Please tick the appropriate answer)

Low (20%)   ☐   Medium (50%)   ☐   High (80%)   ☐

End
Thank you

Appendix B

Demographic Statistic

Frequencies

<div align="center">

Statistics

		Age	Gender	Online time per week	Web experience
N	Valid	170	170	170	170
	Missing	0	0	0	0

</div>

Frequencies

Frequency Table

<div align="center">

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	5	2.9	2.9	2.9
	18-24	154	90.6	90.6	93.5
	25-30	7	4.1	4.1	97.6
	31-35	1	.6	.6	98.2
	3-40	1	.6	.6	98.8
	41-50	2	1.2	1.2	100.0
	Total	170	100.0	100.0	

</div>

<div align="center">

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	95	55.9	55.9	55.9
	Female	75	44.1	44.1	100.0
	Total	170	100.0	100.0	

</div>

<div align="center">

Online time per week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hour	1	.6	.6	.6
	1 hour or more but less than 5 hours	4	2.4	2.4	2.9
	5 hour or more but less than 10 hours	8	4.7	4.7	7.6
	10 hour or more but less than 15 hours	15	8.8	8.8	16.5
	15 hour or more but less than 20 hours	16	9.4	9.4	25.9
	20 hour or more but less than 25 hours	44	25.9	25.9	51.8
	25 hours or more	82	48.2	48.2	100.0
	Total	170	100.0	100.0	

</div>

Web experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Before 1998	55	32.4	32.4	32.4
	1998	42	24.7	24.7	57.1
	1999	34	20.0	20.0	77.1
	2000	28	16.5	16.5	93.5
	2001	4	2.4	2.4	95.9
	2002	2	1.2	1.2	97.1
	2003	2	1.2	1.2	98.2
	2004	2	1.2	1.2	99.4
	2005	1	.6	.6	100.0
	Total	170	100.0	100.0	

Appendix C

Experiment Design

護齒秘訣

定期檢查口腔的重要性

- **個別口腔護理輔導**
  牙科醫生會按我們的口腔健康狀況,提供專業的口腔護理建議如使用牙線方法、清潔矯齒器的方法、飲食建議等。

- **預防為本的治療**
  牙科醫生會為我們進行一些以預防為本的治療如洗牙、塗上牙紋防蛀劑、或牙面氟化物劑等,以預防口腔疾病。

- **及早診斷和治療口腔疾病**
  許多口腔疾病如蛀牙、牙周病等開始時都是沒有徵狀的,肉眼也察覺不到,但牙科醫生卻能診斷出來,並作出治療。

- **全面看顧**
  為了確保我們的口腔健康,全面的口腔檢查是必要的。這些檢查包括:假牙是否合戴、已修補的牙齒的情況等等,萬一有問題出現,牙科醫生便能作出及時的處理。

潔白牙齒隨時擁有
高露潔美白牙貼買一送一大特價

資料來源:衛生署口腔健康教育組

next

Questionnaire Design

Please indicate the answers by circling the most suitable number or adjective.

Part I   Attitude toward the web advertisement

	Interesting				Not Interesting
Q1. The advertisement is	1	2	3	4	5

	Appealing				Not Appealing
Q2. The advertisement is	1	2	3	4	5

	Favorably				Unfavorably
Q3. I react _____ to the advertisement.	1	2	3	4	5

	Positive				Negative
Q4. I feel _____ toward the advertisement.	1	2	3	4	5

Part II   Advertisement Content

	Not At All				Very Much
Q5. The amount of attention you paid to the advertisement content.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q6. The advertisement content is related to oral care.	1	2	3	4	5

Part III   Emotional Feelings

Q7. During the experiment, you feel happy / angry / fear / bitter / calm / sad / others.

Part IV   Brand Name

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Q8. The brand in the advertisement is famous in oral care product.	1	2	3	4	5
Q9. The brand in the advertisement is famous in whitening teeth product.	1	2	3	4	5

Part V   Purchase Intention

	Most Possible				Most Impossible
Q10. How possibly are you to buy the product in the advertisement?	1	2	3	4	5

	Highly Likely				Highly Unlikely
Q11. How likely are you to try the product in the advertisement?	1	2	3	4	5
Q12. How likely are you to visit the associated web site of the advertisement?	1	2	3	4	5

Part VI   Personal Information

Please indicate your information by ticking the appropriate box.

| Age | ☐ Under 18 | ☐ 18-24 | ☐ 25-30 | ☐ 31-35 |
| | ☐ 36-40 | ☐ 41-50 | ☐ 51-60 | ☐ Above 60 |

| Gender | ☐ Male | ☐ Female |

Online time per week
☐ Less than 1 hour
☐ 1 hour or more but less than 5 hours
☐ 5 hours or more but less than 10 hours
☐ 10 hours or more but less than 15 hours
☐ 15 hours or more but less than 20 hours
☐ 20 hours or more but less than 25 hours
☐ 25 hours or more

Web experience	☐ Before 1998	☐ 1998	☐ 1999	☐ 2000
(year started using the web)	☐ 2001	☐ 2002	☐ 2003	☐ 2004
	☐ 2005	☐ 2006

End
Thank you

Appendix D

Measurements

Item	Source
Construct 1: Purchase Intention	
1. How probably are you to buy the product in the advertisement?	MacInnis and Stayman, 1993
2. How likely are you to try the product in the advertisement?	Sundar and Kalyanaraman, 2004
3. How likely are you to visit the associated web site of the advertisement?	Sundar and Kalyanaraman, 2004
Construct 2: Attitude toward the web advertisement	
1. The advertisement is interesting.	Chang and Thorson, 2004
2. The advertisement is appealing.	Chang and Thorson, 2004
3. I react favorably to the advertisement.	Holbrook and Batra, 1987
4. I feel positive toward the advertisement.	Holbrook and Batra, 1987
Manipulation Check 1: Advertisement Content	
1. The amount of attention paid to the advertisement content.	MacInnis and Park, 1991
2. The advertisement content is related to oral care.	Self-constructed
Manipulation Check 2: Emotional Feelings	
1. During the experiment, you feel happy / angry / fear / bitter / calm / sad / others.	Machleit and Wilson, 1988
Manipulation Check 3: Brand Name	
1. The brand in the advertisement is famous in oral care product.	Self-constructed
2. The brand in the advertisement is famous in whitening teeth product.	Self-constructed
Demographic questions	
1. Age	Gong and Maddox, 2003
2. Gender	Gong and Maddox, 2003
3. Online time per week	Gong and Maddox, 2003
4. Web experience (year started using the web)	Gong and Maddox, 2003

Appendix E

Manipulation Checks Result

Manipulation Check 1: T-Test

Group Statistics

	Involvement	N	Mean	Std. Deviation	Std. Error Mean
Content (Related)	High	90	3.62	1.118	.118
	Low	80	2.20	1.107	.124

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Content (Related)	Equal variances assumed	.220	.640	8.319	168	.000	1.422	.171	1.085	1.760
	Equal variances not assumed			8.324	166.027	.000	1.422	.171	1.085	1.760

Manipulation Check 2: Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Music * Emotional Feelings	170	100.0%	0	.0%	170	100.0%

Music * Emotional Feelings Crosstabulation

Count

		Emotional Feelings		Total
		pleasant	unpleasant	
Music	Yes	56	31	87
	No	25	58	83
Total		81	89	170

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	19.972[b]	1	.000		
Continuity Correction[a]	18.623	1	.000		
Likelihood Ratio	20.400	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	19.855	1	.000		
N of Valid Cases	170				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 39.55.

Manipulation Check 3: T-Test

Group Statistics

	Brand name	N	Mean	Std. Deviation	Std. Error Mean
Brand (Whitening)	Famous	88	2.77	1.239	.132
	Nameless	82	1.96	1.036	.114

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Brand (Whitening)	Equal variances assumed	4.627	.033	4.604	168	.000	.809	.176	.462	1.156
	Equal variances not assumed			4.633	166.102	.000	.809	.175	.464	1.154

Appendix F

Reliability Checks Result

Reliability: Attitude toward the Web Advertisement

Case Processing Summary

		N	%
Cases	Valid	170	100.0
	Excluded[a]	0	.0
	Total	170	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.978	4

Reliability: Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	170	100.0
	Excluded[a]	0	.0
	Total	170	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.969	3

Appendix G

ANOVA Test Result

Univariate Analysis of Variance

Between-Subjects Factors

		Value Label	N
Involvement	1	High	90
	2	Low	80
Music	1	Yes	87
	2	No	83
Brand name	1	Famous	88
	2	Nameless	82

Tests of Between-Subjects Effects

Dependent Variable: Att_m

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	24.506ª	7	3.501	4.107	.000
Intercept	2123.471	1	2123.471	2491.405	.000
Involvment	12.384	1	12.384	14.530	.000
Music	.430	1	.430	.504	.479
Brand	8.395	1	8.395	9.849	.002
Involvment * Music	1.017	1	1.017	1.193	.276
Involvment * Brand	.280	1	.280	.328	.567
Music * Brand	.456	1	.456	.535	.466
Involvment * Music * Brand	.014	1	.014	.017	.897
Error	138.076	162	.852		
Total	2274.938	170			
Corrected Total	162.581	169			

a. R Squared = .151 (Adjusted R Squared = .114)

Appendix H

Simple Linear Regression Analysis Result

Regression

Variables Entered/Removed [b]

Model	Variables Entered	Variables Removed	Method
1	Att_m[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Pur_m

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939[a]	.882	.882	.35181

a. Predictors: (Constant), Att_m

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155.971	1	155.971	1260.165	.000[a]
	Residual	20.793	168	.124		
	Total	176.764	169			

a. Predictors: (Constant), Att_m

b. Dependent Variable: Pur_m

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.118	.101		1.169	.244
	Att_m	.979	.028	.939	35.499	.000

a. Dependent Variable: Pur_m