

*Full Length Research Paper*

# **Attitude of young adults towards online advertising**

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**In the 21<sup>st</sup> Century Internet advertising is seen as important medium in reaching out to consumers. Internet users are increasing around the world as almost all the transactions can be done through online. Thus, online advertisers need to understand the peoples' attitude towards online advertising in order to create effective online advertising. The main aim of this research is to study young adults' attitude towards online advertising. Besides, this work also studies the association between attitude level and selected socio demographic variable. Statistical Packages for Social Science (SPSS) version 23.0 is used to analyze 50 sets of questionnaires collected from the respondents. This research revealed that 90% of the young adults had positive attitude towards online advertising. This study also revealed that there is no statistically significant association between attitude and sex ( $P= 0.187$ ), age ( $P=0.091$ ) and economic status ( $P=0.774$ ).**

**Key words:** Attitude, online advertising, network.

## **INTRODUCTION**

The network has become the standard of individuals' lives with the quick improvement of the occasions, and it is got from web-based life to carry more comfort to individuals' life. It likewise carries more business chances to ventures. Online networking has indicated the eventual fate of "victory" advancement and "scale". The manner in which individuals use information and lifestyle has been incredibly influenced by the utilization of web-based life (Bruner and Kumar, 2000). Attitude is characterized as a scholarly inclination to carry on reliably in a manner concerning a given article (Fernandez and Rosen, 2000). An Individual's own assessment, enthusiastic inclination and activity propensity toward certain articles or thoughts is attitude (Kottler and Keller, 2008). It is a generally worldwide and suffering assessment of an item, issue, individual or activity (Azeem and Haq, 2012). It can likewise be characterized as a general assessment of a

person towards an item, issue, individual, or activity that communicates the degree of favor or disgrace and furthermore will, in general, be a suffering enthusiastic inclination. Attitudes can be shaped dependent on contemplations and convictions from the information we get. It can likewise be founded on feelings. In this manner, considerations, sentiments, and conduct of an individual are influenced by their attitude (Sun et al., 2009).

Shopper's view with respect to online notices is their attitude towards online advertising. Also, our conduct in the presentation to an online notice, preferring and buy expectation is affected by our attitude. Attitude is the immediate human reflection toward online advertising which includes the substance and arrangement of the advertising (Bruner and Kumar, 2000).

In the present time, advertising assumes a fundamental

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**Table 1.** Socio-demographic characteristics of the respondents (age, sex, economic status) n=50.

Characteristics	Frequency	Percent
<b>Age (years)</b>		
18 - 26	33	66
27 - 35	17	34
<b>Sex</b>		
Female	24	48
Male	26	52
<b>Economic status</b>		
Sufficient for less than 6 months	3	6
Sufficient for 6 months	32	64
Sufficient for 1 years	10	20
Sufficient for 1 years with surplus	5	10

job in conveying and giving information to people in general. Clients' recognition of the company their items relies upon the level and quality of the information gave in an ad. Along these lines, guarantee that the information conveyed through online advertising is adequately educational (Azeem and Haq, 2012). These days, the progression in innovation has empowered internet infiltration into all aspects of our lives, and we are investing more energy on the internet which can be the most elevated opportunity for an internet client to take part in online advertising. Consequently, advertisers can get this chance to arrive at their shoppers through online stages to make mindfulness and to promote their items, administrations, and to expand deals later on (Yasin et al., 2008). It is simpler for the company to refresh their items' information quickly through online promotion which permits the customers to get the most recent information about the items and administrations that the company offers in the market (Ducoffe, 1996)

With respect to online advertising would be its lower costs contrasted with advertising by means of customary media. Bigger objective crowd and land regions can be reached and secured by means of online advertising, contrasted with customary advertising requiring little to no effort. This demonstrates its value in the present Internet soaked world (Rachel, 2011). To make brand mindfulness and energize buy goal is the essential point of online advertising. Customers are urged to buy when they are presented to a notice and build up the chance to get the items which thusly prompts the acquisition of the items (Bijmolt et al., 1998).

Billions of individuals around the globe utilize online life and have got one of the characterizing advances in the present time frame. It is accounted for that there is almost 2.38 billion month to month dynamic clients of Facebook and 1.56 billion every day dynamic clients as of March 31, 2019. All-inclusive, the quantity of individuals utilizing

internet based life is assessed to develop to 3.29 billion clients in 2022, which includes 42.3% of the total populace of the world (eMarketer, 2018).

The target of the study is to discover the attitude of buyers towards online advertising.

## MATERIALS AND METHODS

The quantitative and descriptive cross sectional study was conducted in Budhanilakantha Ward 9 over a period of 2 weeks. 50 respondents were involved in this study. Non probability purposive sampling technique was used to collect the sample. Young adults of both sex (male and female), who are able to read and write, ranging from age group 18- 35 years and willing to participate in the study are included in this research.

5 point Likert scale was used to collect the data. Total score of 6 responses were obtained from all participants and they were categorized as positive and negative from neutral score of 18. All the data were reviewed, organized and coded. Coded data were entered into SPSS and analyzed using descriptive statistics (frequency and percentage); chi square test was used to find out the association between attitude and selected socio-demographic variables.

## RESULTS

50 participants were included in this study, among them 52% were males and 48% were females. Sixty-six percent of the participants were of age group 18-26 years and thirty-four percent belonged to the age group 27- 35 years. Descriptive statistics of the study population, the distribution of age group, sex, economic status are shown in Table 1. Attitude towards online advertising is shown in Tables 2 to 4 shows cross tabulation: attitude level and selected socio-demographic variables. About 90% of the participants had positive attitude towards online advertising.

**Table 2.** Respondents' attitude towards online advertising n = 50.

Responses	Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
Online advertising is useful as it promotes the latest products	7	35	6	1	1
I got to know more innovative ideas through online advertising	6	23	14	6	1
Online advertising allows me to enjoy the best deal out of the competing products advertised	29	13	3	4	1
Online advertising is where creativity is highly appreciated	3	33	9	4	1
Online advertising plays an important part in my buying decision	2	34	12	1	1
My general opinion of online advertising is favorable	5	37	5	2	1

**Table 3.** Respondents' attitude level towards online advertising n = 50.

Attitude level	Frequency	Percent
Positive (>18)	45	90
Negative ( $\leq$ 18)	5	10

**Table 4.** Association between attitude level and selected socio-demographic variables.

Variable	Attitude level		Chi square	P value
	Positive	Negative		
<b>Age</b>			2.862	0.091
18 - 26	28	5		
27 - 35	17	0		
<b>Sex</b>			1.745	0.187
Female	23	1		
Male	22	4		
<b>Economic status</b>			1.111	0.774
Sufficient for less than 6 months	3	0		
Sufficient for 6 months	28	4		
Sufficient for 1 years	9	1		
Sufficient for 1 years with surplus	5	0		

( $P < 0.05$ , significant at 95% CI).

## DISCUSSION

This research uncovered that most of the respondents had an inspirational attitude towards online advertising; this is predictable with discoveries of research done on "Attitude towards online advertising" by James and Terrance (1993), which likewise indicated the respondents had an uplifting attitude towards online advertising. This finding is harmonious with the finding of the study done by Abbas (2017), which states promotions of brands impact individuals to a level that cannot be disregarded. The reaction of shoppers towards Web destinations impacts their consequent image attitudes

and their attitude towards Internet advertising itself. This research shows that there is no any measurably noteworthy relationship among attitude and sex and age, supporting this finding. The study was done on shoppers' attitude toward online advertising by Wang et al. (2009); it uncovers that there is no critical relationship between buyers' attitude and sexual orientation and age. This research also indicates that there is no measurably significant relationship between attitude and age and financial status, as opposed to the findings of Gaffney (2001) who showed that there is a critical relationship between attitude level and monetary status. The study showed that individuals with higher financial status had

an inspirational attitude towards online advertising.

### Limitations

This study is conducted in Budhanilakantha Ward 9, with small sample size. So, the findings of the study cannot be generalized. Also, data collection is done by purposive sampling technique using interview method; so the findings of the study cannot be generalized.

### Conclusion

Findings revealed that majority of the respondents had positive attitude towards online advertising. This research also revealed that there is no any statistical association between attitude level and different socio demographic variables, supporting the hypothesis of the study.

### CONFLICT OF INTERESTS

The authors have not declared any conflict of interests.

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