Consumer Attitude Towards Web Sites and Internet Advertising

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Abstract

The study measures attitude of consumers towards Web sites and Internet advertising to comprehend aspects of brand building advertising. The research work is based on a study previously carried out in United States by Ronald E. Goldsmith and Barbara A. Lafferty. The study was conducted among students of Commonwealth Executive Master of Business Administration/Master of Public Administration (CEMBA/CEMPA) at Allama Iqbal Open University, Islamabad and its regional centers in Rawalpindi and Lahore (Pakistan); sample size 170. Responses of students tell that advertisements influence more when broadcast on TV than Internet. Among different mediums, they spend most of their time on Internet and TV; use Internet for research purposes. Most of them do not prefer Online shopping to visiting the market and have communicated with other users of a product/service on cyber space. Design of a company’s web site has a relationship with Online purchase - student’s view of the brand improved after visiting websites of the brands and most care to read banners advertising a brand. Advertisements of brands influence people to a level that cannot be ignored. Response of consumers towards Web sites influences their subsequent brand attitudes and their attitude towards Internet advertising itself.

Keywords: Internet, Marketing, Advertising

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Introduction

When advertisers make marketing communication mix strategies, the information about effectiveness of online advertising and brand building is imperative to them; the apprehension of consumers’ beliefs towards online advertising is of significance for the brand builder to achieve a place in today’s saturated market. Each module of marketing mix can be affected by the capability Internet has. As simple and low-cost communication between people on different ends of the planet becomes commonplace, place becomes less important (Gordon and De Lima-Turner, 1997). Numerous companies have introduced themselves on Internet – the medium has got a lot of coverage in media (Luckett and Ainscough, 1996). Lacroix and Riley (2003) point out, organizations whose products range from fast moving goods (e.g. Nestle and Proctor and Gamble) to luxury goods (e.g. Chanel and Dior) consider Internet a vital part of branding and communication while making strategies.

In comparison to traditional media, sales and support technique – through the Web, marketers can establish and manage association with customers at very low cost (Korgaonkar and Wolin, 2002). The Web site was regarded as being most distinctive from television, telemarketing and radio (Calisir 2003). The study by Bruner and Kumar (2000) reveals that attitude toward the Ad, the brand, and purchase intentions were positively associated with attitudes toward the Web site. The study was conducted on students of Commonwealth Executive Master of Business Administration / Master of Public Administration (CEMBA/ CEMPA) at Allama Iqbal Open University (AIOU) (Islamabad) and regional centers in Rawalpindi and Lahore (Pakistan) to understand consumer behavior towards Web sites and advertisements on Internet in order to deduce what works and what does not, in brand building advertising. The study is about Web sites, advertisements on Internet and how they influence people - understanding response of those who avail services through Web-technology. There are those who want to sell their idea, product and/or service so they make brands, launch their product and advertise. On the other hand, there are people who see the advertisements and often decide to buy product of a brand – called consumers. In order to gauge reaction of consumers towards Web sites, and how it influences their idea of a brand and Internet advertisements, this research was conducted.
The study possesses two basic research questions:

i) Does consumer response to Web sites affect their subsequent brand attitudes?

ii) Does consumer response to Web sites affect their attitudes towards Internet advertising itself?

Advertisements also have been affecting brand attitudes; especially under certain conditions peripheral cues like advertising influence consumer attitude (e.g. Mitchell, 1986; Petty and Priester, 1994). It is not surprising that to advertise their services or products, numerous companies are setting about their work on the Web. With Web advertising, consumers choose when and for how long they want to watch commercials or if they desire to watch at all – this tells that they have more authority over advertising exposure (Korgaonkar and Wolin, 2002). To inform and persuade people, firms spend huge amount of money on Internet advertising because of the role Web sites play in context of online advertisements. This research study covers that role in marketing, its influence on people and how different it is to advertise on Web sites than on other mediums keeping in view time people spend on different mediums, influence of Web site’s design, influence of advertisements of brands on people’s opinion, and the trend of online shopping. Research has been going-on in this area but in Pakistan not much work has been done, therefore, the idea was to bring forward opinion of students of CEMBA department of Open University.

Constantinides (2004) makes the point that by establishing and providing proper online experience – online marketers can affect decision-making process of customers in cyber space by employing traditional (physical) marketing tools. Various businesses have embraced Internet to execute effectively and economically their marketing communications functions as Internet audience is rapidly growing. A large number of companies that provide goods and services have spent money in making of Web site of their company. The reason of making Web site is to introduce a company to inform what it has to offer. A company without its profile in World Wide Web gives the impression that the company is outdated. Whereas when online advertising comes, brand building advertising is a serious issue. An organization apprehends that in
advertising and supporting corporations, their services and products, Internet is a major tool of communication and a passage for shaping brand awareness (Melewar and Smith, 2003).

**The Effect of Web Sites on Consumers in Context of Brands and Advertisements**

An emerging medium of advertising is Web (e.g. Brackett and Carr 2001; Berthon, Pitt, and Watson 1996; Yoon and Kim 2001) and is being included as part of promotional mixes and advertising by the organizations (Nour and Fadlalla, 2000). In coming ten to fifteen years – it appears that Web advertising will influence advertising industry the most (Ducoffe, R. H., 1996); about its effectiveness advertisers are uncertain. In a variety of media, the capacity of WWW has been documented widely as a market and commercial medium. Due to its capacity to provide channel for marketing, advertising, distribution of goods and ability to ease sharing of information and resources globally it is presently popular as a commercial medium (Donna L. Hoffman et al, 1995).On the Internet, a lot of consumers spending more money, how well the Web site assists shaping and maintaining positive attitudes towards the site and ultimately towards product/service or the company may determine profitability and long-term survival of conventional retailers and manufactures (Byung-Kwan Lee et al, 2004).Constantinides writing in 2004, for practitioners competing in rapidly expanding cyber market, the priority issue is apprehending behavior of online purchasers and apprehending mechanisms of online shopping. Simeon (2001) says that the Web site is representation of battleground for a noteworthy presence in electronic commerce - not only a center point to new methods to business communications.

Reliance of consumer on searching a brand or product is determined with prior purchase and the degree of satisfaction associated (Kiel and Layton, 1981). When people recalled brand of a product, they got greater satisfaction associated with the purchase of that product – and on an internal search more reliance is caused by it. About online shopping Yoh (1999) found, belief and overall attitude of the consumer about online shopping is positively influenced by prior online shopping experience. A consumer able to recall a brand advertised shows effectiveness of advertising; the awareness created helps guarantee that brand easily recalled will have competitive advantage over those brands, which are not recalled easily (Dubow, J.S., 1994).

The literature proposes that Web advertisements have the capacity to be as influential as advertisements in conventional media (Gallagher et al., 2001), about the advertising on Web, the
perception of Web users are usually positive (Korgaonkar and Wolin, 2002). The attitude of consumers towards Web site depicts their response (to Web site); based on the thought that Internet users bother to take notice of information displayed by marketers and do they care to read advertisements on the Web it is hypothesized that:

**H1.** Consumers who have a positive response to Web sites will be more likely to recall brands advertised on the Web than those who do not respond positively.

All around the world, consumers can be reached by a retailer through Internet presence. It was heralded by Quelch and Klein (1996) about the Internet that how for consumers from emerging markets and/or geographically distant it has made information, services and products accessible. Start of “a world where customers are no longer hostages to geography…” was declared by Hamel and Sampler (1998).

Schlosser et al. (1999) found that in comparison to an advertisement in general, commercial content of an advertisement on Internet is generally trusted more by the people. Respondent’s level of comfort was more in purchasing by dialing a number mentioned on advertisement on Internet to facilitate sales than in purchasing by dialing a number mentioned in a conventional advertisement suggesting the capability of advertisement on Internet. The satisfaction level of an experienced shopper is moderate and that satisfaction seems to be connected strongly with the consent to purchase in the future. On the whole, findings propose that there is a firmly established resistance to purchasing this particular item online although consumers realize a number of advantages (Ailsa Kolsaker et al, 2004).

In global online marketplace, participation of massive consumers and firms is led by remarkable growth of Internet specifically World Wide Web. In computer-mediated environments, firms are made to devise innovative marketing ways because Internet has been rapidly adopted as a commercial medium. Expansion of advancements in Internet technology are beyond its utilization as a medium of communication to another significant view as a new market (Ricciuti, 1995). From a marketing viewpoint, some scholars have examined in an interdisciplinary perspective (e.g., Keaveney and Parthasarathy, 2001) that deals Web site patronage in context of continuance of relationships between business-and-consumer and continuous usage of
information systems – the interest has been growing (e.g., Parthasarathy and Bhattacherjee, 1998; Bhattacherjee, 2001; Gefen, Karahanna, and Straub, 2003).

The basic activities become sharing information, listening and replying present and expected customers and gathering feedback, being the two-way communication (Duncan and Moriarty, 1998). Through Web site, these activities can be executed. ‘Web advertisers must make decisions about the effectiveness of their Web site as a communications medium or of a Web-based ad campaign’ – researchers suggested (Bhat, Bevans and Sengupta 2002). Between non-users and users of Internet, consumption of traditional media (TV, newspapers and magazines) also differs. Internet users spend more time (in hours) in reading books than non-users and spend less time (in hours) watching TV and reading newspaper than non-users (Kyung Yong Rhee and Wang-Bae Kim, 2004).

The growth of Internet shopping is driven by consumer experience with Online shopping, says Elliot and Fowell (2000). Consumers with (more) positive attitudes and beliefs about Online apparel shopping were those who had (more) prior experience, Yoh (1999) found. The intention to purchase apparel online was positively influenced by those beliefs in comparison to those with less prior Online shopping experience. Consumer choice of brand can be predicted by attitude towards the Web site (Byung-Kwan Lee et al, 2004).

To sell and purchase items, online auctions have been presented to motivate consumers. Although a comment is common about Online auctions that the chance of finding discontinued and limited edition goods is greater than in retail stores, it is observed that the basic motivation is the capacity to purchase goods at lower rate than retail stores, plus unobtainable goods of the past can be accessed. But conventional retailers will never be completely replaced by online auctions because before purchasing one cannot try out and inspect items, plus most of the items are bought through retail store, which are sold in auctions (Dylan D. Cameron and Alison Galloway, 2005). It is Web site, an easy to access platform where Internet joins together entire process of purchasing from exposure of product to its purchase. The technology of Internet provided different dimensions to different things like mode of communication, source of entertainment and place to advertise; its feature of interactivity opened a new world, which is not provided by any other medium of information.
In comparison to traditional media, sales and support technique – through the Web, marketers can establish and manage association with customers at very low cost (Korgaonkar and Wolin, 2002). The Web site was regarded as being most distinctive from television, telemarketing and radio (Calisir 2003). Therefore, it is hypothesized that:

\[ H_2 \] Consumers who have a positive response to a Web site will see more advantages to advertising on the Internet than those who do not respond positively.

On the contrary, if more advantages are observed, it gives the impression that disadvantages would not matter. Hence, it is hypothesized that:

\[ H_3 \] Consumers who have a positive response to a Web site will see fewer disadvantages to advertising on the Internet than those who do not respond positively.

The income gap between those who have no access to technologies and those who have created a digital divide in the society. The concept of digital divide is not new; the divide in accessibility to technology increases with advancements in information technology. One of the observations is that on Internet, users have shown resistance to direct advertising (direct e-mail), which may have no possibility to reach near level of conventional direct mail (that is $ 35 billion) (DMA, 1997). It is reported that direct electronic mail is strongly disliked by most of Internet users (Reuters, 1996).

Advertisers can know more about persons who are exposed to an advertisement on Internet than in print or on electronic media. In the latter scenarios, the demographics of average reader or viewer are known by the advertiser; in the former case, to know who is precisely exposed to an advertisement can be found technically (Williamson, 1996). Because of this precision, companies may invest more for advertisements per consumer exposure on Web than through conventional media (Rebello et al., 1996; Zinkhan and Watson, 1996). According to a study by Kim and Lennon (2000), the purchase intention is related positively with the amount of information about service or product apprehended by a person while watching shopping programs on television. In virtual marketplace, keeping in view mechanics of online shopping, for competitors the priority issue is apprehension of behavior of online consumer. Publications on relevant topic of more than 120 academic papers in 2001 alone are an indication of the fact that the topic has made researchers to take notice (Cheung et al., 2003).
Still many online companies do not completely apprehend the behavior and requirements of online consumer - an indication of anecdotal and empirical evidence and the meltdown of Internet in late 90s (Lee, 2002) whereas numerous are continuously struggling to sell their products by marketing online (Joines et al., 2003). As in the past, in case of conventional marketing, the concentration of debate and research is on recognition and examination of the agents that can affect or mould behavior of online consumers; the research efforts are focused on how an online process of buying and decision-making can be modeled (Miles et al., 2000; Liu and Arnett, 2000; Cockburn and McKenzie, 2001; Liao and Cheung, 2001; McKnight et al., 2002; Joines et al., 2003; O’Cass and Fenech, 2003).

Many researchers haven’t seen any major difference in buying behavior on conventional and online processes: a measure taken towards building confidence or trust (Lee, 2002; Liebermann and Stashevsky, 2002; McKnight et al., 2002; Suh and Han, 2002; Liang and Lai, 2002). Risks and benefits, both are detected by consumers connected with online world and before the initial buying encounter, there is a compromise between local circumstances and individual risk aversion. Shopping is considered as a social activity, which is enjoyable; Web is simultaneously recognized as an environment enriched with information, makes buying easy and saves time; as a result areas are indicated where added value propositions might get response from consumers (Ailsa Kolsaker et al, 2004).

Margin of response towards an entity can vary according to the medium chosen to present / promote it. The response can be liking or disliking of advertisements on Internet (one medium) in comparison to ads on traditional media (other mediums). Thus, it is hypothesized that:

\[ H4 \] There will be no difference in the valence of response to ads from the Internet compared to ads from traditional media.

Research Methodology

The population of study is students of Commonwealth Executive Master of Business Administration (CEMBA) program in Islamabad (Open University), Rawalpindi and Lahore Study Centers. This study investigates opinion of students on web sites and internet advertisements. In total 170 questionnaires are floated, 164 are collected and 157 are considered valid for data analysis. Thus, response rate is 96%. Survey is conducted based on two-stage
disproportionate stratified random probability sampling. First stage includes Primary Sampling Units (PSU) i.e. semesters of CEMBA. Second stage includes Secondary Sampling Units (SSU) i.e. students within each sample PSU to be selected using simple random sampling method. Questionnaire is used as research instrument. Major items are developed on categorization and ranking scale. The research variables of the study mainly focus on (i) Internet vs. Traditional Media (ii) Overall Attitudes (iii) Recall of Web Ads and (iv) Advertising Advantages and Disadvantages.

**Demographics:**
Among the respondents, which were students of CEMBA/CEMPA most were male; out of 157 respondents - 128 (82 per cent) were male and 29 (18 per cent) female. Ages were categorized in six groups - most of the respondents were between ages 24~30 years. In case of qualification, half of respondents were Bachelors whereas there were also Doctors of Philosophy (Ph.D.) who participated in the survey. Among the participants of the survey, most of the students of CEMBA/CEMPA were employed. Survey was conducted among students of CEMBA/CEMPA department – students of semester - 4 participated more than other three semesters.

**Results and Analysis**
Respondents were asked, for how long you have been using Internet, most of them (42 per cent) have been using it for quite a long time; those who can be considered new to cyber space were 4 per cent.

For what respondents use Internet: a) Information gathering b) Research c) Shopping d) Leisure e) Other; their response showed that people use Internet mostly to gather information (35 per cent), for research and academic related activities (29 per cent). Internet is least used for shopping (7 per cent) and other activities (9 per cent) (like sharing one’s research work and office related work). Most of the respondents (45 per cent) care to read banners advertising a brand.

It was inquired, “How often does it happen that advertisements on web made you buy a product of that brand”, 39 (25 per cent) said it often happened and 48 (30 per cent) said it never happened. It was inquired, thinking back to Internet retailers, have you ever: a) Provided
feedback b) Completed a survey c) Communicated with other users; found that people are interested more in communicating (31 per cent) with other users of a product or service via e-mail or chat rooms than sharing opinion with Internet retailers by providing feedback (25 per cent) and completing their survey (24 per cent).

It was asked, “In general, for Web sites of brands of product that you have visited, did contact with these sites overall: 1) improved your view of the brand, 2) detract from it and 3) have no effect”, among 157 respondents, 111 (71 per cent) said their view of the brand improved and 30 (19 per cent) said that it had no effect; only 16 (10 per cent) said that it had detracted from their opinion. Thus, opinion of consumers tells that Web sites have a positive impact.

On asking consumers about their agreement/disagreement on “The design of a company’s web site has a major impact on Online purchase”, 72 (47 per cent) agree to the statement and 46 (29 per cent) strongly agree. Respondents were asked to “Give your opinion by recalling Web Ads for the following brands: 1) Nestle 2) Nokia and 3) Nike; a) Improved your view of the brand b) Detract from it and c) Had no effect.” In case of Nestle, 119 (75 per cent) said their view of the brand improved; for Nokia, 116 (74 per cent) detracted and for Nike, 133 (85 per cent) said it had no effect on their opinion. Most of the consumer’s view of the brand improved by visiting web site(s), they agree that design of web site has an impact and they gave opinion by recalling web ads of certain brands, hence, $H_1$ was supported.

Advertising advantages and disadvantages were analyzed through rating strength of agreement on Likert scale (from 1 to 5) on certain parameters and by using statistical methods like mean and standard deviation (S.D.) to study consumer response. The respondents were asked: “What advantages do you see for you personally when you come across advertising on the Internet?” – nine options were provided (see Table 1); response of consumers to seven options was agreed. $H_2$ was supported.

Respondents were inquired: “What disadvantages you see for you personally when you come across advertising on the Internet compared to other media?” – five options were provided (see Table 2); response of consumers to all was slightly agreed. $H_3$ was supported.
When asked, “You prefer to shop Online as compared to visiting the shop?” 64 (41 per cent) never preferred and 26 (17 per cent) often preferred to shop Online. About, “Which medium is more influential to advertise? a) Internet/web site b) TV c) Newspaper d) Magazines e) Radio”. The results show that TV is the most influential medium to advertise; after TV, Internet is the second most influential medium. The impact of Internet and TV on consumers can be calculated by the average difference, which is 0.65. If Internet is compared with other mediums, the average difference is –1. To advertise, TV is more influential than any other medium. \textit{H4 was not} supported.

\textbf{Table 1} Advertising Advantages on certain parameters

<table>
<thead>
<tr>
<th>What advantages do you see for you personally when you come across advertising on the Internet?</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factors</td>
<td>Mean</td>
</tr>
<tr>
<td>a) Can act on interest immediately</td>
<td>2.31</td>
</tr>
<tr>
<td>b) Generally offers more information compared to other media</td>
<td>2.24</td>
</tr>
<tr>
<td>c) Can look at what you want privately</td>
<td>2.27</td>
</tr>
<tr>
<td>d) More interesting to look at</td>
<td>2.25</td>
</tr>
<tr>
<td>e) Permits easy ‘clicking’ to get more information</td>
<td>2.14</td>
</tr>
<tr>
<td>f) Finding things / navigating around</td>
<td>2.26</td>
</tr>
<tr>
<td>g) Equal access for all</td>
<td>2.28</td>
</tr>
<tr>
<td>h) Paying for Online services or information</td>
<td>2.79</td>
</tr>
<tr>
<td>i) Awareness of the Ad can be increased by pop-ups</td>
<td>2.87</td>
</tr>
</tbody>
</table>
Table 2 Advertising Disadvantages on certain parameters

<table>
<thead>
<tr>
<th>Factors</th>
<th>Response</th>
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<tbody>
<tr>
<td>What disadvantages you see for you personally when you come across advertising on the Internet compared to other media?</td>
<td></td>
</tr>
<tr>
<td>a) Usually cluttered and hard to read</td>
<td>2.35</td>
</tr>
<tr>
<td>Mean</td>
<td>2.35</td>
</tr>
<tr>
<td>S.D.</td>
<td>1.23</td>
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<tr>
<td>b) Concerned about acting because of privacy</td>
<td>2.25</td>
</tr>
<tr>
<td>Mean</td>
<td>2.25</td>
</tr>
<tr>
<td>S.D.</td>
<td>0.97</td>
</tr>
<tr>
<td>c) I have to come across it; it doesn’t reach me (like TV or radio)</td>
<td>2.46</td>
</tr>
<tr>
<td>Mean</td>
<td>2.46</td>
</tr>
<tr>
<td>S.D.</td>
<td>1.13</td>
</tr>
<tr>
<td>d) Internet crimes (e.g. hate-crime, stalking)</td>
<td>2.36</td>
</tr>
<tr>
<td>Mean</td>
<td>2.36</td>
</tr>
<tr>
<td>S.D.</td>
<td>1.15</td>
</tr>
<tr>
<td>e) Irritation is caused by the frequent intrusion of Ads on web sites</td>
<td>2.43</td>
</tr>
<tr>
<td>Mean</td>
<td>2.43</td>
</tr>
<tr>
<td>S.D.</td>
<td>1.26</td>
</tr>
</tbody>
</table>

Table 3 Responses of consumers towards different mediums

<table>
<thead>
<tr>
<th>Medium</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average</td>
</tr>
<tr>
<td>a. Internet / web site</td>
<td>2.43</td>
</tr>
<tr>
<td>b. TV</td>
<td>1.78</td>
</tr>
<tr>
<td>c. Newspaper</td>
<td>2.55</td>
</tr>
<tr>
<td>d. Magazines</td>
<td>3.82</td>
</tr>
<tr>
<td>e. Radio</td>
<td>3.99</td>
</tr>
</tbody>
</table>

Findings - Discussion

The study was carried out to gauge consumer behavior while exploring different dimensions of web and Internet advertising influencing the consumer to comprehend various aspects of brand building, which create brand consciousness, liking and selection. Survey was conducted among students of CEMBA/CEMPA to infer whether their response to Web sites affect their attitudes towards Internet advertising and subsequent brand attitudes. Most of them with bachelors and masters level qualification lying in the age group 24-30 years; majority (of respondents) were males.
Most of the respondents consider TV as the most influential medium to advertise than Internet. On weekdays, respondents spend slightly more time on Internet than on watching TV but on weekend days spend more time on watching TV than on any other medium (newspaper, magazine, radio and Internet). Most of the respondents have been using Internet for seven or more years and use it mostly for information gathering and research. Majority agrees that design of a company’s web site has a major impact on online purchase and often care to read banners advertising a brand.

Some of the respondents remarked, it often happened and most said, it never happened that advertisements on web made them buy a product of that brand. Majority of respondents prefer to visit the shop than to shop Online – small percentage often considers online shopping. On visiting web sites of brands of products, respondent’s response was that their view of the brand improved, few had no effect and some were detracted. On recalling Web Ads of Nestle, Nokia and Nike – respondents opinionated that their view of Nestlé’s brand improved, detracted from Nokia’s brand whereas Nike’s brand had no effect on them. More individuals have ‘communicated with other users via e-mail or chat rooms’ than ‘provided feedback to the products/services’ and ‘completed a survey for Internet retailer’. Respondents agreed to most of the advantages enlisted and slightly agreed to disadvantages.

Recommendations related to the study are: design of a company’s web site impact people’s attitude towards the company’s brand - their view of the brand improved, therefore, e-marketers can improve perceptions of their brands by understanding the limitations and defects of their advertisements, hence make them better tools of sales. For brand building, marketing strategists can use banners in conveying the message because people care to read banners. In e-communications, innovative advertising can play role in informing consumers and to an extent in persuading because it’s the interactivity conventional media doesn’t provide but Internet does.

Respondents of the study spend significant amount of time on Internet; on cyber space MBA department can create awareness of its programs, CEMBA and CEMPA. The department can improve its web page by making it attractive and detailed in an eye-catching manner to
support its brand. Although low percentage provide feedback and complete survey (online) even then opinion of students about CEMBA/CEMPA can be taken to analyze strengths and weaknesses of the program. Research tells, the extent to which consumers like to watch advertisements is directly related to responses toward advertising and the degree of persuasiveness of advertisements that is, how much information they provide, how amusing they are and their image regarding how true is what they portray in ad or how much they can manipulate (James and Kover, 1992; Mehta, 2000).

Recommendations for future research studies are: studies with broader scope involving multiple measures with representative sample from other educational institutions can be conducted; more variables should be gauged. Causal relationship could be uncovered by experimentally addressing the issues through longitudinal studies. In-detail study in major cities can be carried out with larger sample size. Studies on same topic with different methodology (in-depth interview, focus groups etc.) can be carried out. Comparing similar studies can portray changing nature of web-technology and its influence on consumers. Interrelationship between Ads of same brand broadcast in different media can be studied and the impact of their contribution in whole campaign. Research can be done on why advertisements on Internet are not that appealing to consumers when compared with advertisements on other mediums especially TV.

The study has limitations; the study was restricted to students of Commonwealth Executive Master of Business Administration and Public Administration (CEMBA/MPA). If same study is conducted in any other university or city, results may differ. In spite of that, the study represents opinion of students of executive program who as Internet consumers shared information about their attitude towards web-technology and Internet advertising. Keeping in view opinion of students, certain points are extracted; they spend good enough amount of time on Internet - in case of advertisements on various mediums, they are more influenced by TV. Internet seems to be insipid among TV, newspaper, magazine and radio. Therefore, while crafting Internet advertisements innovation and care are required to induce qualities in Ads, which can attract people’s attention.
The trend of online shopping is less but can develop if the usage of Internet technology seeps in daily life - this will happen if products/services are offered on cyberspace. In Pakistan, males usually visit market for shopping and this aspect can be taken into consideration for providing Online services especially for women just like distance learning program in education sector. On visiting web sites of brands of products, respondent’s view of the brand improved, most of them agree that design of a company’s web site has a major impact on online purchase and they care to read banners advertising a brand. This concludes that by reassessing functions of Internet advertising, marketers can change viewpoints about their brands in positive context through web site(s).

Web sites can be effective in enhancing a brand; marketers have to focus on consumers who frequently shop online to draw out facts to identify problems with the web sites. For systematic improvements in web sites to make them more effective, they have to devise ways to solve those problems. Consumer response to Web sites influences their subsequent brand attitudes and their attitude towards Internet advertising itself. In conclusion, this research work makes an attempt to study how web-technology is influencing its users in context of Internet advertising. Further studies in this sphere will make researchers better apprehend consumer behavior and help e-marketers in making strategies to attract more audience in an effective manner.
References


