

Perception of Web Advertising on Internet Users with Special Reference to Uttar Pradesh

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ABSTRACT

The aim of this research paper is to investigate the determinants of consumers' attitude towards web advertising such as materialism, informative, hedonic, annoying behavior and credibility. These factors influence the internet user's attitude towards web advertisements in Uttar Pradesh. Data were gathered from 800 internet users collected from eight metro cities (Noida, Ghaziabad, Meerut, Agra, Lucknow, Allahabad, Kanpur and Varanasi) of Uttar Pradesh. A questionnaire consisting of 28 items was developed to measure the construct and its dimensions. The first draft of the questionnaire was subject to a pilot testing through a focus group and an expert evaluation. A structured questionnaire on five point rating (Likert scale) was administered by way of personal interview. Appropriate statistical analyses such as frequencies, descriptive, factor analysis, and analysis of variance, were used according to respective objectives and descriptors.

Keywords: Materialism, Informative, Hedonic, Annoying behavior and Credibility.

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INTRODUCTION:

The Web advertising has become an important medium for advertiser to advertise their products and services in internet. As the Internet has increasingly become an integrated tool for marketing and advertising, the effectiveness of web advertising remains a crucial yet debatable issue among marketers and scholars. A host of studies (e.g., Ducoffe, 1996; Russell, Staffaroni, & Fox, 1994) have examined the mechanism of web advertising and suggested that internet users' attitudes toward web advertising serve as important indicators for online advertising effectiveness. Past research on web advertising has provided insight into global marketing and commerce. However, the foci of most studies have been on the developed countries. Little is known about web advertising in the emerging markets such as (Uttar Pradesh), India. This research paper is focused into five motivational factors (28 items) such as Materialism, Informative, Hedonic, Annoying behavior and Credibility and each five factors affect attitude toward web advertising. Materialism means belief of consumers that having money and possession is the most important thing in life. As far as consumers purchasing power is concern in metro cities (Noida, Ghaziabad, Meerut, Agra, Lucknow, Allahabad, Kanpur and Varanasi) of Uttar Pradesh is increasing day by day. Consumers lavishly spend the money on products and services, they have become materialistic. Some people think that web advertising is accused of promoting materialism which leads to consumers demand for material objects because of the marketing and promotional strategies. Informative factor in web advertising describes the consumers about the prices and characteristics of the available products. This show that web advertising is considered a useful source of product information for consumers. Web advertising allows consumers to have access to product and service information without any hassle. Informative advertising benefits consumers by carrying specific definite and tangible facts about the products. The amount of information revealed by advertising may be indicated as a value to consumer and society (Norris, 1994). Hedonic is the critical dimension of web advertising. Web advertising can be enjoyable and entertaining to attract and maintain attention while addressing consumers' need and wants. It is asserted that interactive images, multimedia capabilities and content-rich websites embedded in internet represent the enjoyable future of Web advertising. The internet advertising creativity should increasingly enhance the hedonic and pleasure value to advertised products and services. Web advertising is an entertaining business providing customers some beautiful, sentimental, motivating and humorous pictorial elements. Web Advertising experience contribute to online customers some satisfactory outcomes and enjoyment. Hirschman and Holbrook (1991) stress the hedonic perspective seeks not to replace traditional theories of consumption but rather extends and enhances their applicability in web advertising also. Annoying means that when consumers see web

advertisement then they have lot of anger, disagreement and bad feeling towards web advertisements. Previous studies in web advertising suggest that advertising in the internet is easily ignored by the consumers or is perceived to have little value. When consumers see web advertisement on my computer screen, either they ignore or close it. Bogart (1985) argued that chances of careful processing of web advertisements are lowered by the high number of advertisements competing for individuals' attention on a daily basis. Limited time and mental resources make it difficult for the audience to dedicate sufficient attention to most advertisements. Web credibility has become a very important factor in web advertising. In these times, when facts are certainly more important than promises, one of the most important matters that marketers should give due consideration is online credibility. Marketers have to persuade web visitors that there is truly something worth behind a good-looking, usable website, web advertiser have to convince visitors that the image you try to promote is trustful and that marketers intend to keep their promises in web advertisements, most of researchers identify trustworthiness and expertise as the two main components of credibility. At the same time, it is important to differentiate between trust, which is related more to dependability and credibility, which is connected to the idea of believability.

There is very few published research available on consumer's evaluation of web advertisements. This research study is trying to identifying the motivation factors in web advertisement. It is also important for researchers to further understand and find out more about the perceived position of web advertisements. It should be noted that there are very few research that attempts to demonstrate how Indian' internet users perceive web advertisements. The primary goal of this study is to explore five motivational factors such as materialism, informative, hedonic, acrimonious, and credibility to gain an understanding of internet users' an attitude towards web advertisements in Uttar Pradesh.

LITERATURE REVIEW:

Nowadays, many studies related to web advertising have been archived in a various way. Web advertising can reach huge audiences with simple messages that present opportunities to allow receivers to understand what a product is, what its primary function is and how it relates to all the other similar products. The following are some of the studies and their relevance to the researcher's area of research. Prior studies have demonstrated that one's belief about advertising is a multidimensional construct. According to (Pollay and Mittal, 1993) presented seven belief factors underlying consumers' beliefs and classified those factors into two categories. The first category, labeled as personal use, consists of factors

including product information, social role and image, and hedonic/pleasure. The second category, labeled as social effect, includes value corruption, falsity/no sense, good for the economy, and materialism. Among the seven factors, product information describes advertising's role as an important information purveyor, which contributes to marketplace efficiencies. Social role and image reflects the belief that advertising influences people's lifestyle and formation of social status and image. Hedonic/pleasure refers to the view that advertising can be fun, pleasant and entertaining.

Several research studies showed that web advertising increases materialism among the internet users. Uttar Pradesh' internet users blame web advertising to create demand unaffordable products, unreasoning buying and materialistic society. *Materialism* and its other conjugations (e.g., materialistic, symbolic, status-oriented, etc.) have been used as descriptors of global culture. Researchers have offered various perspectives of what the term encompasses: e.g., (Belk, 1985) associates materialism with personality traits. More recently, materialism is conceptualized as a value (Rokeach, 1973) that can be further decomposed into possession values (Richins et al. 1992; Alden, Steenkamp, and Batra 2006) and personal values (Schwartz 1992; Burroughs and Rindfleisch 2002). Rokeach defines a value as "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end state of existence." The second factor of web advertising communicates the information about the products and services among the internet users. Informative advertising informs consumers about the prices and characteristics of the available products. *Informative advertising* provides an interesting implication regarding the value of information. Web advertising works as a tool of information about the products and services, it helps the internet users to find the branded products available in the market. As the well celebrated classical result by Blackwell (1953) shows, more web information is always good in the context of a static single decision maker problem. Now the informative view of advertising postulates that web advertising does change the opportunity sets the internet users. Indeed, the existing literature suggests mixed results concerning the informative effect of web advertising. Most of the literature is more directly concerned with the *hedonic* effects of the feature variables of product design on consumption attitudes, rather than drawing from decision-making behavior theory itself. However, all the research findings that we came across only provide basic design guidelines and experiments for the design of future research-based explorations in this area. These studies did not draw upon the multi-media and web technology design aspects of behavioral theory. No reported research has been found on the effect of web-based information services and simulated experiences on the variations of hedonic design. Both the researchers (Hirschman and Holbrook, 1991) stress the hedonic perspective seeks not to replace traditional theories of consumption

but rather extends and enhances their applicability. *Annoying behavior* refers to the intrusive tactics advertisers employ when competing for consumers' attention can be annoying to the audiences (Sandage & Leckenby, 1980; Rettie, Robinson & Jenner, 2001; Zhang 2000). Consequently, studies tend to show a generally negative public attitude towards advertising (Alwitt and Prabhaker, 1994; Zanot, 1981). These internet users irritated when they watch too much web advertising, generally either they ignore the web advertisement or close it. During the process of studying web advertising, many aspects have been studied and analyzed too. *Credibility*, along with liking, quality, and representativeness, is one of four criteria that influence attitudes toward print and online news (Sundar, 1999). Media experts define a credible source as one that is seen as providing correct information and as willing to release that information without bias. These researchers (Ibelema and Powell, 2001) cited expertise and trustworthiness as the most important elements of credibility. A source is perceived to be an expert when it displays "correct knowledge". Information from sources rated as high in expertise leads to the greatest attitude change among those receiving the message; low-expertise sources typically produce no changes in attitude. The trustworthiness of the communicator is as important to message acceptance as is the expertise of the communicator (Milburn, 1991). If a source is seen as biased or as communicating the message for a purpose other than information, the credibility of the source is harmed Both the researchers (Greenburg and Miller, 1966) found that when a source is seen as low in credibility, individuals are more resistant to persuasion.

This research paper adopted & modified from (Pollay and Mittal's, 1993) study and added five new items according to requirement of the internet users. These items are as follows: web advertisement for good thing for consumers, pay close attention, click on the advertisement, I ignore, leave the Website.

PROPOSED FRAMEWORK:

Early research on attitude towards web advertising has shown it to be a multidimensional component, most often considered in economic or social terms (Bauer and Geyser, 1968; Larkin, 1977; Anderson et al., 1978; Reid and Soley, 1982; Andrews, 1989). Pollay and Mittal (1993) presented seven belief factors underlying consumers' beliefs labeled as product information, social role and image, hedonic/pleasure, value corruption, falsity/no sense, economy, and materialism. Proposed framework adopted from Pollay and Mittal's (1993) study. This research paper modified and identified five motivational factors (28 items) relating to web advertisements. These factors labeled as materialism, informative, hedonic, acrimonious behavior, and credibility. Materialism: According to Richins and

Dawson's (1992) definition of materialism is adopted here: i.e., "a mind-set or constellation of attitudes regarding the relative importance of acquisition and possession of objects in one's life" Web users are faced with an enticing array of material goods, which may promote commercial concerns resulting in materialism. Informative: Personal factor advocates that advertising rest of its role as a provider of information (Ju-Pak, 1999). The web information permits grater market place efficiencies (i.e. more exact matching and between consumer's needs and wants and producers' offering). Hedonic: Web advertng, with its interactive, multimedia capabilities can be beautiful to look at, touching in their sentiment, funny in their music, pace and attitude. Hoffman and Novak (1996) assert that image and content rich websites containing messages emended with enjoyable, interactive presentations represents the future of web advertising. Annoying: It means the web advertisements which irritating the internet users are known as acrimonious. The majority of consumers continue to find pop-up web ads annoying (Johnson, Slack & Keane 1999) with 20 percent of viewers finding pop-ups so annoying that they consider never returning to the site (Jupiter Communications 1999). Credibility: According to (Adler and Rodman, 2000) define credibility as the believability of the addressor and its perception in the listener's mind. In the context of advertising industry, Mackenzie and Lutz (1989) identify advertising credibility as consumers' general perception towards the truthfulness, reliability, trustworthiness and believability of an advertisement. Credibility of an advertisement is affected by various factors, particularly by the company's credibility and the person who brings a message (Goldsmith, Lafferty and Newell, 2000).

AIM OF THIS STUDY:

This research paper is an attempt to explore the impact of web advertisements on internet users. For this a research model was drawn (adopted & modified form Pollay & Mittal 1993). The aim of the study is to obtain a current picture of the influencing factor of web advertisements. Marketers of web advertisements will create marketing or promotional strategies better suited to the needs of the internet users. Therefore a proposed framework illustrating the motivational factors of web advertisements and it tested in the current study. Discovered results will allow marketers to incorporate into a marketing mix better suited to the needs of internet users.

OBJECTIVE:

To study the motivating factors contributing to attitude towards web advertising.

RESEARCH METHODOLOGY:

This research describes a study undertaken to better understand the motivating factors of internet users' attitude towards web advertising. A total of 8, 00 respondents were selected from eight metro cities (Noida, Ghaziabad, Meerut, Agra, Lucknow, Allahabad, Kanpur and Varanasi) of Uttar Pradesh. The method of purposive sampling was employed whereby the respondents had to fulfill the criteria of using the internet. Data for this study was obtained by using structured questionnaire to know the views and perception of the individual respondents. The conceptualization and development of the questionnaire was based on the existing literatures & Pollay & Mittal 1993 model. The questionnaires were personally hand-delivered in workplaces, homes and educational institutions. The questionnaire was developed with the help of literature, consultation with academicians and online users. Respondents were asked to rate the 28 items relating to web advertisements. Responses to all the statements in the questionnaire were measured on five-point Likert scale, ranging from 1= strongly disagree to 5= strongly agree. Demographic information such as gender, age, marital status, education level and income was also collected. The validation of survey instrument was checked through pilot testing of 100 respondents and variables were finalized after ensuring the balanced approach and objectivity of the survey. Collected data were processed in the statistical software package of SPSS-20.

RESPONDENTS' PROFILE:**Table-1: Respondant profile**

Demographic Variables		Percent
Education	Graduates	18.20%
	Post graduates	30.20%
	Professionals	51.60%
Occupation	Govt. job	32.00%
	Private job	25.30%
	Self-employed	12.70%
	Students	30.00%.
Gender	Male	58.00%
	Female	42.00%
Income (Rs.)	Below 30,000	35.20%

	30,001- 60,000	39.80%
	60,001- 90,000	13.00%
	Above 90,001	12.00%

DATA ANALYSIS & INTERPRETATION:

This analysis was carried out on the data collected from questionnaire in which the internet users were asked to tick a number that was most suitable to their choice concerning 28 items that relate to their attitude towards web advertisements. A five point Likert-scale was used anchored from strongly disagree to strongly agree for 28 items. The mean, standard deviation, skewness and kurtosis for all the 28 items for attitude were obtained and tabulated in table-2.

Table-2

Items	Mean	Standard deviation	Skewness	Kurtosis
Source of information	3.90	.905	-.719	-.071
Brands	3.94	.993	-.888	.389
Keep up to date about products	4.06	.750	-.979	.357
Pleasure	3.12	.998	.004	-.065
Enjoyable	2.68	.072	.372	-.638
Feel good	3.60	.953	-.042	.762
Social image	3.91	.767	-.805	.867
Buying and using the products	3.26	.097	.025	-.949
Reflect the personality	2.50	.810	.349	.150
Improves people's standard of living	2.64	.905	.030	-.844
Support the Web	3.42	.017	-.278	-.206
Bought something	3.16	.982	-.264	.167
Buy things you don't really need	2.69	.042	.491	.831
Increases dissatisfaction	3.43	.112	-.517	-.039
Materialistic society	3.37	.800	-.531	.157
Buy unaffordable products	3.28	.954	-.806	-.135
Trust in products	2.43	.844	.996	-.305
Reassure	2.78	.760	-.028	-.841

Buy the best brand for the price	3.62	.776	-.074	-.972
Fantasy	3.37	.991	-.234	-.206
Undue advantage of children	3.53	.822	-.599	.167
Unreasonable purchase	3.73	.874	-.735	.831
Too much sex	3.84	.961	-.229	-.039
Good thing for consumers	3.83	.652	-.153	.157
Pay close attention	3.28	.911	-.671	-.135
Click on the advertisement	2.71	.988	.551	-.305
Ignore	2.81	.971	-.147	-.841
Leave the Website	2.68	.004	.072	-.972
Overall perception	3.27			

The result indicates that the highest score of internet users is on the attitude that were is “Web advertising helps me keep up to date about products available in the marketplace” with a mean of 4.06, followed by the “Web advertising is a very valuable source of information about sales” (3.94) and “Web advertising is a very valuable source of information about sales” (3.90). The attitude towards web advertisements that “Web advertising helps me know which products will or will not reflect the sort of person I am”(2.43) scored the lowest followed by “Web advertising improves people’s standard of living”(2.50) and “One can put more trust in products advertised on the Web than in those not advertised on the Web”(2.64). The overall mean score of all the 28 items of attitude was 3.27 and (standard deviation 0.918). This indicates that internet user thinks that web advertising is good thing for them. 28 items included for web advertisement study. The above mentioned statements having five point Likert scales were subjected to factor analysis. Before the application of factor analysis the following five techniques were also used for the analysis of data. (1) The correlation matrix revealed that there is a strong positive correlation between the web advertisement statements. These statements were considered appropriate for factor analysis procedure. (2) After correlation matrix, anti correlation matrix was also constructed. This matrix shows that partial correlations among the statements are low for example anti-image correlation of statement 1 with respect to statements 1 to 28. Similarly most of the off diagonal elements are small indicating that real factors exist in the data which is necessary for factor analysis. (3) Kaiser Meyer Olkin measure of sampling adequacy focuses on the diagonal elements of partial correlation matrix. It is clear that all of the diagonal elements of partial correlation matrix were sufficiently high for factor analysis. (4) Test of sampling adequacy was then performed. Sum of the values of diagonal elements of partial correlation matrix from statement no. 1 to 28 was 0.749. This

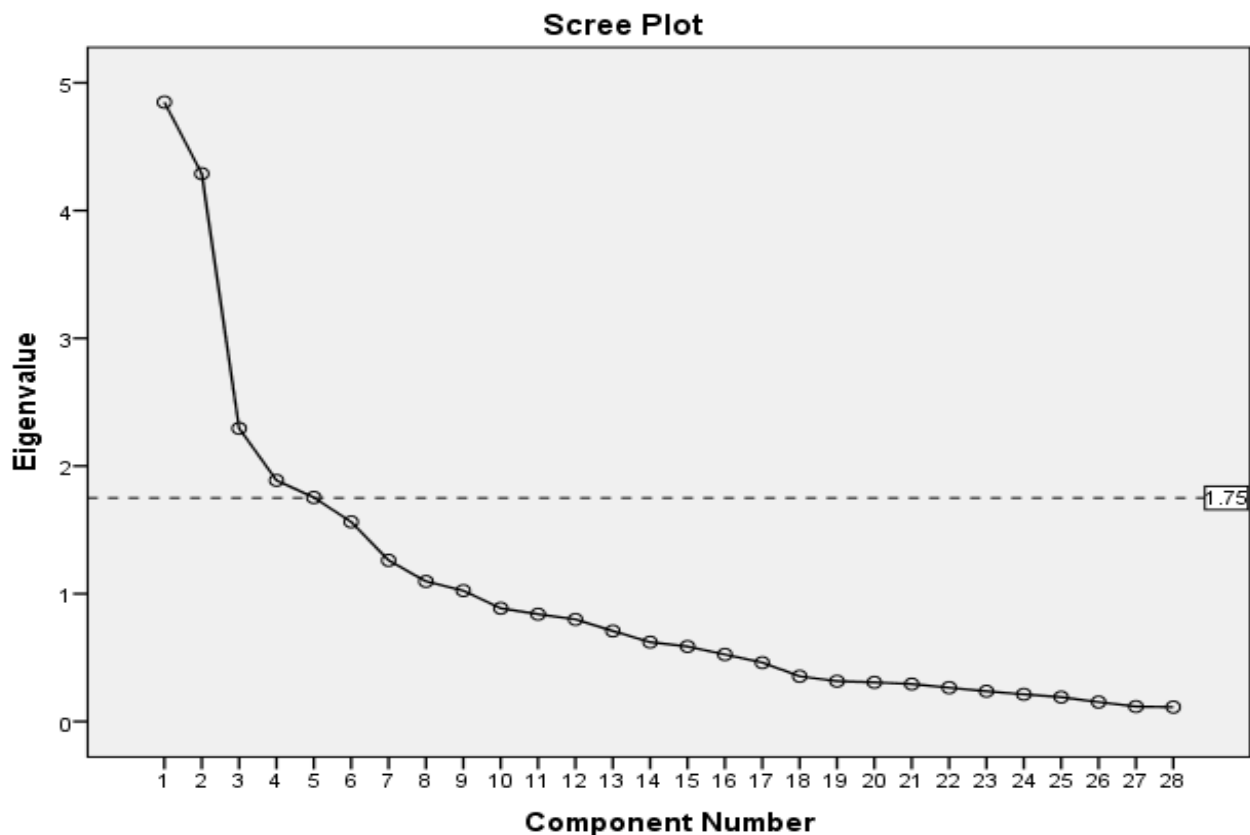
shows that statements are good enough for sampling. (5) Bartlett's Test of Sphericity was also conducted to check the overall significance of the correlation matrices. The value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.647. The test value of Bartlett's Test of Sphericity was significant and it is indicating that correlation matrix is not an identity matrix.

Table-3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.647
Bartlett's Test of Sphericity	Approx. Chi-Square	1263.794
	Degree of freedom	378
	Sig.	.000

Scree Plot: This scree plot determined the eigenvalues of 28 factors of the web advertisement and for the purpose of this study, the researcher selected five factors whose values greater than 1.75.

Figure-2: Scree plot



Principal component analysis (Varimax rotation Matrix): Principal Component analysis was employed for extracting factors and orthogonal rotation with Varimax was applied.

Table-4: Principal component analysis: Varimax rotation Matrix

	Factor-1	Factor-2	Factor-3	Factor-4	Factor-5	Communalities
Factor-1: Materialism						
Increases dissatisfaction	0.603					0.574
Buy unaffordable products	0.664					0.512
Unreasonable purchase	0.608					0.543
Too much sex	0.772					0.631
Factor-2: Informative						
Source of information		0.783				0.637
Brands		0.695				0.601
Keep up to date about products		0.741				0.667
Factor-3: Hedonic						
Pleasure			0.787			0.588
Enjoyable			0.634			0.527
Feel good			0.846			0.649
Factor-4: Annoying						
Undue advantage of children				0.768		0.611
Ignore				0.68		0.521
Reflect the personality				0.654		0.525
Factor-5: Credibility						
Reflect the personality					0.694	0.543
Bought something					0.732	0.645
Trust in products					0.673	0.602
Eigen value	4.849	4.289	2.295	1.888	1.753	
Variance (%)	28.325	21.143	15.569	5.421	2.776	
Cumulative variance (%)	28.325	49.468	65.037	70.458	73.234	
Reliability Alpha (%)	85.342	73.794	76.675	72.402	74.868	
Number of items (total=16)	4	3	3	3	3	

Note: Extraction Method – Principal Component Analysis, Rotation Method – Varimax with Kaiser Normalization

KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) = 0.647, Bartlett's Test of Sphericity: $p = 0.000$ ($\chi^2 = 1263.794$, d.f = 378)

CRITERIA FOR SIGNIFICANT FACTOR LOADING:

Now the role of factor loadings becomes important for interpretation of the factors. Factor loading represent a correlation between statement no.1 and factor-1. The criteria given by J. Hair where factor loadings based on sample size are taken as the basis for decision about significant factor loading was adopted. This research had 800 respondents as sample, a factor loading of 0.600 has been considered significant. The fifteen statements no. 1, 2, 3, 4, 5, 6, 9, 12, 14, 16, 18, 22, 23, 27, & 28 have high factor loading. Rest of the statements have low factor loading “From Web advertising I learn what is in fashion and what I should buy for keeping a good social image” (.131), “Web advertisements tell me what people like me are buying and using” (.134), “Web advertising improves people's standard of living” (-.472), “We need Web advertising to support the Web” (.255), “Web ads make you buy things you don't really need” (-.010), “Web advertising is making us a materialistic society – interested in buying and owning things” (.274), “One can put more trust in products advertised on the Web than in those not advertised on the Web” (-.479), “Web advertising helps the consumer buy the best brand for the price” (.054), “Web advertising sometimes makes people live in a world of fantasy” (.078), “Web advertising takes undue advantage of children” (.219), “I think web advertising is a good thing for consumers” (.219), “When I see an advertisement on my computer screen, I pay close attention to it” (.161), and “When I see an advertisement on my computer screen, I click on the advertisement to find more information” (-.408), were having factor loading below 0.600 except three items. These statements were not considered for naming.

LABELING THE FACTORS:

Now it's time to label the factors, after a factor solution has been obtained, all variables have a significant loading on a factor, the researcher attempt to assign some meaning to the pattern of factor loadings. Variable with higher loadings are considered more important and have greater influence on the name or label selected to represent a factor. Researcher examined all the underlined variables for a particular factor and placed greater emphasis on those variables with higher loadings to assign a name or

label to a factor that accurately reflected the variables loading on that factor. The names or label is not derived or assigned by the factor analysis; rather, the label is intuitively developed by the factor analyst based on its appropriateness for representing the underlying dimension of a particular factor. All five factors have been given appropriate names on the basis of variables represented in each case. (a) Factor-1: Materialism - This factor is most important factor which explained 11.024% of the variation. The statements as “Web advertising increases dissatisfaction among consumers by showing products which some consumers can’t afford” (0.603), “Web advertising makes people buy unaffordable products just to show off” (0.664), “Web advertising leads children to make unreasonable purchase demands on the parents” (0.608), and “Web advertising is making us a materialistic society – interested in buying and owning things” (0.772), are highly correlated with each other. These four web advertisements reflect materialism; hence, the researcher names this segment as materialism. Table -7 revealed that the significance values of F for education, age and gender are greater than 0.05. So they do not have significant impact on materialism. F-value for family monthly income is less than the .05; it means income has significant impact on materialism. (b) Factor-2: Informative – Second kind of factor explained 9.845% of the variances. In this segment, researcher took the four important variables such as “Web advertising is a very valuable source of information about sales” (0.783), “Web advertising tells me which brands have the features I am looking for” (0.695), and “Web advertising helps me keep up to date about products available in the marketplace” (0.783). These statements reflected web advertisements are informative i.e. researcher named these variables informative. Table -7 revealed that the significance values of F for education, age and gender are greater than 0.05. So they do not have significant impact on informative internet users. F-value for family monthly income is less than the .05; it shows income has significant impact on informative internet users. (c) Factor-3: Hedonic - This factor explained 8.819% of the variations. “I take pleasure in thinking about what I saw or heard in Web advertisements” (0.587), “Web advertising is even more enjoyable than websites” (0.634), and “Web advertising helps me know which products will or will not reflect the sort of person I am” (0.846). These statements show entertaining and joyful hence researchers named this segment as hedonic. Table -7 revealed that the significance values of F for education, age, gender and income are greater than 0.05. So they do not have significant impact on hedonic seekers. (d) Factor-4: Annoying - This factor explained 7.916% of the variations. “When I seen an advertisement on my computer screen, I ignore it” (0.768), and “When I seen an advertisement on my computer screen, I close the Website” (0.680). Both the statements show irritating web advertisements hence researchers named this segment as acrimonious. Table -7 revealed that the significance values of F for education, age and gender are greater than 0.05.

So they do not have significant impact on acrimonious behavior. F-value for family monthly income is less than the .05; it shows income has significant impact on acrimonious behavior. (e) Factor-5: Credibility - This factor explained 7.407% of the variations. “I think web advertising is a good thing for consumers” (0.594), There have been times when I have bought something because of a Web advertisement” (0.732) and “Web advertisements reassure me that I am doing the right thing in using these products” (-0.524). These statements show credibility of the web advertisements hence researchers named this segment as credibility. Table -7 revealed that the significance values of F for education, age, gender and income are greater than 0.05. So they do not have significant impact on credibility.

Table-7: Effect of demographic variables on attitude of internet users towards web advertisements: One way analysis of variance

Dimensions	Education		Age		Gender		Income	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.
Materialism	1.528	.136	1.537	.132	1.828	.061	5.757	.000*
Informative	.626	.788	.842	.589	.801	.628	2.361	.016*
Hedonic	.935	.499	1.514	.155	.867	.557	1.972	.052
Annoying	.956	.468	1.755	.106	.829	.566	4.083	.001*
Credibility	1.227	.292	.961	.472	.998	.443	1.651	.122

*p<0.05

RELIABILITY AND VALIDITY OF THE CONSTRUCT:

The analysis began with perception the reliability of the web advertisements' construct. First of all, internal reliability of the scale (28 items) was examined using Cronbach's alpha coefficient. Value of the reliability are 0.7 and above as an indicator of good reliability. This web advertisement research has been found value of Cronbach's alpha coefficient greater than 0.700 which is good. After that convergent validity can be assessed from the proposed model by determining whether each indicator's estimated maximum likelihood loading on the underlying construct is significant. In the table - 6 all factor loading exceed 0.600 except three items. This shows evidence of convergence validity of this research. Composite reliability coefficients for each construct are also finding out. Composite reliability should be greater than 0.7 to indicate reliable factors (Hair et al 2011). This research study showed that composite reliability coefficient are greater than 0.7 indicating reliability of all 28 items. Now,

composite reliability, variance extracted and Cronbach's alpha coefficient values for all 28 items greatly exceeded the minimum acceptable values. This research indicated that measures were free from error and therefore yielding very consistent results. These tests showed that our data are reliable and valid for this research.

MANAGERIAL IMPLICATIONS:

In terms of managerial implication, the findings do provide some insights and feedback for administrators of media industry in drafting various web advertising strategies on how to increase the favorable internet users' attitude towards web advertising. As part of the efforts to create favorable internet users' attitude, some suggested strategies include: ensuring the sources of advertisement are credible, trustworthy, believable, informative message, incorporating the elements of fun, excitement, surprises and pleasure in the advertisement messages.

LIMITATIONS OF THE STUDY:

This study explored internet users' attitudes toward web advertising and the relationships between different components of consumer responses in Uttar Pradesh context. The study has several limitations. First, in this study, individual differences could exist within a group. In particular, past research has demonstrated a close link between attitude towards web advertisements and other social and individual factors such as economic development level, demographics, lifestyle, and Internet experience. Second, due to a short history of web advertising in Uttar Pradesh, internet users' attitudes toward web advertising may still be evolving and changing. Third, all the data is self-reported; the behavioral measures are limited by defects of memory. Fourth, the findings are limited to the specific questions asked; some issues could not address without new data. Fifth, the study is cross-sectional data represents only one point in time.

CONCLUSION:

From the results, we can consider that Uttar Pradesh internet users are responsive to advertising. This research has proposed five important factors of web advertising such as materialism, informative, hedonic, acrimonious, and credibility. As far as materialism is concerned in web advertising; it is accused of promoting materialism that leads to consumers demand for material objects because of marketing and promoting strategies. The informative web advertising allows consumers to have access

to product and service information without any hassle. Informative advertising benefits consumer's by carrying specific, definite and tangible facts about product. The amount of information revealed by advertising may indicated as a value of consumer's society. Hedonic describes web advertising can be enjoyable and entertaining to attract and maintain attention while addressing customers' need and wants. Now, the content of advertising messages has shifted from product focused to consumers focused. Therefore, the creativity of web advertising can add value to a company's product and services. Internet users feel acrimonious behavior to watch web advertising. They think web advertising is portrayed as deceptive, half-truth and accused of circumventing consumers' rational decision – making by developing messages based on consumers vulnerability i.e. consumer get irritated to watch so many web advertisements. Web advertising enhances the credibility of the products and services among the consumers. Web advertising can assist marketers to facilitate the introduction and development of new products and services to consumers directly. This research study shows that internet users have a positive and negative perception of web advertising. Most of the consumers perceive web advertising increase falsity. However, they still formed positive beliefs on web advertising such as for retrieving up-to-date information about products available in the market place and that web advertising is a convenient source of good information. Moreover, they have a positive attitude concerning web advertising being a good thing to look at.

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