Chapter 1: Introduction

1.1 Background

The Internet is the largest computer network that connects millions of computers and several networks around the world. The Internet has great effects on society especially because of its wide range of applications and its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade [1]. The change brought by the information technology has greater impact on daily lives. The Internet has emerged as an advertising medium. According to the data provided by International Telecommunication Union (ITU), World Bank, and United Nations Population Division the number of internet users in Nepal in 2000 A.D was 48,585 and it increased to 15.85 million as of 2023 A.D. Data shows that number of internet users in Nepal is also increasing day by day. So many organizations in Nepal also have now started to use Internet to advertise their products and services. Companies are pouring billions of dollars into Internet advertising to obtain greater return on investment on ads [2].

Internet advertising is one of the most important forms of marketing available today. The Internet has become one of the major platform for the consumers for accessing information on products and services. Consumers play an active role in searching for information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements. Internet advertisement also referred to as online advertisement is an advertisement which is published on the Internet. Internet advertisement consists of variety of methods such as Banner ad, Pop up ad, Social media ad, blog ad, Email ad and so on. Online advertisement is becoming more and more popular now a days. The main reason beyond this is due to its flexibility as it is easier for the company and the advertisers to update their products' information immediately. This also allows the consumers to obtain the latest information about the products and services that company offer in the market. Another reason for the online advertisement to become popular is due to its lower cost as compared to advertisement done through the traditional media. Online advertising can reach and cover a larger target audience

and geographical areas compared to traditional advertising at a lower cost [3], hence, proving its worth in today's Internet saturated world.

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. The term "consumer behavior" refers to actions and decisions that factor into a customer's purchase. Researchers, advertisers and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services. Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behavior is increasingly important for businesses according. Advertising to attract consumers, providing better environment, product, services and policies is important in improving today's consumer experience to support businesses in retaining customers. This study seeks to determine and explain the effectiveness of internet advertising in stimulating consumer response.

1.2 Types of Internet advertisement

A business should market where their customers are. As the customers are available 24/7 on the Internet, there is no any better place for the business man and marketers to advertise their products and services except the Internet. There are various types of Internet advertising which are available now a days.

- ❖ Pop up advertisement
- ❖ Social Media Marketing (SMM)
- ❖ Search engine optimization (SEO)
- ❖ Pay per click advertisement (PPC)
    - o Search engine marketing (SEM)
    - o Banner advertisement
    - o You tube advertisement

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1.3 Problem Statement

Consumers can be defined as the individuals, households or businesses who use the products and the services provided by an organization. The characteristics, demands, preferences and habits of the consumers may vary according to their nature. So it becomes essential to study and understand in detail the buying behavior of the consumer before planning out and developing the product and marketing program of a firm. For this, the marketer actually needs to step into the shoes of the consumer and look at things from the consumer's point of view. This is one of the most challenging tasks from the marketer's point of view.

Low percentage of computer penetration is also one of the challenge in the E-Marketing. Consumers also questions about the authenticity of the product as real products are not available at the time of purchase.

Chapter 2: Objective

The Objective of this study is to identify the effectiveness of Internet advertisement on consumer's decision and find the impact of online advertisement on purchase decision among customers. The overall research consists of five different factors, informativeness, entertainment, irritation, consumer benefits, credibility which are considered as key determinants of consumer's attitude towards online advertising.

The following are the main objectives that are selected for the purpose of the present study.

❖ To analyze the relationship between the informativeness, entertainment, consumer benefits, credibility, irritation and informational responses provided by Internet advertisement and its effectiveness on consumer behavior.

❖ To determine the status of Internet advertisement and other traditional advertisement among consumers.
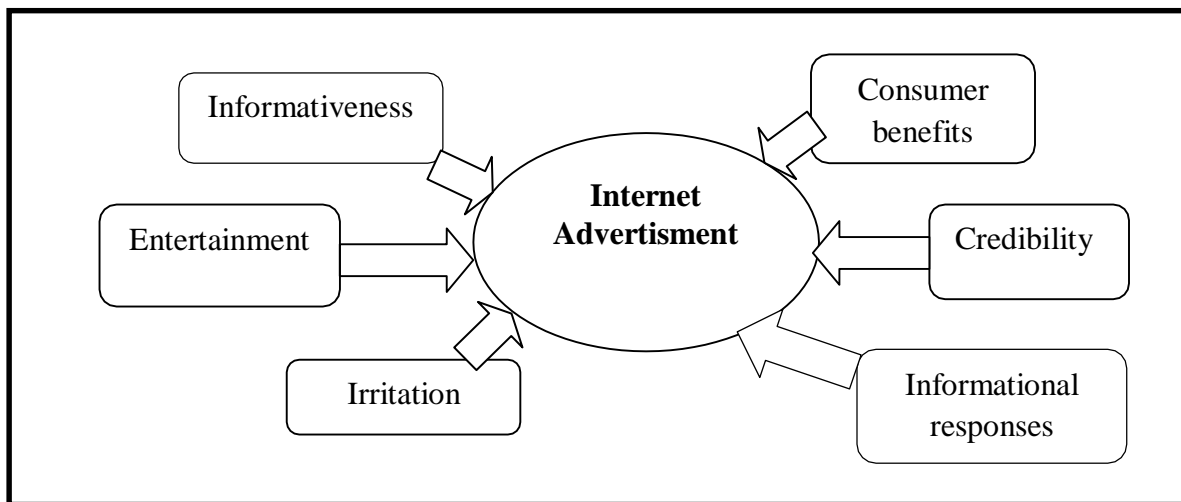
Figure 1: Key dimension

2.1 Significance of the Study

The main reason for choosing this topic is to allow for the better understanding of the effectiveness of Internet advertisement on consumer's behavior so that marketers can effectively advertise their products and services through Internet. This study will help to understand the characteristics, behavior and attitude of the online customers towards online advertisement and online marketing. In Nepal also Internet has started to become one of the platform for the advertising medium as it allows 24 hours interaction between customers and advertiser. Online popularity has become crucial today as the consumers are searching products and services online. So it has become important for the business man and marketers to focus on Internet advertising as more consumers turn to the Internet for the information and purchasing of the product. This study may benefit marketers, digital marketing company and business man and inform them how the Internet advertising would be effective in reaching and increasing awareness of the target audience.

2.2 Hypothesis of the study

Following hypothesis have been designed for the research of the study.

H1: Informativeness is significantly related to the effectiveness of Internet advertisement on consumer behavior and informational responses.

H2: Entertainment is significantly related to the effectiveness of Internet advertisement on consumer behavior and informational responses.

H3: Irritation is significantly related to the effectiveness of Internet advertisement on consumer behavior and informational responses.

H4: Consumer benefits is significantly related to the effectiveness of Internet advertisement on consumer behavior and informational responses.

H5: Credibility is significantly related to the effectiveness of Internet advertisement on consumer behavior and informational responses.

Chapter 3: Literature Review

3.1 Relative Study

There has been a lot of research in finding the effectiveness of Internet advertisement and the consumer's attitude towards the Internet advertisement. According to MacKenzie and Lutz, consumer attitude towards online advertising can be indicated through consumer's favorable or unfavorable response towards a particular online advertisement. After consumer exposure to the online advertising, they will then form either positive or negative attitudes towards the advertising [4].

The use of Internet in the advertisement and promotion of products will not eliminate the other media advertisement like television, newspaper, radio and magazines. But Internet may reduce the amount of mass media advertisement. The influence of the Internet on business-to-consumer (B2C) relationships has introduced a new dimension of interactivity to the communication industry [5]. It has been a great challenge for the advertising industry to create more direct, personal and interactive communication mechanism with the target market and consumers through the use of the Internet.

Berthon, Pitt and Watson argue that the WWW represents a "remarkable new opportunity for advertisers and marketers to communicate with new and existing markets in a very integrated way." This is because the Internet, and in particular the WWW, frees the consumers from their traditional 'passive' roles as receivers of marketing communication and gives them greater control and enthusiasm over their information search and acquisition process according to their requirements. As a result, consumers are now becoming interactive and more active participants in advertising and marketing processes [6].

The definition of behavior is the way in which a person behaves in response to a particular situation or stimulus [7]. Behavior is the manner of behaving or conducting oneself. Consumer behavior is also a process of decision-making and physical activity that involves inquiring, evaluating, using

and disposing of goods and services to satisfy one's needs and desires [8]. It is not just the buying of goods and services but also includes much of the processes before the goods have been acquired or bought. Before the purchase of a product, most consumers may look into details of the product through Internet advertisement or they will search for Internet advertisements and make comparisons of the products they intended to purchase or buy. . Thus, this leads to internal and external research of the online advertising.

According to Aaker and Satyam , Brown and Satyam consumers will form a positive attitude to the products that they feel are excellent because of the advertising and believe that the product meets their requirements. This subsequently leads them to purchase the product. In other words, consumers who form a positive attitude toward the mode of advertisement and the promoted product will be encouraged to make a purchase of the product. Yet, consumer can form unfavorable attitudes as well as behaviors such as having no interest in online advertisement, closing the online advertisements without engaging with it and subsequently having no intent to purchase the product [9].

Informativeness is defined as providing useful or interesting information [10]. According to Kottler and Keller [11], Informativeness refers to the degree of usability and effectiveness of the information contained in an online advertisement. Consumers always wants immediate information about the products they are looking for. Informative online advertisement provides adequate information to customers and will therefore assist customers in purchase decision.

Informativeness indicates that the information in an Internet advertisement has to be a valuable source of information about the promotions that company offers. To be a valuable source of online information, the advertisement must be able to show some effective features, such as accuracy, timeliness, and usefulness for the consumers. This shows that an informative online advertisement is able to inform the targeted consumers about news products or services that introduced into the market by providing quality information in the advertisement [12].

In addition, when customers required information about the company's product and services, an informative advertisement is able to tell the consumers the brands and the features which

they are looking for [13]. This means, the information is able to help the customer distinguish the company's product and services from others competitors.

Entertainment is a common part of life and it facilitates the effectiveness of an advertisement. Online advertising containing funny characters can reduce stress and tension. It is believed that advertisement which provides lot of entertainment can increase advertisement responses. According to O'Shaughnessy and Jackson O'Shaughnessy, entertainment means pleasure, enjoyment or happiness. The dimension of entertainment is concerned about the consumer's experience of pleasure and happiness with the product or service that makes consumer feel good and serves his or her pleasure needs [14]. As cited by Bauer and Geyser, advertisement can relate to consumer's emotion as well as it can be viewed as a feature of pleasure and delight. The components of entertainment are enjoyable, pleasure, excitement and surprise, and containing funny characters.

According to Alder and Rodman [15], credibility is the believability of the consumers towards an advertisement. Credibility can be defined as the level of reliability of a message or content to provide accurate and reliable information [16]. The high credibility of the online advertisement will have high positive impact on purchase decision on consumers.

Irritation is a disorder that occurs in online advertising, such as the manipulation of the ad so it leads to fraud, or bad experiences on consumers about online advertising [17].

The basic aim of online advertising is to create brand awareness and encourage purchase intention. The process of influencing the consumer by means of advertising is called informational responses. The AIDA model of Advertising Theory, which consists of attention, interest, desire and action, was used as the components of informational responses [18].

Key determinants of consumer's attitude towards online advertising

Author	Key dimensions
Barrio-garcia (2001)	Two Factors: Intensity, believability
Wang and Zhang (2002)	Six Factors: Entertainment, informative, irritation, credibilty, intensity, demographic
Mcmillan (2003)	Two Factors: Perceptul and structural
Tsang and Liang (2004)	Five Factors: Entertainment, informative, irritation, credibilty, relability
Ashill and Yavas (2005)	Three Factors: Control, believability and economic
Burns et al. (2008)	Three Factors: Entertainment, annoyance and information
Wang and Sun (2009)	Five Factors: Entertainment, information, credibility, economy, values
Lim et al. (2011)	Three Factors: Online ads, recall online ads, clicking online ads.
Nasir et al. (2011)	Four Factors: Respectively, functionality, customization, credibility
Ali Bassam (2013)	Seven Factors: Information, entertainment, social role, materialism, falsity, irritaton, value corruption.
Bevan-dye (2013)	Five Factors: Informativeness, entertainment, irritation, consumer benefits, credibilty.
Ming et al. (2013)	Three Factors: Usability, trust and information

Table 1: Source adapted from different studies

Chapter 4: Research Methodology

4.1 Likert Scale for Questionnaire Options

A **Likert scale** is a psychometric scale commonly involved in research that employs questionnaires. It is the most widely used approach to scaling responses in survey research. such that the term is often used interchangeably with rating scale, or more accurately the Likert-type scale.

When responding to a Likert questionnaire item, respondents specify their level of agreement or disagreement on a symmetric agree-disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item. A Likert scale is the sum of responses on several Likert items.

The format of a typical five-level Likert item, for example, could be:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

Likert scaling is a bipolar scaling method, measuring either positive or negative response to a statement. After the questionnaire is completed, each item may be analyzed separately or in some cases item responses may be summed to create a score for a group of items. Therefore, Likert scales are also called summative scales. People will be provided with a set of questions and the response will be one of the available options. Each factor will be evaluated according to a scale of 5 grades as shown in Table 2.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

Table 2: The five grades considered for the evaluation of status

4.2 Reliability Analysis with Cronbach's Alpha

Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is one way of measuring the strength of that consistency. A "high" value for alpha does not imply that the measure is unidimensional [19]. The extent to which all questions contribute positively towards measuring the same concept is known as internal consistency. This is a key element for evaluating the quality of the overall score. Cronbach's alpha is one of the most widely-used measure of internal consistency.

Mathematically, Cronbach's alpha is defined as

$$\alpha = \frac{k}{k-1}\left(1 - \frac{1}{s_T^2}\sum_{i=1}^{k} s_i^2\right)$$

Where, k is the number of items
$s^2 i$ is the variance associated with item i.
$S^2 T$ is the variance associated with the total (or sum) of all k item scores

Generally, alpha (α) coefficient ranges in value from 0 to 1 and may be used to describe the reliability of factors extracted from multi-point formatted questionnaires or scales.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent (High-Stakes testing)
$0.7 \leq \alpha < 0.9$	Good (Low-Stakes testing)
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Table 3: Values of Cronbach's Alpha and Internal Consistency

4.3 Inferential Analysis

Inferential analysis uses statistical tests to see whether a pattern that is observed is due to chance or due to the program or intervention effects. Inferential analysis is used to determine if there is

a relationship between an intervention and an outcome as well as the strength of that relationship.

4.3.1 Inferential Analysis with Pearson's Correlation Analysis

Correlation is a technique for investigating the relationship between two quantitative, continuous variables. Pearson's correlation coefficient (r) is a measure of the strength of the association between the two variables. The Pearson's Correlation Coefficient is to measure the linear relationship in terms of strength and direction between two variables. It is with a letter of "r" to represent Pearson correlation. The correlation coefficient ranges from +1.0 to – 1.0 and used to define the relationship between two variables.

Pearson's correlation coefficient (r)	Relationship
r = 1	Perfect positive linear relationship
r = 0	No linear relationship
r = -1	Perfect negative linear relationship

**Table 4: Values of Pearson's correlation coefficient (r) and relationship**

4.3.2 Inferential Analysis with Multiple Regression Analysis

Multiple regression involves a single dependent variable and two or more independent variables. It is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval scaled dependent variable. Multiple linear regression analysis is an extension of simple linear regression analysis, used to assess the association between two or more independent variables and a single continuous dependent variable. The general form given for the multiple regression model is:

$$Y = ß_0 + ß_1 X_1 + ß_2 X_2 + ... + ß_k X_k + e$$

4.4 Research Methodology model

This paper will be used to determine the effectiveness of Internet advertisement on consumer behaviors on the basis of different factors. In this research, questionnaire is the research method to be used. The primary source of data will be collected from various persons by questionnaire method and some of data will be collected from Internet survey, books and published articles.
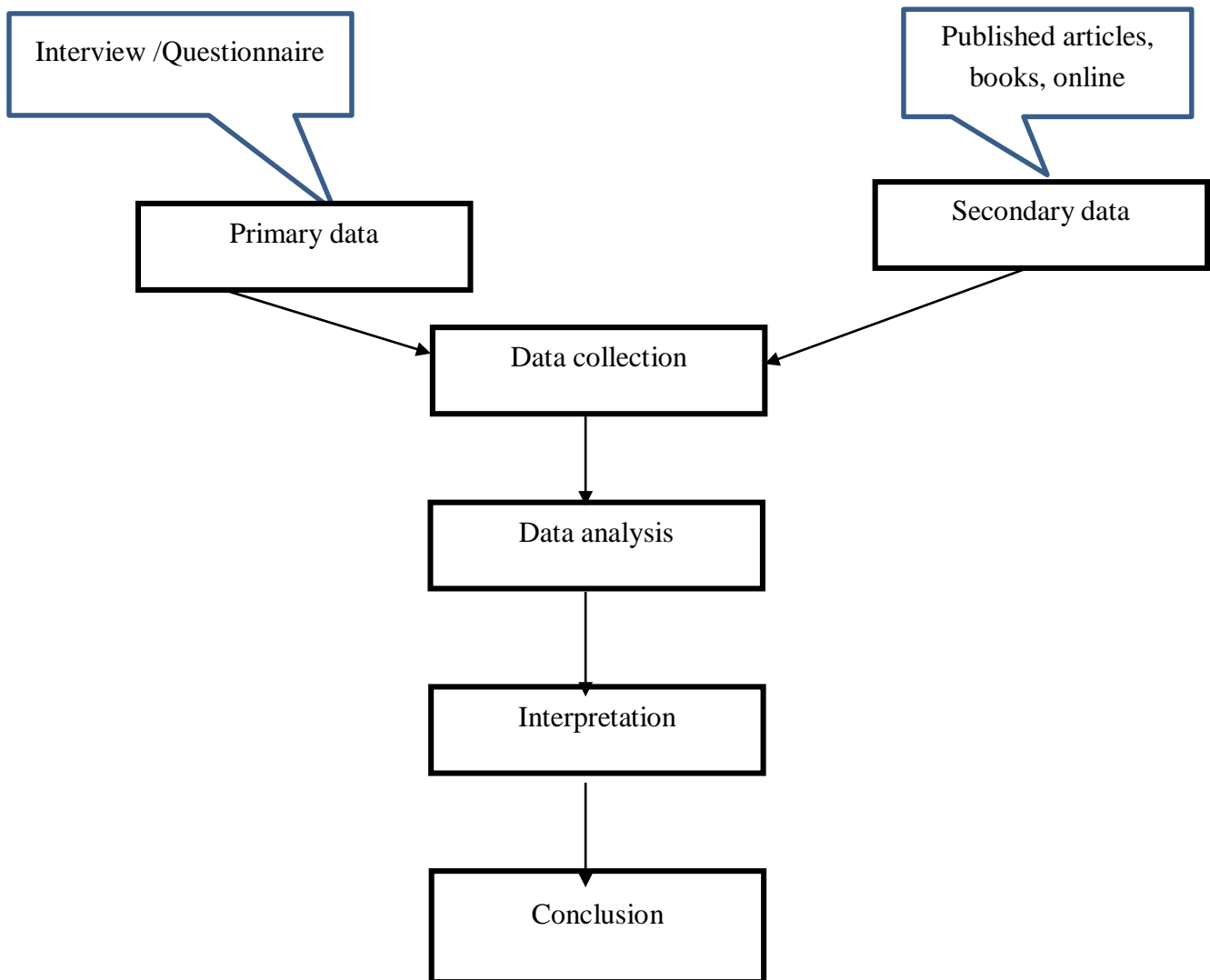
Figure 2: Research Methodology model

4.5 Data Analysis tools

During the data processing work, the Google Form filled questionnaires are carefully checked to remove errors and inconsistencies, if any. Data processing programs such as Microsoft Access & Microsoft Excel or MySql database is used to record and process the collected data. Thereafter,data is analyzed by using chart tools of MS- Excel and is used to present the data in graphs.

Descriptive analysis is used to describe the information about population or sample. Quantitative research has generated mass amount of data. So in order to make sense for this data and to make it easy to analyze, measure of central tendency such as mean, median and mode are used to summarize the data. Measure of dispersion such as range, variance and standard deviation will also be used to present the data in summarized form.

Cronbach's alpha is used to determine the internal consistency or reliability of multi-item scale. Output will be generated in Chart like pie, bar diagram etc to show the graphical presentation of data.

Pearson's Correlation coefficient is used to shows the linear relationship between two sets of data.

Inferential analysis is used to reach conclusions about associations between variables. They are explicitly designed to test hypotheses.

Multiple regression analysis is used to develop a mathematical relationship between two or more independent variables and an interval scaled dependent variable.

4.6 Origin of construct

Table 5 shows the list of questionnaires under different constructs along with their sources.

Constructs	Questionnaires	Source
Informativeness	➢ Online advertisement provides useful and helpful information about products and services. ➢ Online advertisement provides latest information about products and services and keeps up to date. ➢ Online advertisement tells about the brands and the features of products and services that I am looking for. ➢ Online advertisement provides complete information about products that helps me to make purchase decision.	Ramaprasad and Thurwanger (1998)
Entertainment	➢ Online advertisement provides more enjoyment and fun than other media advertisement. ➢ Pleasure and entertainment makes me view the online advertisement again and again. ➢ The level of entertainment in online advertisement has increased its attractiveness and persuasiveness in increasing purchases. ➢ Online advertisement provides lot of excitement and surprises.	Ramaprasad and Thurwanger (1998)

Irritation	➢ Online advertisement are annoying, intrusive and disturbing. ➢ Online advertisement affect my intention to revisit website or retention of website content. ➢ Online advertisement takes too long to load and affects load time of the website and bandwidth usage. ➢ I don't notice online advertisement any more since it doesn't look polished or professional	Ramaprasad and Thurwanger (1998)
Consumer Benefits	➢ Internet advertisement offers great variety of choice and helps me to find exactly what I need. ➢ I always visit advertisement websites to compare products and services I wish to purchase instead of visiting number of retail outlets. ➢ Internet advertisement and ecommerce has changed my shopping habits as accessing the Internet has become easier because of rapid technological developments. ➢ Internet advertisement has made me easier to buy the products and services.	Ramaprasad and Thurwanger (1998)
Credibility	➢ Internet advertisement is reliable and trustworthy. ➢ Internet advertisement is convincible. ➢ I believe in the messages and contents displayed in Internet advertisement ➢ Internet advertisement is credible.	Ramaprasad and Thurwanger (1998)

Informational Responses	➢ Internet advertisement increases my attention towards advertised product while surfing Internet. ➢ Internet advertisement is able to raise my interest towards the advertised product. ➢ Internet advertisement is able to increase my desire towards the advertised product. ➢ Internet advertisement is able to generate my interest on purchase decision towards the advertised product.	Belch and Belch (2011) Rawal (2013)

Table 5 :Origin of construct

Chapter 5
Data Analysis and Results

5.1 Survey Findings

The research is carried out primarily to identify the effectiveness and impact of Internet advertisement on consumers' behavior. This research is carried out to investigate five factors: informativeness, entertainment, irritation, consumer benefits, credibility which are the key determinants of consumer's attitude towards online advertising. Besides, this research study also investigates informational responses which includes attention, interest, desires and purchase intention towards advertised products and determine the relationship between informativeness, entertainment, irritation, consumer benefits, credibility (independent variable) with informational responses(dependent variable).

5.2 Sample size

The sample size of this study is 200 where there are 200 respondents an online survey in which questionnaire was created in Google Forms and distributed among people of all various demographics.Around 250 questionnaires were distributed by using Google Forms and google docs. 200 respondentsreturned the completed questionnaires within 3 to 5 days.

5.3 Questionnaire design

A formal and multiple choice with five points of likert scale is included in questionnaire design. Questions are divided into two parts. Part A gives the information about the respondents which includes Gender, age, Education level, Occupation and so on. Part A consists of ten questions

Part B consists of five point likert scale questions questioning about the impact of informativeness, entertainment, irritation ,consumer benefits , credibility and informational responses on consumers' behavior. The respondents are require to choose only one option from Strongly disagree(1) to Strongly agree (5). It consists of 4 questions in each category of informativeness, entertainment, irritation, consumer benefits, informational responses and credibility. So altogether there are 24 questions in part B.

5.4 Data Analysis

After all the data have been collected then the analysis of the quantitative data is done by using the most popular statistical software which is package for Social Science (SPSS) as it is effective and efficient in terms of faster results. The data analysis on respondent's demographic profile is done by entering data on MS Excel. Besides, there are few methods of analysis which are descriptive statistical analysis (frequency table, percentage analysis and central tendency), scale measurement (cronbach alpha), and inferential analysis (Pearson's correlationship, Multiple regression) which is done by using SPSS.

5.4.1 Respondent's Demographic profile

5.4.1.1 Gender

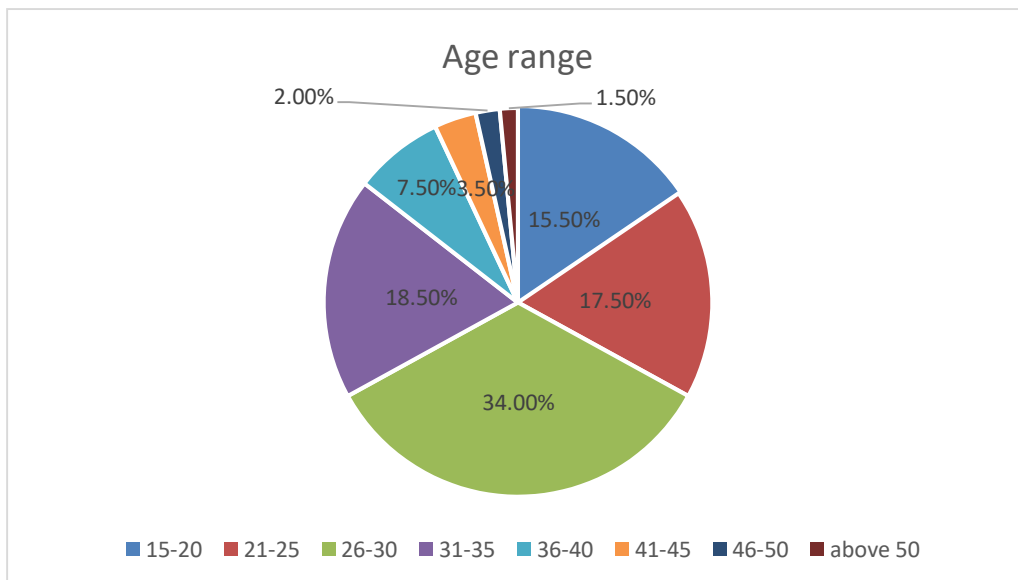| Variable		Frequency	Percent	Cumulative Percent
Gender	Male	124	62	62
	Female	76	38	100

Table 6: Gender
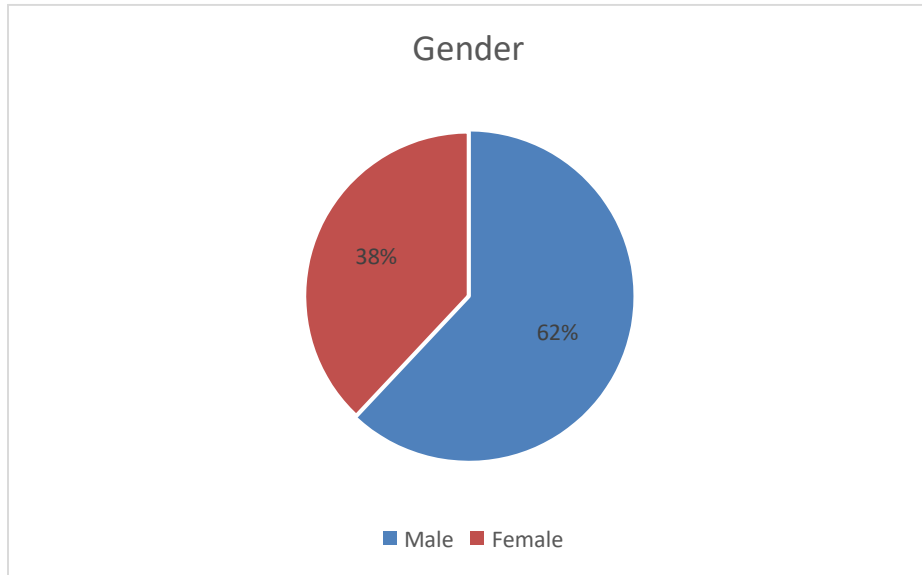
Figure 3: Gender

According to table 6, the number of male respondents is more than the female respondents. The number of male respondents is 124(62%), and number of female respondents are 74(38%). The total sample of the respondents in this research is 200 people.

5.4.1.2 Age range

Figure 4: Age range

| Variable		Frequency	Percent	Cumulative Percent
Gender	15-20	31	15.5	15.5
	21-25	35	17.5	33
	26-30	68	34	67
	31-35	37	18.5	85.5
	36-40	15	7.5	93
	41-45	7	3.5	96.5
	46-50	4	2	98.5
	Above 50	3	1.5	100

Table 7: Age range

Based on Table 7 majority of the respondents are the age group between 26 to 30 years old which represent 68 (34%) individuals of the whole sample size. The number of respondents with age between 31 to 35 are 37(18.5%), the age between 21 to 25 are 35(17.5%) and the age between 15 to 20 are 31(15.5%). There are 15 (7.5.0%) respondents with age group 36 to 40 and 7(3.5%) with age group 41 to 45. Lastly, only 4 (2%) respondents are in the age between 46 to 50 and 3 (1.5%) falls under age group of above 50.

5.4.1.3 Education level

| Variable		Frequency	Percent	Cumulative Percent
Education level	School level	2	1	1
	10+2	48	24	25
	Bachelors level	81	40.5	65.5
	Masters level	57	28.5	94
	Phd	12	6	100

Table 8: Education level
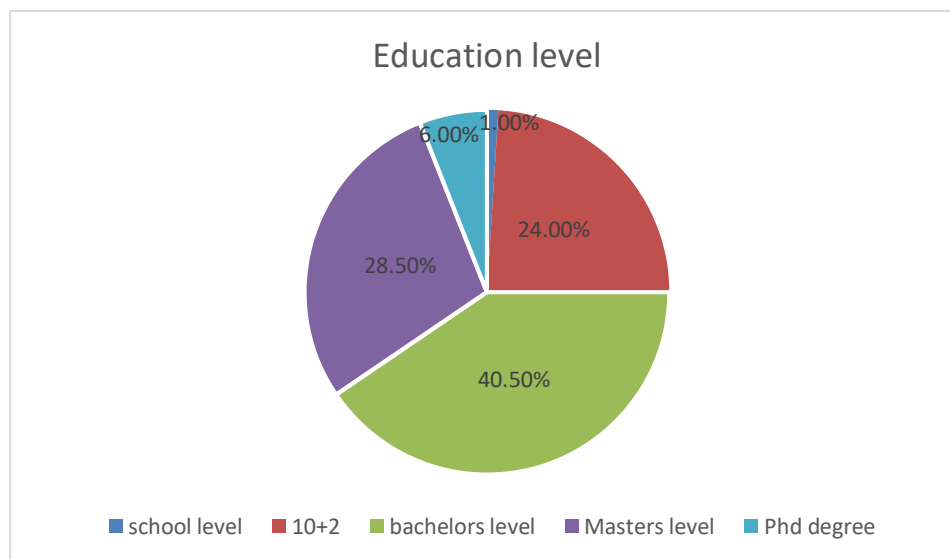
Figure 5: Education level

Based on Table 8 the highest education level of majority respondents is Bachelor Degree which is 81 (40.5.0%) respondents. The following is Masters level holders which is 57 (28.5%) respondents. There are 48(24%) respondents of 10+2 level and 12(6%) of Phd

level. Only 2 (1%) respondents are of School level.

5.4.1.4 Occupation

| Variable		Frequency	Percent	Cumulative Percent
Occupation	Student	99	49.5	49.5
	Job holder	56	28	77.5
	Self employed	28	14	91.5
	House wife	17	8.5	100

Table 9: Occupation
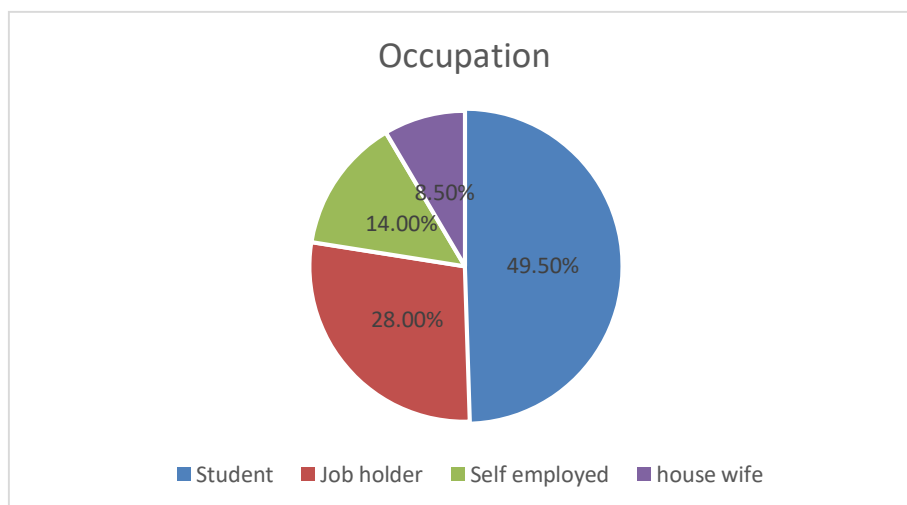
Figure 6: Occupation

Based on Table 9 and Figure 6, 99 (49.5) % respondents among the whole sample size are students. There are 56 (28%) respondents who are job holder, 28 (14.0%) respondents are self-employed. Lastly, 17 (8.5%) respondents are house wife.

5.4.1.5 Spend time on Internet per day

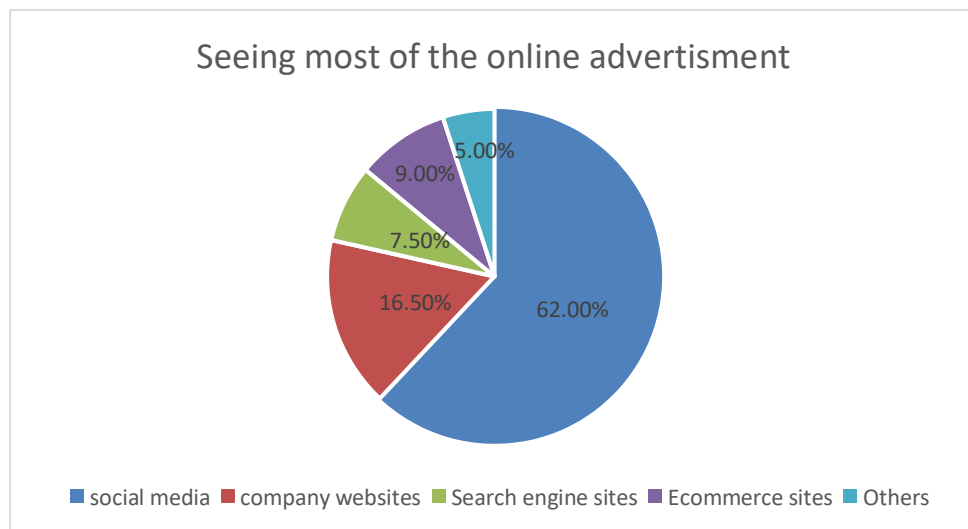| Variable		Frequency	Percent	Cumulative Percent
Spend time on Internet per day	<1 hr	12	6	6
	1-2 hrs	65	32.5	38.5
	2-3 hrs	57	28.5	67
	3-4 hrs	35	17.5	84.5
	>4 hrs	31	15.5	100

Table 10: Spend time on Inernet per day
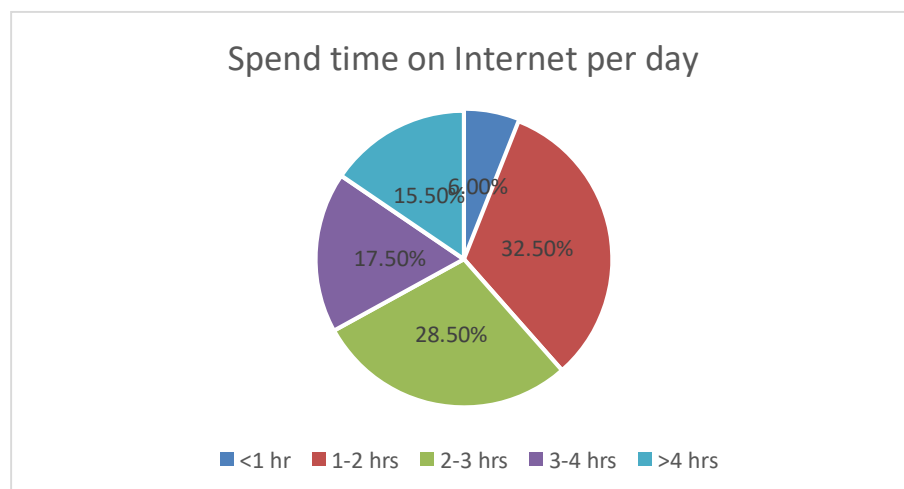
Figure 7: Spend time on Internet per day

24

Table 10 and Figure 7 show among all the 200 respondents, 65 (32.5%) people average spend between 1 to 2 hours per day online. The second highest is between 2 to 3 hours with 57 (28.5%) people. There are 35 (17.5%) people average spend between 3 to 4 hours per day online, followed by 31 (15.5%) people who spend greater than 4 hours per day. 12(6%) respondents spend average less than 1 hour per day.

5.4.1.6 Seeing most of the online advertisement

Figure 8: Seeing most of the online advertisment

| Variable		Frequency	Percent	Cumulative Percent
Seeing most of the online advertisment	Social media	124	62	62
	Company sites	33	16.5	78.5
	Search engine sites	15	7.5	86
	Ecommerce sites	18	9	95
	Others	10	5	100

Table 11: Seeing most of the online advertisement

According to Table 11 and Figure 8, 124 (62%) of respondents view the internet advertisement on social media. There are 33 (16.5%) of respondents who log onto company websites to view the online advertisement and 18(9%) of the respondents open ecommerce sites to view the information about products. 15(7.5%) respondents view the online advertisement through the help of search engine sites and the remaining 10 (5%) respondents view internet advertisement on other websites.

5.4.1.7 Viewing online advertisement

Variable		Frequency	Percent	Cumulative Percent
Viewing online ads	Never	28	14	14
	Every day	116	58	72
	2 or 3 times/per week	40	20	92
	Once in a week	16	8	100

Table 12: Viewing online advertisment
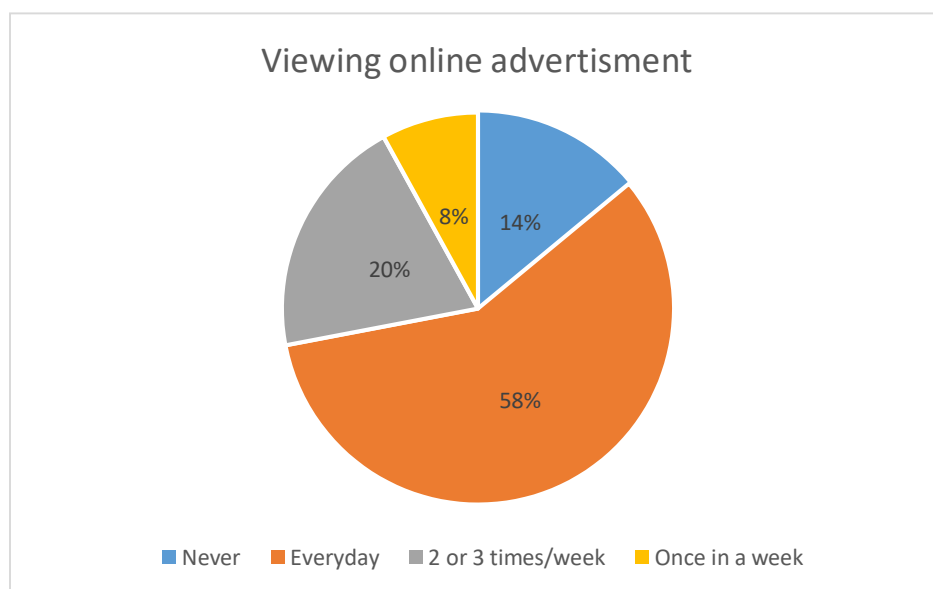
**Figure 9: Viewing online advertisment**

According to Table 12 and Figure 9, 116 (58%) of respondents view the internet advertisement everyday while 40(20%) of the respondents view the internet advertisement 2/3 times per week.

There are 28 (14%) of respondents who never view the internet advertisement. The remaining 16 (8%) respondents who view the internet advertisement once in a week.

5.4.1.8 Using Internet for

| Variable		Frequency	Percent	Cumulative Percent
Using Internet for	Entertainment	104	52	52
	Online advertisement and Ecommerce	12	6	58
	Email	9	4.5	62.5
	Downloading	10	5	67.5
	Chatting and social networking	32	16	83.5
	Information	33	16.5	100

Table 13: Using Internet for
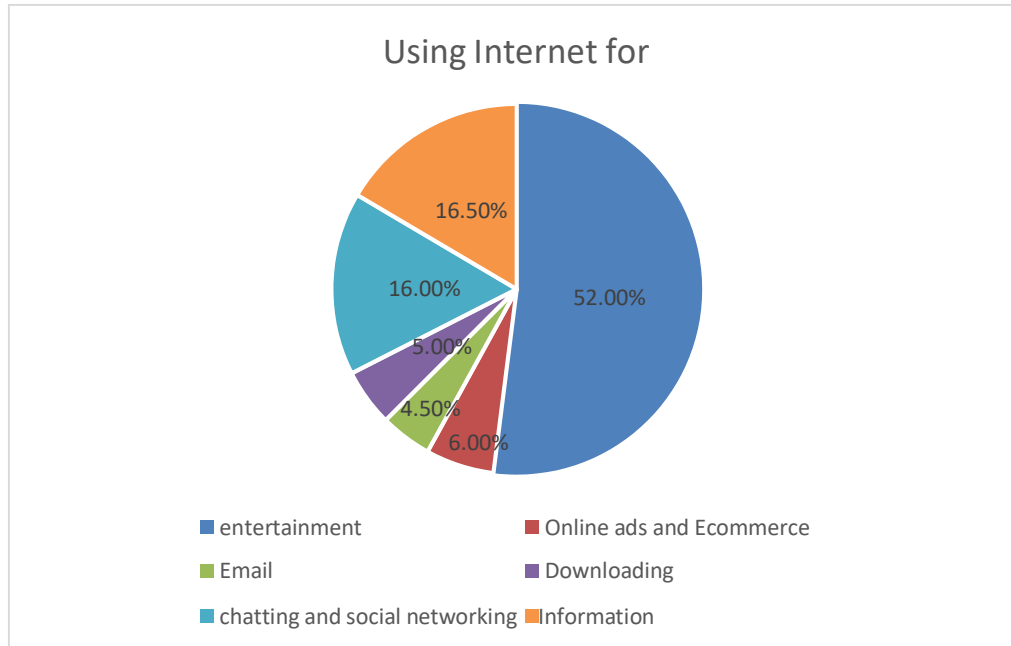
Figure 10: Using Internet for

Based on Table 13 and Figure 10, 104 (52) % respondents among the whole sample size have given first priority to entertainment while using Internet. 33(16.5%) of the respondents have given first priority to Information while 32(16%) of the respondents have chosen Chatting and social networking as the first priority while using Internet.12(6%) of the respondents have given first priority to online advertisement and Ecommerce. There are 10 (5%) respondents who have given first priority to downloading and remaining 9(4.5%) of the respondents have given first priority to Email.

5.4.1.9 Decision on products

Variable		Frequency	Percent	Cumulative Percent
Decision on products	Never	57	28.5	28.5
	Sometimes	129	64.5	93
	Often	8	4	97
	Always	6	3	100

Table 14: Decision on products
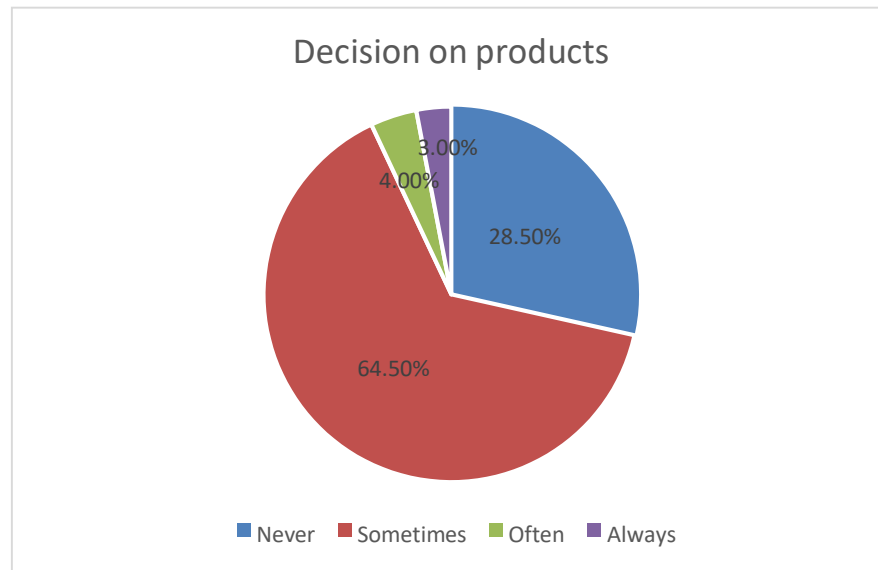
**Figure 11: Decision on products**

Table 14 and Figure 11 show, 129 (64.5%) people have sometimes purchased products and made decisions after seeing Internet advertisements. 57(28.5%) of the respondents have never purchased products and made decisions after seeing Internet advertisements. 8(4%) of the respondents often purchased products and made decisions after seeing Internet advertisements

and 6(3%) of the respondents always purchased products , use services and make decisions after seeing Internet advertisement.

5.4.1.10 What attracts you the most

Variable		Frequency	Percent	Cumulative Percent
What attracts you the most	Text	37	18.5	18.5
	Image	56	28	46.5
	Video	96	48	94.5
	Others	11	5.5	100

Table 15: What attracts you the most
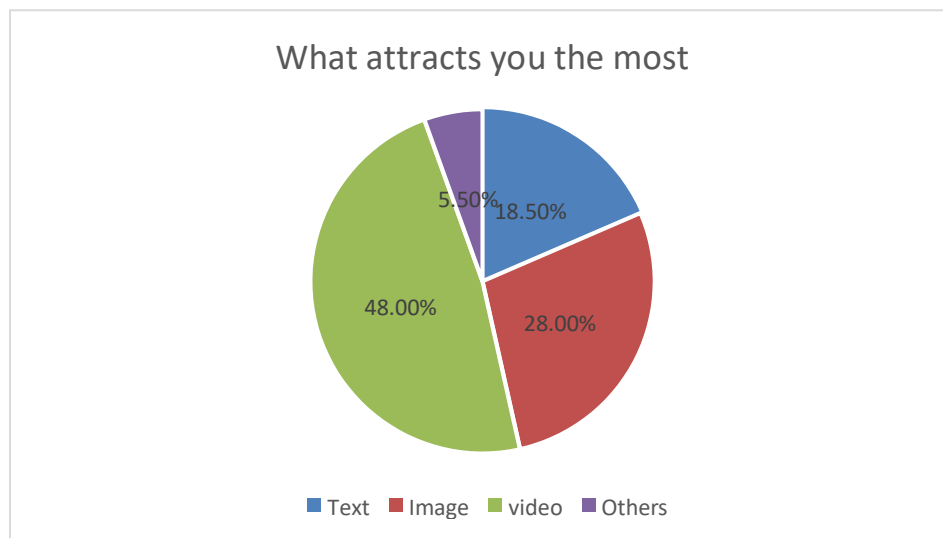
**Figure 12: What attracts you the most**

According to Table 15 and Figure 12, 96 (48%) of respondents are attracted by the video that are shown in the Internet advertisement and 56(28%) of the respondents are attracted by the image and pictures shown in Internet advertisement. There are 37 (18.5%) of respondents who are attracted by text that are shown in Internet advertisement and the remaining 11 (5.5%) respondents are attracted by the other parts of Internet advertisement.

5.4.1.11 Which form of advertisement you prefer

Variable		Frequency	Percent	Cumulative Percent
Which form of advertisement you prefer	Internet ads	118	59	59
	Printed ads	19	9.5	68.5
	Electronic media	61	30.5	99
	Banner ads	2	1	100

Table 16: Which form of advertisement you prefer
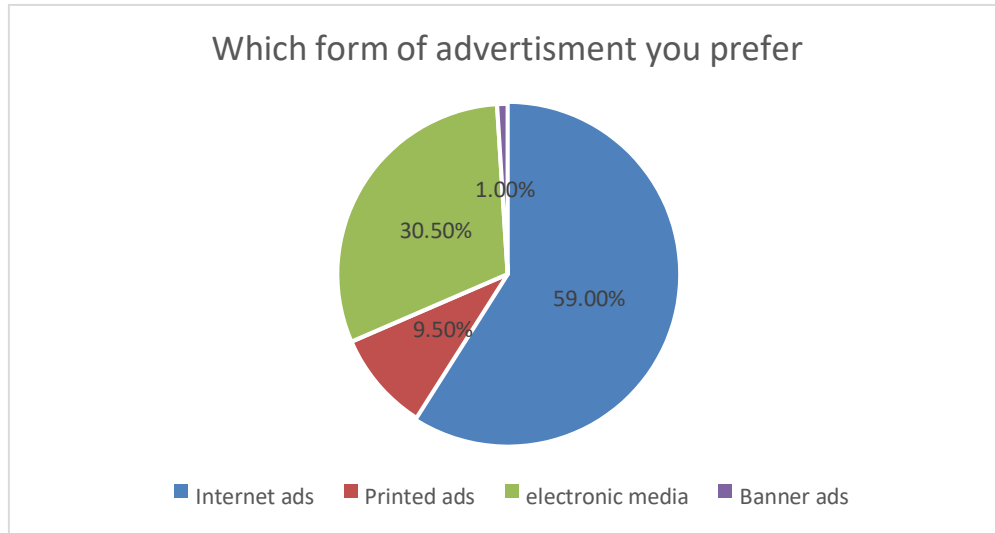
Figure 13: Which form of advertisement you prefer

Table 16 and Figure 13 show among all the 200 respondents, majority of the respondents 118 (59%) prefer Internet advertisement followed by 61(30.5%) respondents who prefer electronic media like television to view the advertisement. There are 19(9.5%) of the respondents who prefer printed advertisement in newspaper and 2(1%) of the respondents prefer banner to view the advertisement.

5.4.2 Internal consistency in questionnaire

Cronbach's alpha test will be used to check or to measure the internal consistency among the questionnaire.

Reliability Statistics	
Cronbach's Alpha	N of Items
.765	24

Table 17: Internal consistency measure for whole questionnaire

With total of 24 different questions, Cronbach's alpha is .765. It denotes the relatively high level of consistency among question as a group because it is known that the value of alpha $0.7 \leq \alpha < 0.9$ indicates the internal consistency of the question is good.

All these 24 questions are divided into six different groups of

- Informativeness
- Entertainment
- Irritation
- Consumer benefits
- Credibility
- Informational responses

5.4.2.1 Informativeness

Informativeness is defined as providing useful or interesting information. In order to identify the effectiveness of informativeness on consumer behavior, I have included four different questionaires.

- Online advertisement provides useful and helpful information about products and services.
- Online advertisement provides latest information about products and services and keeps up to date.
- Online advertisement tells about the brands and the features of products and services that I am looking for.
- Online advertisement provides complete information about products that helps me to make purchase decision.

To verify the consistency among the questions included in this group, Cronbach's alpha test will be used to check the consistency. In order to calculate the value of Cronbach's alpha IBM SPSS tool has been used.

Following table depict the value of alpha.

Reliability Statistics

| Cronbach's Alpha	N of Items
.714	4

Table 18 : Cronbach's Alpha for Informativeness

34

The value of Cronbach's Alpha greater than or equal to 0.7 and less than 9 ($0.7 \leq \alpha < 0.9$) is considered as good consistency level. The calculated value of alpha is 0.714, so the internal consistency among the questions is good.

Using IBM's SPSS tool the Mean, Median, Mode, Standard deviation and Variance will be calculated to understand the opinion of respondents.

Statistics

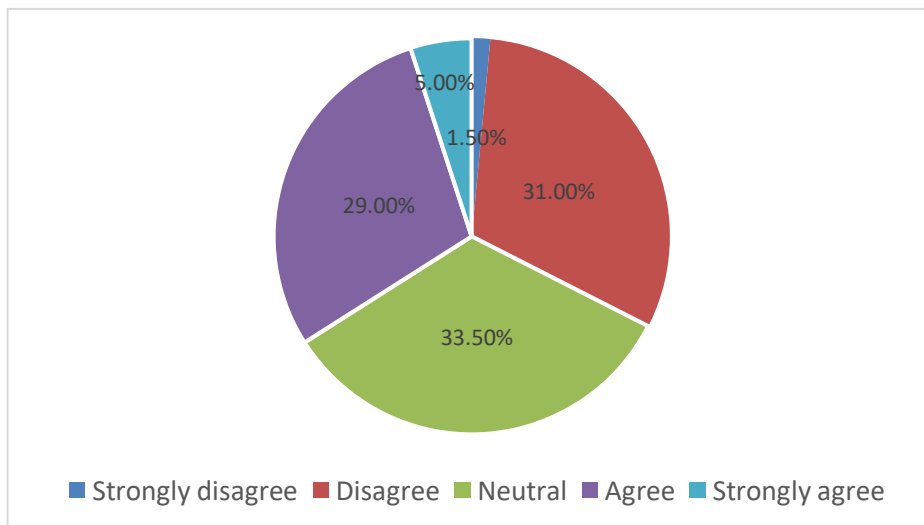|		Online advertisment provides useful and helpful information about products and services	Online advertisment provides latest information about products and services and keeps up to date	Online advertisment tells about the brands and the features of products and services that i am looking for	Online advertisment provides complete information about products that helps me to make purchase decision
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		3.29	3.05	3.18	3.24
Median		3.00	3.00	3.00	3.00
Mode		3	3	4	3
Std. Deviation		.848	.928	.927	.846
Variance		.719	.862	.859	.716

Table 19: Measure of central tendency for the questions based on informativeness

The mean of all the four questionnaires included under Informativeness lies in the range of 3.05 to 3.29. This shows that the average level of agreement on informativeness are more towards agree. So it can be concluded that informativeness has great effect on consumer's purchase decision.
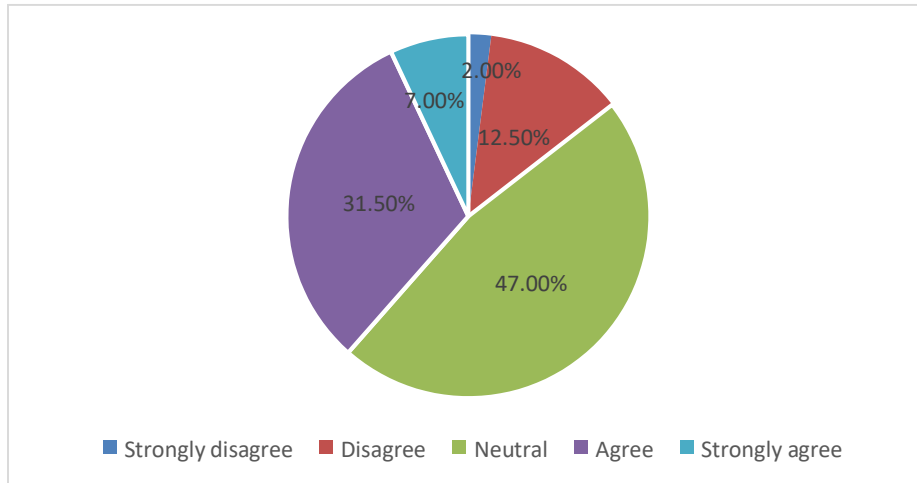
Figure 14: Online advertisement provides useful and helpful information about products and services.

Among 200 respondents, 31.50% of the respondents agree that information provided by online advertisement about products and service is useful, 47% of the respondents remain neutral and 12.50% disagree to the point. 7% of the respondents strongly agree to the point and only 2% of the respondents strongly disagree to the point.
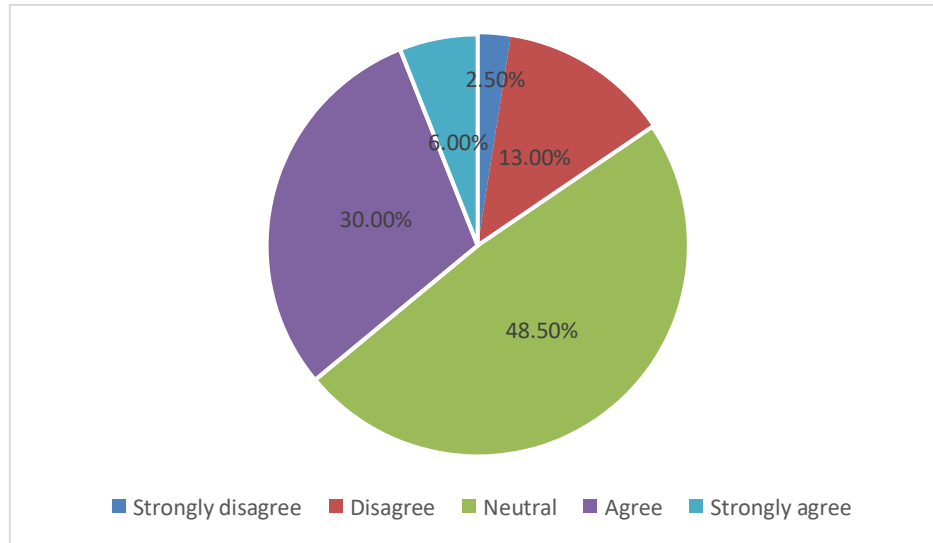

Figure 15 :Online advertisement provides latest information about products and services and keeps up to date.

Among 200 respondents, 33.50% of the respondents remain neutral and 29% agree that online information provides latest information about products and services and keeps up to date. 31% of the respondents disagree to the point, 5% strongly agree to the point and only 1.5% of the respondents strongly disagree to the point.
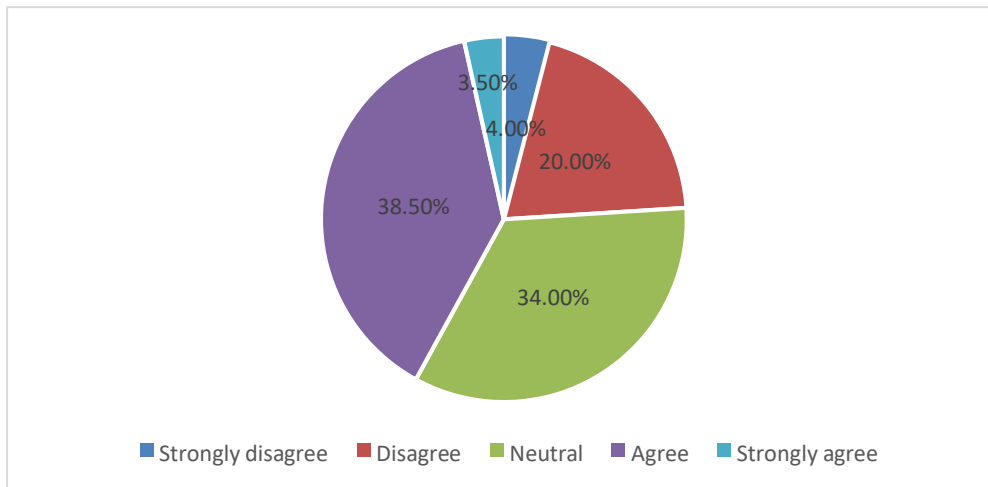
Figure 16: Online advertisement tells about the brands and the features of products and services that I am looking for

Among 200 respondents, 38.50% of the respondents agree that Online advertisement tells about the brands and the features of products and services that they are looking for, 34% of the respondents remain neutral and 20% disagree to the point. 4% of the respondents strongly disagree to the point and only 3.5% of the respondents strongly agree to the point.

Figure 17: Online advertisement provides complete information about products that helps me to make purchase decision.

Among 200 respondents, 48.50% of the respondents remain neutral, 30% of the respondents agree that Online advertisement provides complete information about products that helps them to make purchase decision. 13% of the respondents agree to the point, 6% of the respondents strongly agree to the point and only 2.5% of the respondents strongly disagree to the point.

5.4.2.2 Entertainment

In order to identify the effectiveness of entertainment on consumer behavior, I have included four different questionaires.

- ➢ Online advertisement provides more enjoyment and fun than other media advertisement.
- ➢ Pleasure and entertainment makes me view the online advertisement again and again.
- ➢ The level of entertainment in online advertisement has increased its attractiveness and persuasiveness in increasing purchases.
- ➢ Online advertisement provides lot of excitement and surprises.

To verify the consistency among the questions included in this group, Cronbach's alpha test will be used to check the consistency. In order to calculate the value of Cronbach's alpha IBM SPSS tool has been used.

38

Following table depict the value of alpha.

Reliability Statistics

| Cronbach's Alpha	N of Items
.723	4

Table 20: Cronbach's alpha for entertainment

The value of Cronbach's Alpha greater than or equal to 0.7 and less than 9 ($0.7 \leq \alpha < 0.9$) is considered as good consistency level. The calculated value of alpha is 0.723, so the internal consistency among the questions is good.

Using IBM's SPSS tool the Mean, Median, Mode, Standard deviation and Variance will be calculated to understand the opinion of respondents.

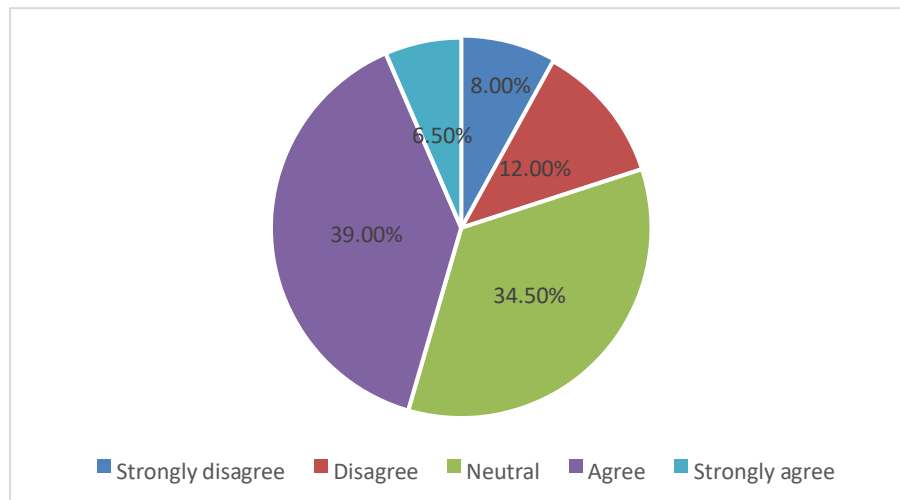|		Online advertisment provides more enjoyment and fun than other media advertisment	Pleasure and entertainment makes me view the online advertisment again again	The level of entertainment in online advertisment has increased its attractiveness and persuaviness in increasing purchases	Online advertisment provides lot of excitement and surprise
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		3.36	3.24	3.62	3.41
Median		3.00	3.00	4.00	3.00
Mode		4	4	4	3
Std. Deviation		1.002	1.019	.837	1.008
Variance		1.004	1.038	.700	1.017

Table 21: Measure of central tendency for the questions based on entertainment

The mean of all the four questionnaires included under entertainment lies in the range of 3.24 to 3.62. This shows that the average level of agreement on entertainment are more towards agree. So it can be concluded that entertainment has great effect on consumer's purchase decision.
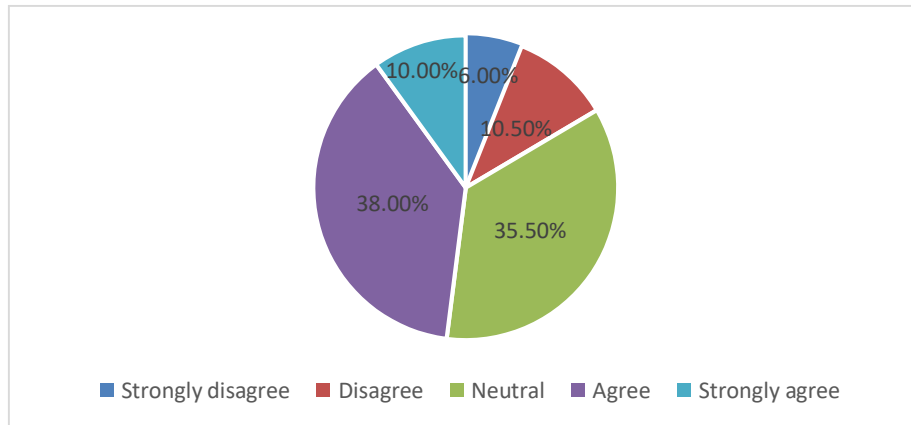
Figure 18:Online advertisement provides more enjoyment and fun than other media advertisement.

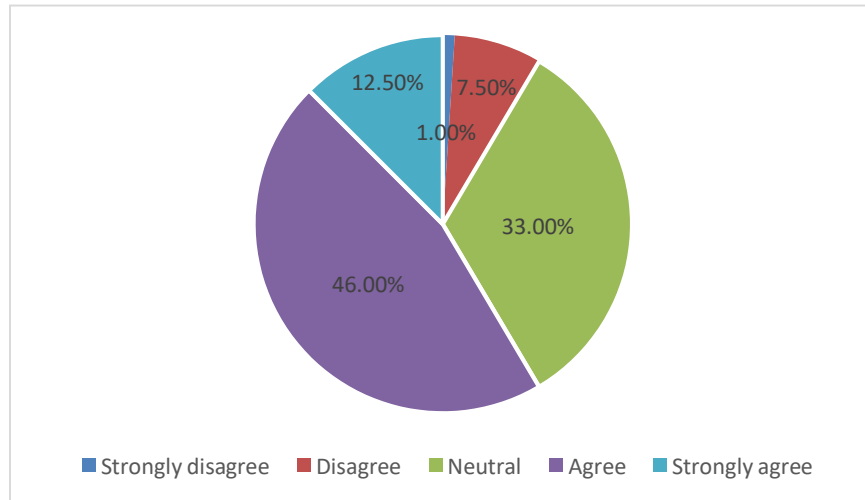Among 200 respondents, 38% of the respondents agree that Online advertisement provides more enjoyment and fun than other media advertisement, 35.5% remain neutral and 10.5% of the respondents disagree to the point. 10% of the respondents strongly agree to the point and only 6% of the respondents strongly disagree to the point.

Figure 19 :Pleasure and entertainment makes me view the online advertisement again and again.

Among 200 respondents, 39% of the respondents agree that pleasure and entertainment makes them view the online advertisement again and again ,34.5% remain neutral and 12% of the respondents disagree to the point. 8% of the respondents strongly disagree to the point and only 6.5% of the respondents strongly agree to the point.

Figure 20: The level of entertainment in online advertisement has increased its attractiveness and persuasiveness in increasing purchases.

Among 200 respondents, 46% of the respondents agree that the level of entertainment in online advertisement has increased its attractiveness and persuasiveness in increasing purchases, 33% remain neutral and 12.5% of the respondents strongly agree to the point. 7.5 of the respondents disagree to the point and only 1% of the respondents strongly disagree to the point.
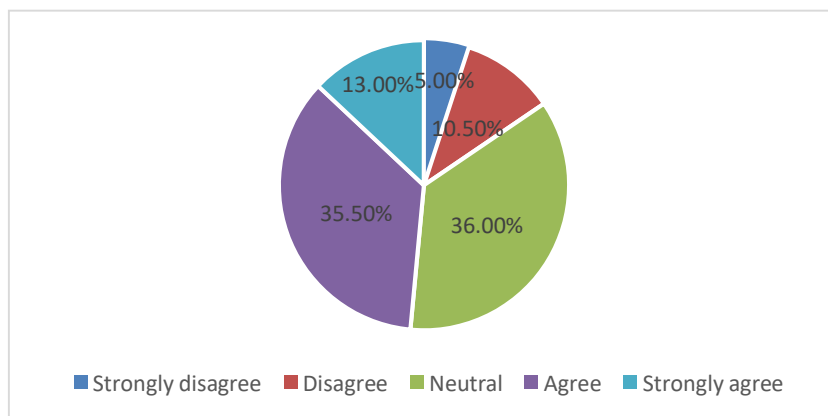
Figure 21: Online advertisement provides lot of excitement and surprises

Among 200 respondents, 35.5% of the respondents agree that the Online advertisement provides lot of excitement and surprise, 36% remain neutral and 13% of the respondents strongly agree to the point.10.5% of the respondents disagree to the point and only 5% of the respondents strongly disagree to the point.

5.4.2.3 Irritation

In order to identify the effectiveness of irritation on consumer behavior, I have included four different questionaires.

➢ Online advertisement are annoying, intrusive and disturbing.
➢ Online advertisement affect my intention to revisit website or retention of website content.
➢ Online advertisement takes too long to load and affects load time of the website and bandwidth usage.
➢ I don't notice online advertisement any more since it doesn't look polished or professional

To verify the consistency among the questions included in this group, Cronbach's alpha test will be used to check the consistency. In order to calculate the value of Cronbach's alpha IBM SPSS tool has been used.

Following table depict the value of alpha.

Reliability Statistics

| Cronbach's Alpha	N of Items
.711	4

Table 22: Cronbach's alpha for irritation

The value of Cronbach's Alpha greater than or equal to 0.7 and less than 9 ($0.7 \leq \alpha < 0.9$) is considered as good consistency level. The calculated value of alpha is 0.711, so the internal consistency among the questions is good.

Using IBM's SPSS tool the Mean, Median, Mode, Standard deviation and Variance will be calculated to understand the opinion of respondents.

Statistics

		Online advertisment are annoying,intrusive and disturbing	Online advertisment affect my intention to revisit website or retention of website content	Online advertisment takes too long to load and affects load time of the website and bandwidth usage	I don't notice online advertisment any more since it doesn't look polished or professional
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		3.20	3.25	3.52	2.98
Median		3.00	3.00	4.00	3.00
Mode		3	3	4	2
Std. Deviation		.917	.775	.856	.977
Variance		.841	.601	.733	.954

Table 23: Measure of central tendency for the questions based on irritation

The mean of all the four questionnaires included under irritation lies in the range of 2.98 to 3.52. This shows that the average level of agreement on irritation are more towards agree. So it can be concluded that irritation has negative effect on consumer's purchase decision.
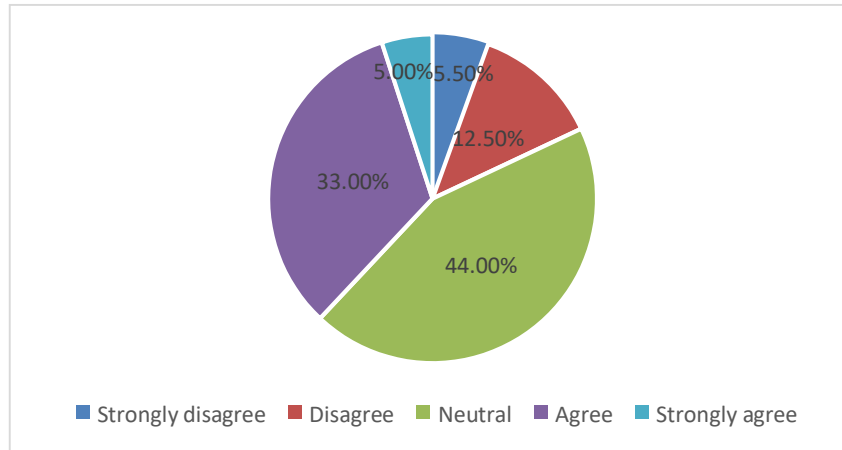
Figure 22: Online advertisement are annoying, intrusive and disturbing.

Among 200 respondents, 44% of the respondents remain neutral, 33% agree that Online advertisement are annoying, intrusive and disturbing .12.5% disagree to the point. 5.5% of the respondents strongly disagree to the point and only 5 % of the respondents strongly agree to the point.
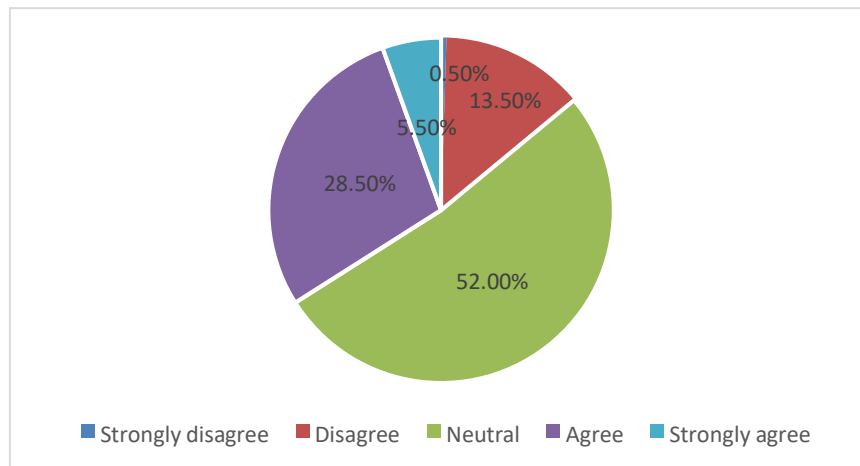
Figure 23 :Online advertisement affect my intention to revisit website or retention of website content.

Among 200 respondents, 52% of the respondents remain neutral and 28.5% agree that Online advertisement affect their intention to revisit website or retention of website content. 13.5% of the respondents disagree to the point, 5.5% strongly agree to the point and only 0.5% of the respondents strongly disagree to the point.
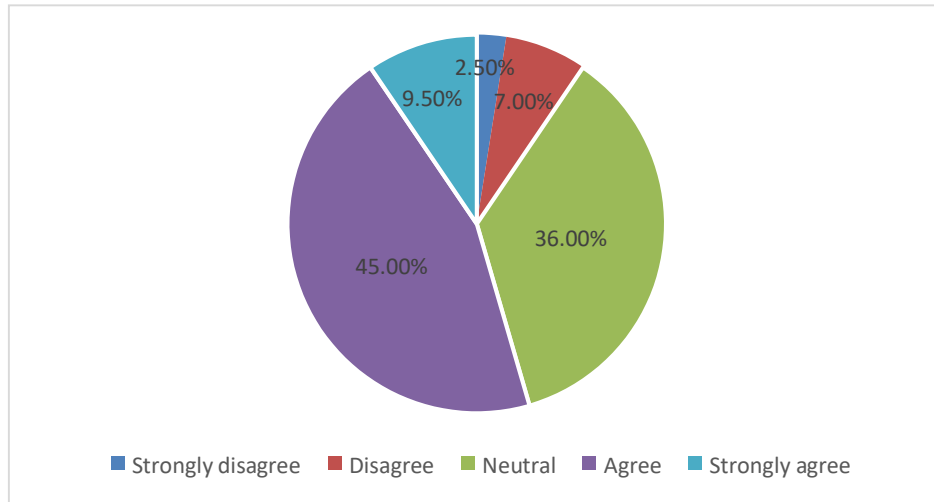
Figure 24 :Online advertisement takes too long to load and affects load time of the website and bandwidth usage.

Among 200 respondents, 45% of the respondents agree that Online advertisement takes too long to load and affects load time of the website and bandwidth usage, 36% remain neutral, and 9.5% strongly agree to the point.7% of the respondents disagree to the point and only 2.5% strongly disagree to the point.
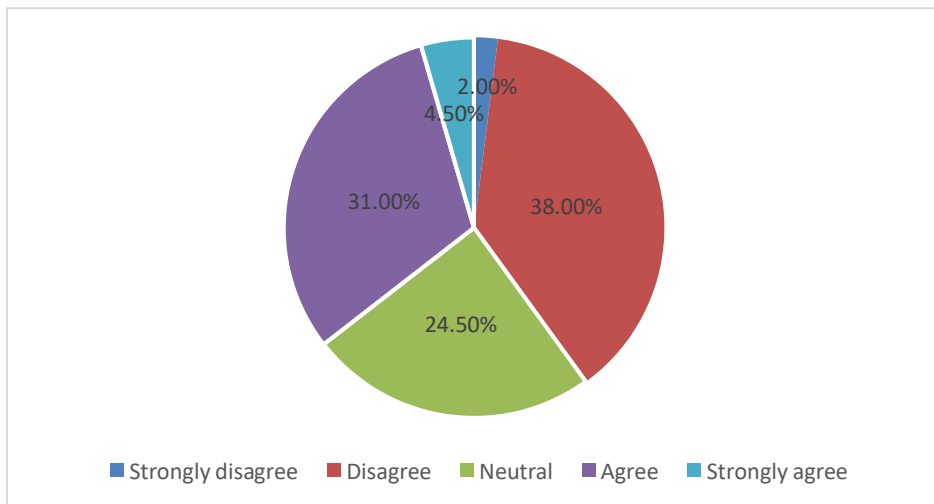
Figure 25: I don't notice online advertisement any more since it doesn't look polished or professional.

Among 200 respondents, 38% of the respondents disagree that I don't notice online advertisement any more since it doesn't look polished or professional and 31% agree to the

point and 24.5% remain neutral.4.5% of the respondents strongly agree to the point, and only 2% of the respondents strongly disagree to the point.

5.4.2.4 Consumer benefits

In order to identify the effectiveness of consumer benefits on consumer behavior, I have included four different questionaires.

- ➢ Internet advertisement offers great variety of choice and helps me to find exactly what I need.
- ➢ I always visit advertisement websites to compare products and services I wish to purchase instead of visiting number of retail outlets.
- ➢ Internet advertisement and ecommerce has changed my shopping habits as accessing the Internet has become easier because of rapid technological developments.
- ➢ Internet advertisement has made me easier to buy the products and services.

To verify the consistency among the questions included in this group, Cronbach's alpha test will be used to check the consistency. In order to calculate the value of Cronbach's alpha IBM SPSS tool has been used.

Following table depict the value of alpha.

Reliability Statistics

Cronbach's Alpha	N of Items
.704	4

Table 24: Cronbach's alpha for consumer benefits

The value of Cronbach's Alpha greater than or equal to 0.7 and less than 9 ($0.7 \le \alpha < 0.9$) is considered as good consistency level. The calculated value of alpha is 0.704, so the internal consistency among the questions is good.

Using IBM's SPSS tool the Mean, Median, Mode, Standard deviation and Variance will be calculated to understand the opinion of respondents.

		Internet advertisement offers great variety of choice and helps me to find exactly what I need.	I always visit advertisement websites to compare products and services I wish to purchase instead of visiting number of retail outlets.	Internet advertisement and ecommerce has changed my shopping habits as accessing the Internet has become easier because of rapid technological developments	Internet advertisement has made me easier to buy the products and services.
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		3.49	3.21	3.38	3.54
Median		4.00	3.00	4.00	4.00
Mode		4	3	4	4
Std. Deviation		.808	.920	.974	.820
Variance		.653	.847	.949	.672

Table 25: Measure of central tendency for the questions based on consumer benefits

The mean of all the four questionnaires included under consumer benefits lies in the range of 3.21 to 3.54. This shows that the average level of agreement on consumer benefits are more towards agree. So it can be concluded that consumer benefits has great effect on consumer's purchase decision.
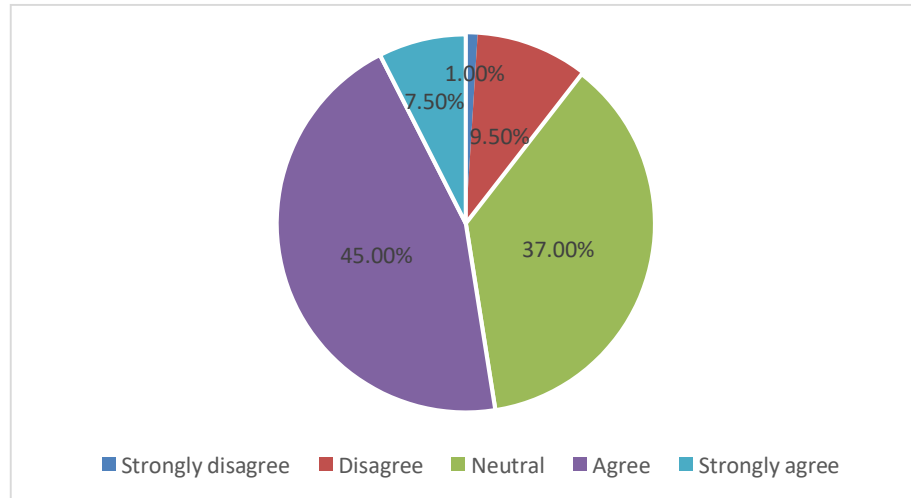
Figure 26:Internet advertisement offers great variety of choice and helps me to find exactly what I need.

Among 200 respondents, 45% of the respondents agree that Internet advertisement offers great variety of choice and helps me to find exactly what I need, 37% remain neutral. 9.5% of the respondents disagree to the point, 7.5% strongly agree to the point and only 1% of the respondents strongly disagree to the point.
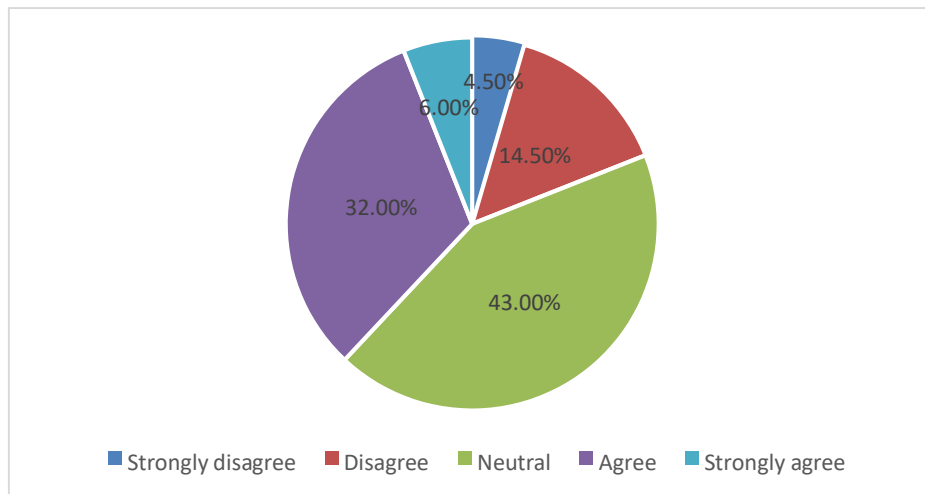
Figure 27:I always visit advertisement websites to compare products and services I wish to purchase instead of visiting number of retail outlets.

Among 200 respondents, 43% of the respondents remain neutral, 32% agree that I always visit advertisement websites to compare products and services I wish to purchase instead of visiting

number of retail outlets. 14.5% of the respondents disagree to the point, 6% strongly agree to the point and only 4.5% of the respondents strongly disagree to the point.
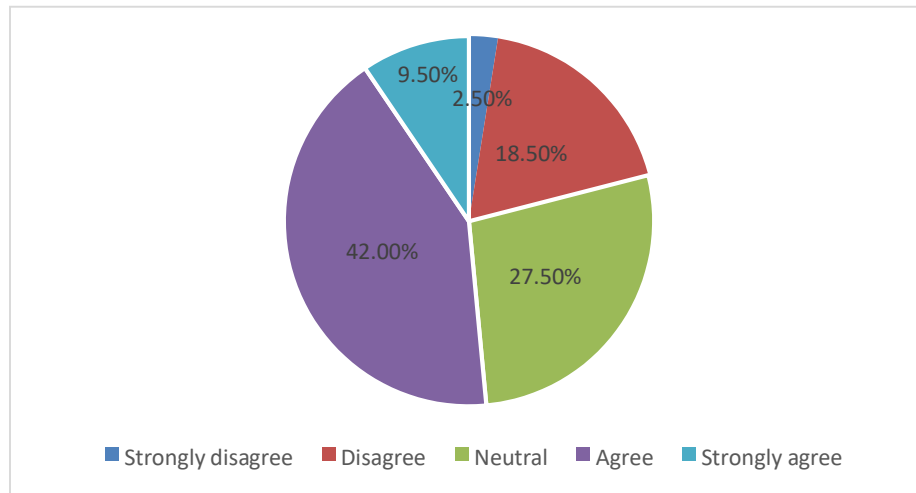
Figure 28:Internet advertisement and ecommerce has changed my shopping habits as accessing the Internet has become easier because of rapid technological developments.

Among 200 respondents, 42% of the respondents agree that Internet advertisement and ecommerce has changed my shopping habits as accessing the Internet has become easier because of rapid technological developments, 27.5% of the respondents remain neutral and 18.5% disagree to the point. 9.5% strongly agree to the point and only 2.5% of the respondents strongly disagree to the point.
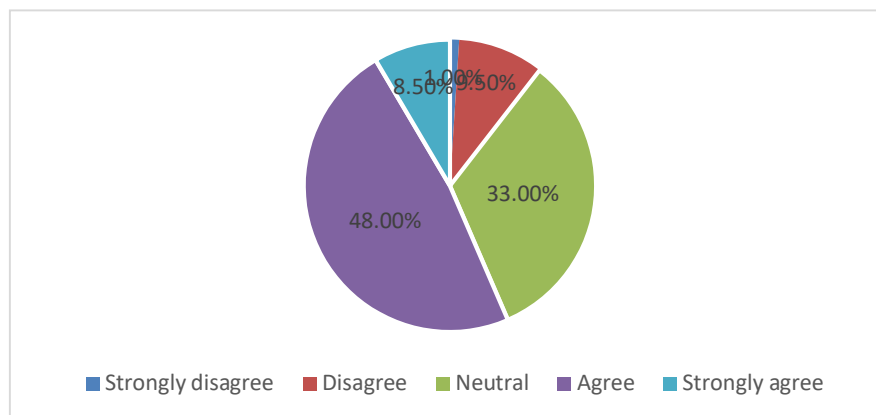
Figure 29:Internet advertisement has made me easier to buy the products and services

Among 200 respondents, 48% of the respondents agree that Internet advertisement has made me easier to buy the products and services, 33% of the respondents remain neutral and 9.5% disagree to the point. 8.5% strongly agree to the point and only 1% of the respondents strongly disagree to the point.

5.4.2.5 Credibility

In order to identify the effectiveness of credibility on consumer behavior, I have included four different questionaires.

> ➢ Internet advertisement is reliable and trustworthy.
> ➢ Internet advertisement is convincible.
> ➢ I believe in the messages and contents displayed in Internet advertisement.
> ➢ Internet advertisement is credible

To verify the consistency among the questions included in this group, Cronbach's alpha test will be used to check the consistency. In order to calculate the value of Cronbach's alpha IBM SPSS tool has been used.

Following table depict the value of alpha.

Reliability Statistics

Cronbach's Alpha	N of Items
.673	4

Table 26: Cronbach's alpha for credibility

The value of Cronbach's Alpha greater than or equal to 0.6 and less than 7 ($0.6 \leq \alpha < 0.7$) is considered as acceptable. The calculated value of alpha is 0.673, so the internal consistency among the questions is good.

Using IBM's SPSS tool the Mean, Median, Mode, Standard deviation and Variance will be calculated to understand the opinion of respondents.

		Internet advertisement is reliable and trustworthy.	Internet advertisement is convincible	I believe in the messages and contents displayed in Internet advertisement.	Internet advertisment is credible.
Statistics					
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		2.58	2.73	2.93	2.61
Median		2.00	2.00	3.00	2.00
Mode		2	2	2	2
Std. Deviation		.916	.896	1.025	.807
Variance		.839	.803	1.050	.651

Table 27: Measure of central tendency for the questions based on credibility

The mean of all the four questionnaires included under credibility lies in the range of 2.58 to 2.93. This shows that the average level of agreement on credibility are towards neutral. So it can be concluded that consumers are dissatisfied and does not believe in the credibility provided by the Internet advertisement.
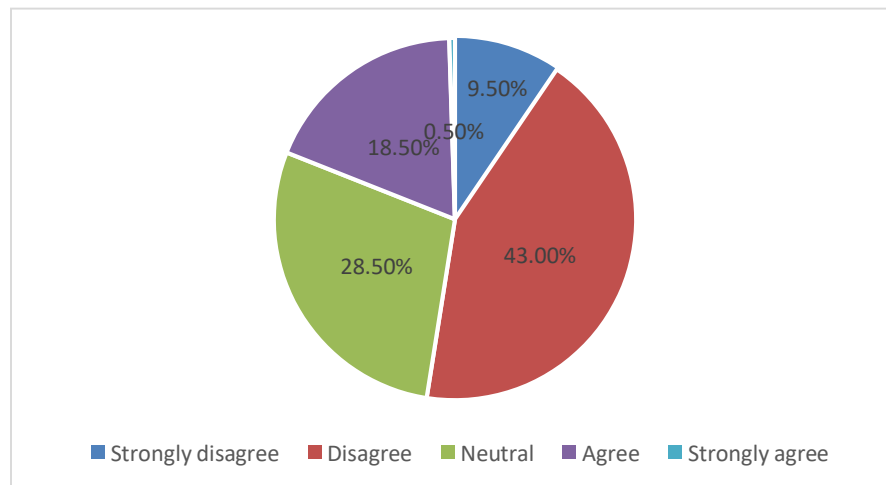
Figure 30 :Internet advertisement is reliable and trustworthy

Among 200 respondents, 43% of the respondents disagree that Internet advertisement is reliable and trustworthy , 28.5% of the respondents remain neutral and 18.5% agree to the point. 9.5% strongly disagree to the point and only 0.5% of the respondents strongly agree to the point.
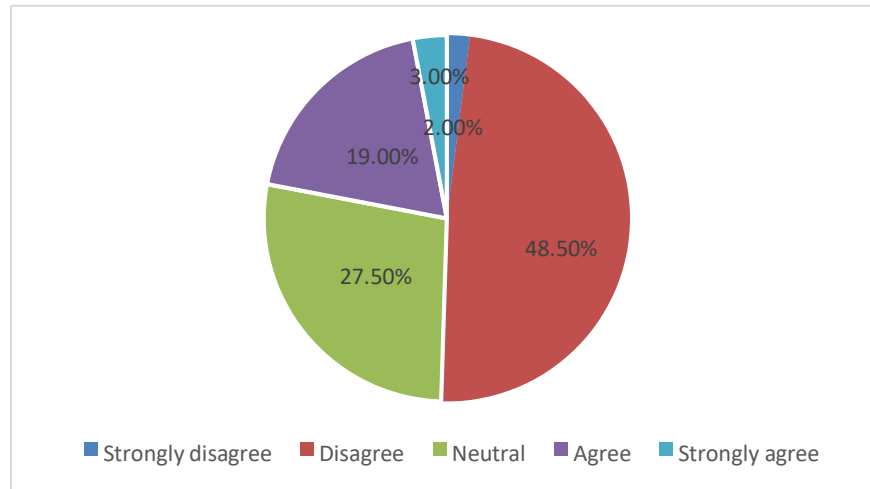
Figure 31:Internet advertisement is convincible.

Among 200 respondents, 48.5% of the respondents disagree that Internet advertisement is convincible , 27.5% of the respondents remain neutral and 19% agree to the point. 3% strongly agree to the point and only 2% of the respondents strongly disagree to the point.
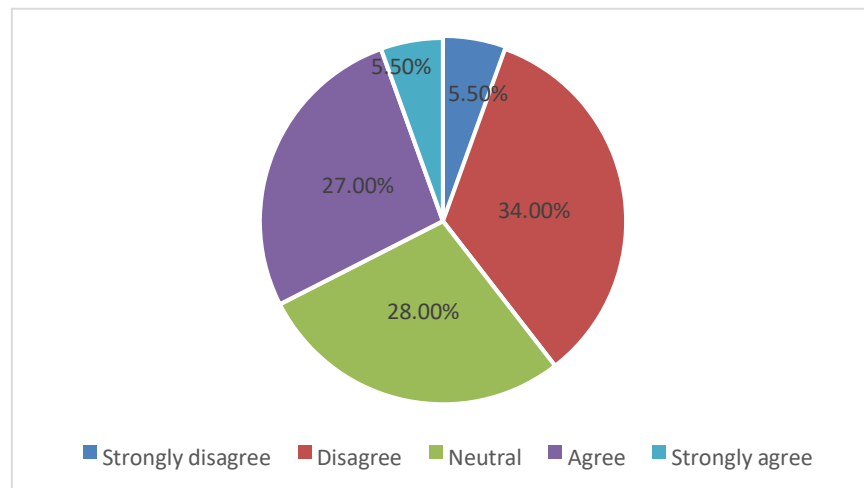
Figure 32: I believe in the messages and contents displayed in Internet advertisement.

Among 200 respondents, 34% of the respondents disagree that I believe in the messages and contents displayed in Internet advertisement , 28.% of the respondents remain neutral and 27% agree to the point. 5.5% strongly disagree to the point and 5.5% of the respondents strongly agree to the point.
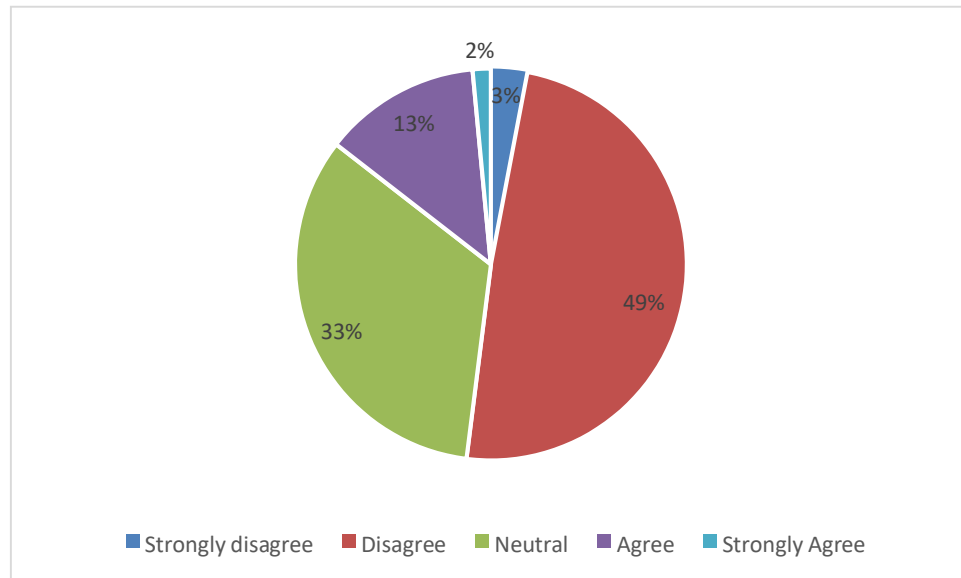
Figure 33: Internet advertisement is credible

Among 200 respondents, 49% of the respondents disagree that Internet advertisement is credible , 33% of the respondents remain neutral and 13% agree to the point. 3% strongly disagree to the point and 2% of the respondents strongly agree to the point.

5.4.2.6 Informational responses

In order to identify the effectiveness of consumer benefits on informational responses, I have included four different questionaires.

- ➢ Internet advertisement increases my attention towards advertised product while surfing Internet.
- ➢ Internet advertisement is able to raise my interest towards the advertised product.
- ➢ Internet advertisement is able to increase my desire towards the advertised product.

> ➢ Internet advertisement is able to generate my interest on purchase decision towards the advertised product.

To verify the consistency among the questions included in this group, Cronbach's alpha test will be used to check the consistency. In order to calculate the value of Cronbach's alpha IBM SPSS tool has been used.

Following table depict the value of alpha.

Reliability Statistics

Cronbach's Alpha	N of Items
.730	4

Table 28: Cronbach's alpha for informational responses

The value of Cronbach's Alpha greater than or equal to 0.7 and less than 9 ($0.7 \leq \alpha < 0.9$) is considered as good consistency level. The calculated value of alpha is 0.730, so the internal consistency among the questions is good.

Using IBM's SPSS tool the Mean, Median, Mode, Standard deviation and Variance will be calculated to understand the opinion of respondents.

		Internet advertisement increases my attention towards advertised product while surfing Internet.	Internet advertisement is able to raise my interest towards the advertised product	Internet advertisement is able to increase my desire towards the advertised product	Internet advertisement is able to generate my interest on purchase decision towards the advertised product.
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		3.30	3.51	3.47	3.31
Median		3.00	4.00	3.00	3.00
Mode		4	4	3	3
Std. Deviation		.808	.827	.826	.904
Variance		.653	.683	.682	.818

Table 29: Measure of central tendency for the questions based on informational responses

The mean of all the four questionnaires included under informational responses lies in the range of 3.30 to 3.51. This shows that the average level of agreement on informational responses are more towards agree. So it can be concluded that internet advertisement provides better informational responses on consumer's purchase decision.
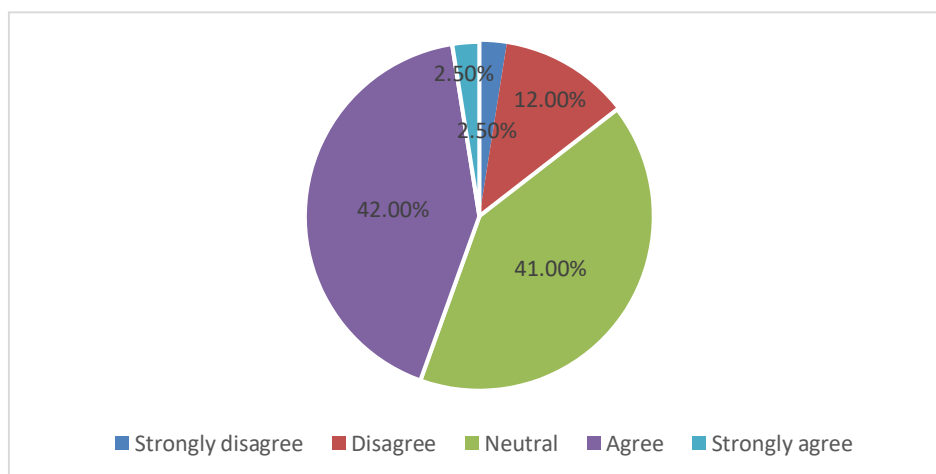
Figure 34:Internet advertisement increases my attention towards advertised product while surfing Internet.

Among 200 respondents, 42% of the respondents agree that Internet advertisement increases my attention towards advertised product while surfing Internet, 41% of the respondents remain neutral, and 12% disagree to the point. 2.5.% of the respondents strongly agree and 2.5% strongly disagree to the point.
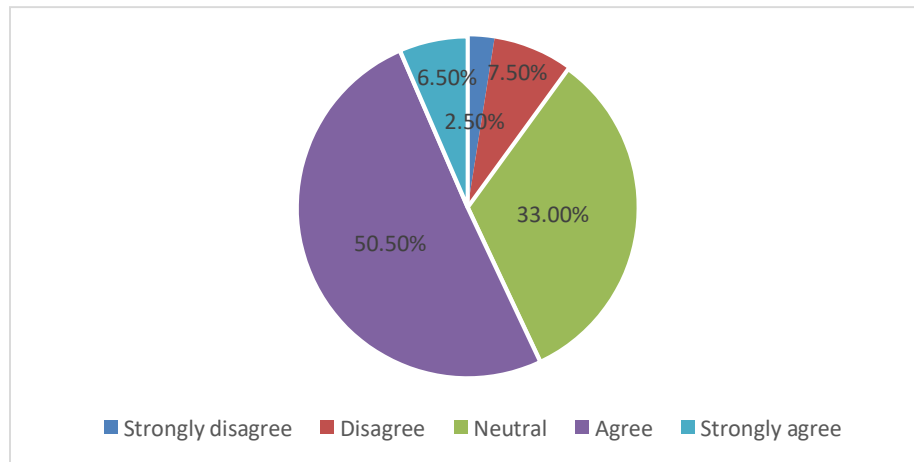
Figure 35: Internet advertisement is able to raise my interest towards the advertised product.

Among 200 respondents, 50.5% of the respondents agree that Internet advertisement is able to raise my interest towards the advertised product ,33% of the respondents remain neutral, and 7.5% disagree to the point. 6.5% of the respondents strongly agree and only 2.5% strongly disagree to the point.
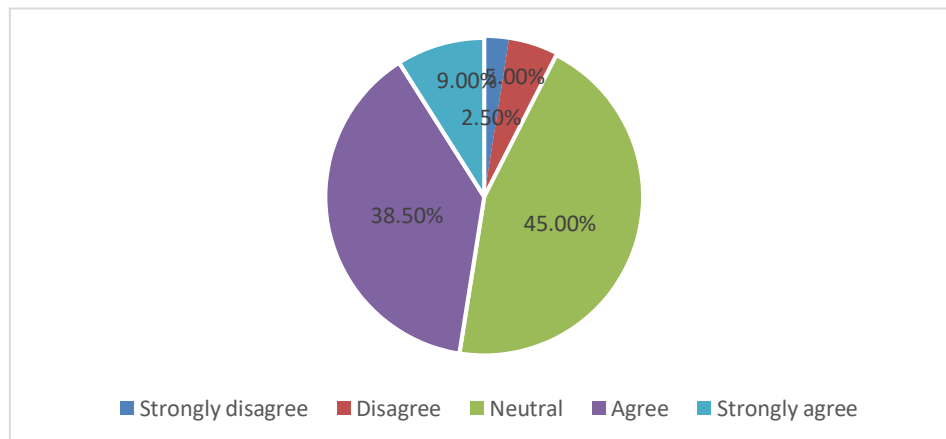
Figure 36: Internet advertisement is able to increase my desire towards the advertised product.

Among 200 respondents, 45% of the respondents remain neutral, 38.5% of the respondents agree that Internet advertisement is able to increase my desire towards the advertised product , and 9% strongly agree to the point. 5% of the respondents disagree and only 2.5% strongly disagree to the point.
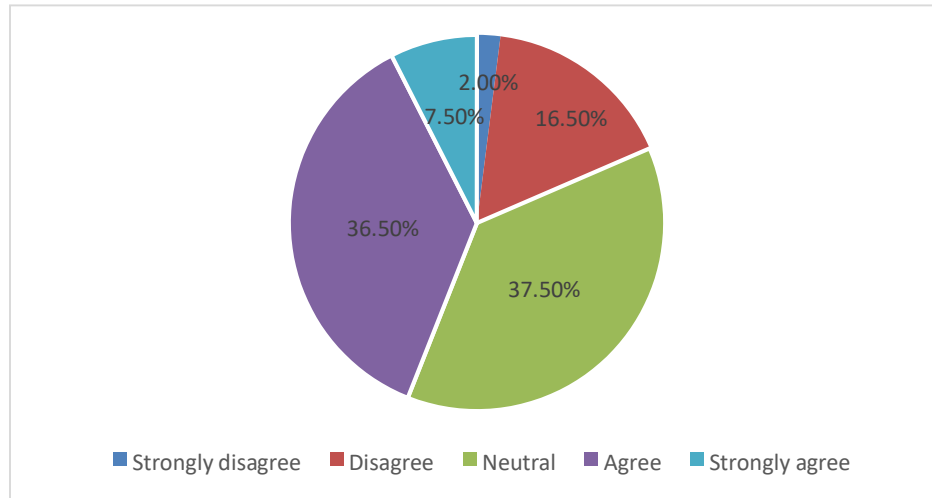
Figure 37: Internet advertisement is able to generate my interest on purchase decision towards the advertised product

Among 200 respondents, 37.5% of the respondents remain neutral, 36.5% of the respondents agree that Internet advertisement is able to generate my interest on purchase decision towards the advertised product , and 16.5% disagree to the point. 7. 5% of the respondents strongly agree and only 2% strongly disagree to the point.

5.4.3 Correlation Analysis

A Pearson correlation was conducted to determine the relationship among the scales and between the scales and overall satisfaction. Table 29 presents the Pearson correlations coefficients among the scales.

Correlations

		consumer benefits	credibility	Entertainment	Informativeness	Informational response	Irritation
consumer benefits	Pearson Correlation	1	.396**	.669**	.711**	.575**	.396**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Credibility	Pearson Correlation	.396**	1	.459**	.348**	.391**	.219**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Entertainment	Pearson Correlation	.669**	.459**	1	.604**	.675**	.288**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Informativeness	Pearson Correlation	.711**	.348**	.604**	1	.712**	.473**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Informational response	Pearson Correlation	.575**	.391**	.675**	.712**	1	-.133**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Irritation	Pearson Correlation	.396**	.219**	.288**	.473**	-.133**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

Table 30: Pearson's correlation analysis among different variables

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

Based on the correlation matrix, Table 29, the *p*-value (sig.) of the correlation between independent variables (credibility, informativeness, entertainment, consumer benefits and irritation) and the dependent variable(informational responses) is less than 0.01. This reflects that

there is a significant relationship between credibility, informativeness, entertainment, consumer benefits, irritation and the dependent variable (informational responses).

The positive value of correlation coefficient indicated that the relationships between each independent variables and dependent variable are positively related and indicates a positive association that is, as the value of one variable increases, so does the value of the other variable. Among all the independents variables, the strength of association between informativeness and informational responses are the strongest (r=0.712), and the correlation coefficient is highly significant (p= 0.000). This shows that the informativeness have a positive and strong relationship with informational responses. The strength of association between entertainment and informational responses are also strongest (r=0.675), and the correlation coefficient is highly significant (p= 0.000). This shows that the entertainment have a positive and moderate relationship with informational responses.

Conversely, the strength of association between credibility and informational responses is the weakest among all the independent variables (r=0.391). This shows that there is a moderately week positive linear relationship between credibility and informational responses.

On the other hand, the p-value (sig.) of the correlation between independent variables (irritation) and the dependent variable (informational response) is 0.000 which is less than 0.01. This reflects that there is a significant relationship between them. The value of correlation coefficient of irritation and informational response is negative (r=-.133), which indicated that there is strong negative relationship between these two variable.

5.4.4 Multiple Regression Analysis

5.4.4.1 R square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755[a]	.571	.567	.452

a.   Predictors: (Constant), Irritation, Entertainment, consumer benefits, credibility, Informativeness

Table 31: R square

From Table 31, R-Square is 0.571 which indicates that 57.1% of the variances in effectiveness

of Internet advertisement on consumer behavior and its impact in informational responses can

be explained by credibility, informativeness, entertainment, consumer benefits and irritation. In the meantime, 42.1% of the variances in effectiveness of Internet advertisement on consumer behavior are explain by unknown factors.

5.4.4.2 Test of significance

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.726	5	1.545	4.271	.001[b]
	Residual	70.184	194	.362		
	Total	77.910	199			

a. Dependent Variable: Informational response

b. Predictors: (Constant), Irritation, Entertainment, consumer benefits, credibility, Informativeness

Table 32 Test of significance

Table 32, ANOVA[a] shows that the F-ratio value of 4.271 with a significance level of 0.001[b] (p-value = .001), which is below 0.01. This indicated that there is a statistically significant difference between the dependent variable (informational responses) and independent variables (credibility,informativeness, entertainment,consumer benefits and irritation). Therefore, the overall model is significant and the fitness model is considered high.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.511	.185		2.770	.000
	consumer benefits	.179	.053	.181	3.361	.001
	Credibility	.096	.052	.105	1.866	.069
	Entertainment	.242	.048	.289	5.009	.001
	Informativeness	.353	.056	.387	6.291	.000
	Irritation	.113	.070	.114	1.628	.075

a.   Dependent Variable: Informational response

Table 33: Standarize coefficients

Based on Table 33, the standardize coefficients (Beta) among the independents variables ranged from the weakest relationship of 0.105 (between credibility and informational responses) to the strongest relationship of 0.387 (between informativeness and informational responses). Therefore, this shows that the informativeness provided by Internet advertisment has the strongest effect on overall consumers' behavior and informational responses. Whereas the credibility provided by Internet advertisment has the lesser impact on the overall consumers' behavior and informational responses. Entertainment (0.289) and consumer benefits (0.181) are ranked the second and third most important independent variables. Irritation (0.114) also has lesser impact on over all consumers' behavior and informational responses.

5.4.4.3 R Square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711ᵃ	.0.505	0.503	.525

a. Predictors: (Constant), Informativeness

Table 34:R Square

From Table 34, R-square is 0.505, this shows that 50.5% of the variances in informational response is explained by informativeness and 49.5% of the variance in informational response are explain by other factors.

5.4.4.4 Test of Significance

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.605	1	.605	1.549	.000ᵇ
	Residual	77.305	198	.390		
	Total	77.910	199			

a. Dependent Variable: Informational response

b.　　　　Predictors: (Constant), Informativeness

Table 35: Test of significance

Table 35 shows that the F-ratio value is 1.549 with 0.000^b significance level. This shows that there is a significant difference between dependent variable (informational response) and independent variable (informativeness). Thus, the overall model is significanct and the fitness of the model is high.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.888	.221		13.071	.000
	Informativeness	0.351	.054	0.384	6.446	.000

a.   Dependent Variable: Informational response

Table 36: Standarize coefficient

5.4.4.5 R Square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695^a	.483	.481	.511

a.   Predictors: (Constant), Entertainment

Table 37 :R Square

From Table 37, R-square is 0.483, this shows that 48.3% of the variances in informational response is explained by entertainment and 51.7% of the variance in informational response are explain by other factors.

5.4.4.6 Test of Significance

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.881	1	3.881	10.381	.001[b]
	Residual	74.028	198	.374		
	Total	77.910	199			

a. Dependent Variable: Informational response

b. Predictors: (Constant), Entertainment

Table 38: Test of Significance

Table 38 shows that the F-ratio value is 10.381 with 0.001[b] significance level. This shows that there is a significant difference between dependent variable (informational response) and independent variable (entertainment). Thus, the overall model is significanct and the fitness of the model is high.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.732	.175		9.932	.000
	Entertainment	.238	.045	.283	5.290	.001

a. Dependent Variable: Informational response

Table 39: Standerize coefficient

5.4.4.7 R Square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649[a]	.421	.419	.590

a. Predictors: (Constant), Irritation

Table 40: R Square

From Table 40, R-square is 0.421, this shows that 42.1% of the variances in informational response is explained by irritation and 57.9% of the variance in informational response are explain by other factors.

5.4.4.8 Test of Significance

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	1.929	1	1.929	5.026	.026^b
1	Residual	75.981	198	.384		
	Total	77.910	199			

a. Dependent Variable: Informational response

b.   Predictors: (Constant), Irritation

Table 41: Test of Significance

Table 41 shows that the F-ratio value is 5.026 with 0.026^b significance level. This shows that there is not significant difference between dependent variable (informational response) and independent variable (irritation).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.661	.231		2.870	.000
	Irritation	.107	.062	.110	1.725	.026

a.   Dependent Variable: Informational response

Table 42: Standerize coefficient

65

5.4.4.9 R Square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574[a]	.329	.326	.475

a. Predictors: (Constant), consumer benefits

Table 43: R Square

From Table 43, R-square is 0.329, this shows that 32.9% of the variances in informational response is explained by consumer benefits and 67.1% of the variance in informational response are explain by other factors.

5.4.4.10 Test of Significance

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.682	1	.682	1.748	.001[b]
	Residual	77.228	198	.390		
	Total	77.910	199			

a. Dependent Variable: Informational response

b. Predictors: (Constant), consumer benefits

Table 44: Test of Significance

Table 44 shows that the F-ratio value is 1.748 with 0.001[b] significance level. This shows that there is a significant difference between dependent variable (informational response) and independent variable (consumer benefits). Thus, the overall model is significant and the fitness of the model is high.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.337	.182		7.412	.000
	consumer benefits	.168	.049	.0178	3.434	.001

a. Dependent Variable: Informational response

Table 45: Standarize coefficient

5.4.4.11 R Square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.463^a	.214	..211	.617

a. Predictors: (Constant), credibility

Table 46: R Square

From Table 46, R-square is 0.214, this shows that 21.4% of the variances in informational response is explained by credibility and 78.6% of the variance in informational response are explain by other factors.

5.4.4.12 Test of Significance

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.549	1	2.549	6.698	.010^b
	Residual	75.360	198	.381		
	Total	77.910	199			

a. Dependent Variable: Informational response

b. Predictors: (Constant), credibility

Table 47: Test of Significance

Table 47 shows that the F-ratio value is 6.998 with 0.010^b significance level. This shows that there is not significant difference between dependent variable (informational response) and independent variable (credibility).

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.743	.250		3.032	.000
Credibility	.092	.048	.101	1.945	.010

a. Dependent Variable: Informational response

Table 48: Standarize coefficient

5.5 Regression Equation

Based on Table 33 , the multiple regression equation for the study is:

Informational responses = 0.511 + 0.353 Informativeness + 0.242 Entertainment + 0.179 Consumer benefits

 Based on Table 36, the multiple regression equation for the study is:

Informational responses = 2.888+ 0.351 Informativeness

Based on Table 39, the multiple regression equation for the study is:

Informational responses = 1.732+ 0.238 Entertainment

Based on Table 42, the multiple regression equation for the study is:

Informational responses = 0.661+ 0.107 Irritation

Based on Table 45, the multiple regression equation for the study is:

Informational responses = 1.337+ 0.168 Consumer benefits

Based on Table 48, the multiple regression equation for the study is:

Informational responses = 0.743+ 0.92 Credibility

5.6 Hypothesis Results

H1: Informativeness is significantly related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses.

From Table 3, the significant value of informativeness is equal to 0.000, which is less than 0.01. Therefore, H1 is supported. At this level of significance, do not reject H1 and conclude that it

is significant that informativeness provided by online advertising is related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses

H2: Entertainment is significantly related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses.

From Table 33, the significant value of entertainment is equal to 0.001, which is less than 0.01. Therefore, H2 is supported. At this level of significance, do not reject H2 and conclude that it is significant that entertainment provided by online advertisment is related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses

H3: Irritation is significantly related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses.

Based on Table 33, the significant value of irritation is .075 which is more than the alpha value of 0.01. Therefore, H3 is not supported. At this level of significance, reject H3 and conclude that irritation provided by Internet advertisement is not significantly related to the effectiveness of Internet advertisement on consumer behavior and informational responses.

H4: Consumer benefits is significantly related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses.

Table 33 shows the significant value of consumer benefits (p=0.001) is lower than 0.01. At this level of significance, H4 is supported and do not reject H4. Therefore, it is significant that consumer benefits is significantly related to the effectiveness of Internet advertisement on consumer's behavior and informational responses.

H5: Credibility is significantly related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses.

Based on Table 33, the significant value (p=0.069) for credibility is more than the alpha value of 0.01. Therefore, H5 is not supported. At this level of significance, reject H5 and conclude that credibility of Internet advertisment messages is not significantly related to the effectiveness of Internet advertisement on consumer's behavior and informational responses.

CHAPTER 6: DISCUSSION, CONCLUSION AND IMPLICATIONS

6.0 Introduction

This section provides the discussion of the research results on relationship between the five independent variables and one dependent variable. Besides, the implication of the findings, limitation and also recommendation for future research will also be discussed in this section. Lastly, the conclusion for the entire research study will also be discussed.

6.1 Summary of Statistical Analyses

6.1.1 Descriptive Analysis

In this research, the Google Form questionnaires was answered by 200 respondents. The research study covers maximum of male (62%) and female (38%). Most of the respondents are students (49.5%) with Bachelor degree (40.5%). Majority of the respondents are age between 26 to 30 years old (34%). In general information, the research found most of the respondents spend between 1 to 2 hours per day online (32.5%) and 28.5% spend 2 to 3 hours per day online. Majority of the respondents see most of the online advertisement in social media (62%) and view online advertisement everyday (58%). Majority of the respondents use Internet for entertainment (52%) and most of the respondents are attracted by the videos (48%) in Internet advertisement. Majority of the respondents (59%) prefer Internet advertisement as compared to other advertisement like electronic media and printed advertisement. This indicated that the respondents generally have the possibility exposure to online advertisement and Internet advertisement can dominate other form of advertisement.

The mean of all the four questionnaires included under Informativeness lies in the range of 3.05 to 3.29. This shows that the average level of agreement on informativeness are more towards agree. So it can be concluded consumers agree and have belief in the information provided by internet advertisement.

The mean of all the four questionnaires included under entertainment lies in the range of 3.24 to 3.62. This shows that the average level of agreement on entertainment are more towards agree. So it can be concluded that entertainment has great effect on consumer's purchase decision.

The mean of all the four questionnaires included under irritation lies in the range of 2.98 to 3.52. This shows that the average level of agreement on irritation are more towards agree. So it can be concluded that consumers feel irritated by the advertisement which can have negative impact on consumers behavior towards online advertisement.

The mean of all the four questionnaires included under consumer benefits lies in the range of 3.21 to 3.54. This shows that the average level of agreement on consumer benefits are more towards agree. So it can be concluded that consumers are benefitted by internet advertisement.

The mean of all the four questionnaires included under credibility lies in the range of 2.58 to 2.93. This shows that the average level of agreement on credibility are towards neutral. So it can be concluded that consumers are dissatisfied and does not believe in the credibility provided by the Internet advertisement.

The mean of all the four questionnaires included under informational responses lies in the range of 3.30 to 3.51. This shows that the average level of agreement on informational responses are more towards agree. So it can be concluded that internet advertisement provides better informational responses on consumer's purchase decision.

The results from the statistical analysis show that among the five hypotheses, H1, H2, and H4 were accepted and H3 and H5 was rejected. This indicated that informativeness, entertainment and consumer benefits were significant predictors of effectiveness of Internet advertisement on consumer behavior and informational responses.

6.1.2 Reliability Analyses

Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. The scale measurement of the 6 constructs are being measured based on

reliability test by using Cronbach's Alpha. Among the constructs, informational responses has the highest Cronbach's alpha (0.730) and credibility has the lowest (0.673).

The internal reliability test shows that the measurement scale of entertainment, informativeness, irritation, consumer benefits and informational response were stable and consistent, as the Cronbach's alpha were above 0.70. Whereas, credibility were slightly lack of stability and consistency, as the scores of the Cronbach's alpha were slightly lesser than of 0.7.

6.1.3 Inferential Analysis

6.1.3.1 Pearson Correlation

The correlation between independent variables (credibility, informativeness, entertainment, consumer benefits and irritation) and the dependent variable(informational responses) is less than 0.01. This reflects that there is a significant relationship between credibility, informativeness, entertainment, consumer benefits, irritation and the dependent variable (informational responses).

Among all the independents variables, the strength of association between informativeness and informational responses are the strongest (r=0.712), and the correlation coefficient is highly significant ($p= 0.000$). This shows that the informativeness have a positive and strong relationship with informational responses. The value of correlation coefficient of irritation and informational response is negative (r=-.133), which indicated that there is strong negative relationship between these two variable.

6.1.3.2 Multiple Regression Analysis

Multiple linear regressions between independent variables (informativeness, ,entertainment, irritation, consumer benefits, credibility and the dependent variable (informational responses) has a R-Square value of 0.571, which shows that 57.1% of the variances in effectiveness of Internet advertisement on consumer behavior can be explained by credibility, informativeness, entertainment, irritation and consumer benefits. The results show that informativeness

(B=0.387) has the strongest impact on effectiveness of Internet advertisement on consumer behavior and informational responses, whereas credibility (B=0.105) has the weakest impact.

6.1.4 Hypothesis testing result

Hypothesis	Result	Remarks
H1: Informativeness is significantly related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses.	B=.387 P=0.000<0.01	Supported
H2: Entertainment is significantly related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses.	B=0.289 P=0.001<0.01	Supported
H3: Irritation is significantly related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses.	B=0.114 P=0.075>0.01	Not supported
H4: Consumer benefits is significantly related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses.	B=0.181 P=0.001<0.01	Supported
H5: Credibility is significantly related to the effectiveness of Internet advertisement on consumer behavior and informatonal responses.	B=0.105 P=0.069>0.01	Not supported

Table 49: Hypothesis testing result

6.2 Managerial implication of the research

Internet advertisement is expected to increase rapidly and continues to growth in the upcoming years because of its several advantages.

Consumers are also attracted towards Internet advertisement, therefore companies have to strategically implement online advertisement in order to deliver their products and their services in the market.

In order to effectively increase consumers' attention, interest, desire as well as purchase intention on company products through online advertising, company should first create a favorable consumers' attitude towards the Internet advertising. This can be done by increasing the effectiveness of online advertisement on consumers' behavior. In others words, company should develop, influence and reinforce the way consumer perceive and view online advertising. From the research, it is concluded that different factors of an Internet advertising are significantly related to the effectiveness of Internet advertisement on consumer behavior and informational responses, thus companies should focus on the factors that contributed to increase the effectiveness of online advertisement and influence on informational responses.

Based on the research, it is found that informativeness, entertainment and consumer benefits provided by online advertising will resulted in positive attitude on online advertising and increase its effectiveness on consumer behavior. Therefore, to create favorable consumer's attitude and change the behavior of consumer on purchase decision, companies should keep their advertising informative by providing all the necessary information in complete, detail and easy understandable manner. Companies should ensure that their information provided through online advertising is up-to-date and useful for consumers in their decision making.

Besides, companies should create enjoyable online advertising by incorporating the elements of entertaining, creativity, innovativeness, humorous and excitement in the advertising message to attract and maintain the attention of consumers [20]. This is especially important for advertising and targeting the young generation, as most of the young people tend to seek for pleasure and entertainment. Online advertisement full of entertainment and pleasure will also attract consumers and can influence on their informational responses.

Company should also provide different benefits to consumer through online advertisement. This is especially very important both from companies as well as consumers point of view. If the consumers are benefited by Internet advertisement, they will surely have good positive responses and will be attracted by online advertisement.

By creating an Internet advertisement with the criteria of informativeness, entertainment and consumer benefits, the attractiveness of the advertising will increase and this would influence and persuade consumers to hold a more favorable towards the advertising and in turn increase their awareness on the advertised products and services.

Although the research finding shows that credibility is not significantly related to the effectiveness of Internet advertisement on consumer behavior and their informational responses, it does not means that the company can ignore this criteria in their advertisement. The credibility of an online advertisement may not have impact on consumers' attitude and informational responses, but it does have impact on company's reputation and image. Therefore, company should make effort to increase the credibility of their advertisement and change consumers' attitude on it.

Research also shows that irritation is not significantly related to the effectiveness of Internet advertisement on consumer behavior and their informational responses. So it does not means that the company can ignore this criteria in their advertisement. Marketers need to be aware of the negative attitudes that can be done by irritation on consumers towards Internet advertising and the adverse effect it could have on the brands advertised. Therefore, company should make effort to decrease the irritation caused by the advertisement.

6.3 Verification and validation

In order to verify my findings I have gathered my information from Google Forms and used various statistical tools and softwares to support my findings.

6.4 Limitation

There are several limitations in this research that prevented the researcher to obtain the complete and important information.

Time and budget are the major limitation that restricted researchers from conducting the survey to a larger sample size and large geographical coverage. Only 200 online surveyquestionnaires was collected for this for this study which may not be sufficient or large enoughto collect actual information.

In addition, due to the history of online advertising is not considering long as compare to traditional advertising, consumers' perception, beliefs and attitudes towards online advertising may still evolving and changing over time [21].Since the technology is changing rapidly, Internet users in Nepal is also increasing rapidly and the tools used to developed online advertisement are also becoming more advanced, it will surely be changing consumer's perception and attitudes towards Internet advertisement and will result in the increased effectiveness of online advertisement on consumers' behavior and their informational responses.

By acknowledging the limitation in the research will help in improving the quality of the research as well as it will serve as a guidelines for future research.

6.5 Recommendation for future study

The recommendation for future researchers is to broaden the research setting by using a larger sample size of respondents. Different geographic area and age of the respondents should also be taken into consideration when drawing the sample.

6.6 Conclusion

The usage of internet is increasing as it has become more important in people's life. Result of the research also shows that 59 % of the respondents prefer online advertisement as compared to other type of traditional advertisement. Therefore, it is strongly encourage that marketer should advertise more on internet instead of traditional media like . From the results of this research, it has provided evidences to support that informativeness, entertainment and consumer benefits in an online advertisement are important for marketer to take into consideration when they create an online advertisement. By understanding all the factors that will influence consumer's attitude towards online advertising, marketer can better create an effective advertisement to influence consumers' informational responses.

Research questionnaire

Section A

1. Gender
    ☐ Male ☐ Female
2. Please specify your age range.
    ☐ 15-20 ☐ 21-25 ☐ 26-30 ☐ 31-35 ☐ 36-40

    ☐ 41- 45 ☐ 46-50 ☐ above 50
3. Education level
    ☐ School level ☐ 10+2 ☐ Bachelors level ☐ Masters level

    ☐ PHD degree ☐ Others (Please specify)_____
4. Occupation
    ☐ Student ☐ Job holder ☐ Self-employed ☐ House wife

    ☐ Others (Please specify)_____
5. How much time do you spend on Internet per day?
    ☐ <1 hr. ☐ 1-2 hrs. ☐ 2-3 hrs. ☐ 3-4 hrs. ☐ >4 hrs.
6. Where do you see most of the online advertisements?
    ☐ Social media ☐ Company websites ☐ Search engine sites

    ☐ Ecommerce sites ☐ Others (Please specify) _____
7. How often do you view the online advertisements?
    ☐ Never ☐ Everyday ☐ 2 or 3 times per week ☐ Once in a week
8. You use the Internet for (Rank them in order of your preference).
    ☐ Entertainment ……….
    ☐ Online advertisement and Ecommerce ……….
    ☐ Email ……….
    ☐ Downloading ………..
    ☐ Chatting and social networking ……….
    ☐ Information ………..
9. Have you made any purchase of products or used any services or made any decisions after seeing Internet advertisements?
    ☐ Never ☐ Sometimes ☐ Often ☐ Always
10. What on the Internet advertising attracts you the most?
    ☐ Text ☐ Image ☐ Video ☐ Others
11. Which form of advertisement do you prefer the most?
    ☐ Internet advertisement ☐ Printed advertisement (e.g. Newspaper)
    ☐ Electronic media advertisement (Television) ☐ Banner advertisement

Section B: Please specify your opinion by marking tick in the space that is closest to your opinion.

1. Informativeness

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Online advertisement provides useful and helpful information about products and services.					
Online advertisement provides latest information about products and services and keeps up to date.					
Online advertisement tells about the brands and the features of products and services that I am looking for.					
Online advertisement provides complete information about products that helps me to make purchase decision.					

2. Entertainment

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Online advertisement provides more enjoyment and fun than other media advertisement.					
Pleasure and entertainment makes me view the online advertisement again and again.					
The level of entertainment in online advertisement has increased its attractiveness and persuasiveness in increasing purchases.					
Online advertisement provides lot of excitement and surprises.					

3. Irritation

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Online advertisement are annoying, intrusive and disturbing.					
Online advertisement affect my intention to revisit website or retention of website content.					
Online advertisement takes too long to load and affects load time of the website and bandwidth usage.					
I don't notice online advertisement any more since it doesn't look polished or professional.					

4. Consumer benefits

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Internet advertisement offers great variety of choice and helps me to find exactly what I need.					
I always visit advertisement websites to compare products and services I wish to purchase instead of visiting number of retail outlets.					
Internet advertisement and ecommerce has changed my shopping habits as accessing the Internet has become easier because of rapid technological developments.					
Internet advertisement has made me easier to buy the products and services.					

5. Credibility

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Internet advertisement is reliable and trustworthy.					
Internet advertisement is convincible.					
I believe in the messages and contents displayed in Internet advertisement.					
Internet advertisement is credible					

6. Informational responses

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Internet advertisement increases my attention towards advertised product while surfing Internet.					
Internet advertisement is able to raise my interest towards the advertised product.					
Internet advertisement is able to increase my desire towards the advertised product.					
Internet advertisement is able to generate my interest on purchase decision towards the advertised product.					

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