



THE INFLUENCE OF ADVERTISING ON INTERNET ON BUYING
DECISION OF INTERNET USERS

By

TERAPHAN SINGHAPHAN

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

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ABSTRACT

The advance of Internet Technology prompts today's marketing and advertising strategy in order to respond the changing behavior of Internet users who are exposed to spate of information technology (IT). It is interesting to note that when Internet has more involvement in the life style of people, it has a simultaneous effect on advertising business as well. Therefore, this research aims at examining the influence of advertising on the Internet on buying decision of Internet users.

In order to identify the influence of advertising on the Internet on buying decision of Internet users, descriptive and exploratory researches were applied. Advertising components and demographic factors are considered as independent variables whilst the buying decision of Internet users is considered as the dependent variable. The sampling frame of this research derived from a list of department stores, and the questionnaires were distributed to 400 respondents in total. After the data collection had been carried out, all the research hypotheses were tested by means of Simple Correlation Coefficient, Independent Sample T-Test, and Analysis of Variance (ANOVA).

Based on the results of these analyses, it can be concluded there is a relationship between buying decision of Internet users and advertising components of which include presenter, copy text, product feature/qualification, brand, picture, animation, and web site.

Moreover, the demographic factors consisting of education and income levels are found to have had statistically significant differences in effect of advertising on buying decision of Internet users. In addition, other demographic factors consisting of gender, age levels and occupations are found to have had no statistically significant difference in effect of advertising on buying decision of Internet users.

Based on the findings of the research, it can be recommended that product feature/qualification and brand greatly affect the consumers' decision in buying products via Internet. Therefore, marketers and advertisers should give an emphasis on those components to get hold of the most effectiveness of the advertising on the Internet. Moreover, Telecommunication Equipment and Electrical Equipment and Electrical equipment are the products' categories affecting the consumers' buying decision. Making the most of the research findings, the producers of these products should adopt the advertising on the Internet as an influential marketing tool to boost sales and expand product distribution.



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Chapter I

Generalities of the Study

1.1 Introduction

A series of shocking events starting from South East Asia Region's economic collapse followed by the Event on September 11 and the ongoing Trade Liberalization have triggered ripple effects to world market far and wide. Business strives to be viable and profitable resources to cut throat competition. In status quo, growing intensified competition has prompted dramatic change of consumer behavior whether of physical or emotional demand. Hence, Advertisement has been steadily adapted to keep up with the drastic change of marketing environment. Today's advertisement is stepping to new era and becoming a lead role in marketing function rather than its former standing as a constituent in traditional 4'P of marketing mix. Most of powerful players have turned to deploy a series of advertising to carve a large niche of market, because advertising is considered effective communication tool to publicize product information as well as its potential stimulus to boost consumer spending.

Conventional advertising media had satisfied advertisers' requirement to the large extent in good old days. However, advertising agencies these days are tirelessly seeking for cost-effective, well-organized, out-of-this-world media with greater quality than those of formerly established advertising campaign (Shimp, 2000). So, thousands of marketers have turned to use Internet as a prospective medium of promoting their brands and transacting sales on line. With Internet's broader communicability than television and radio in terms of picture, sound, information, including its competitive edge of unlimited time, Internet can reach

diverse groups of users from families to mega organizations. Web sites' progress made Internet easy within reach for Net's surfers thanks to the continuing dedication of producers and/or services providers. The Internet is known as international community with over 30 million population who are able to interact with each another by electronic mail. The Internet's growth is relatively 180 percent year on year. In 1994, computers were overwhelmingly connected to Internet's network in a greater volume than those already interconnected since the debut of ARPAnet (Advance Research Project Agency) in 1969 or 26 years ago. When comparing the Internet with other media on the effect on the market, Internet surpasses other media in every aspect as shown in the table 1.1.

Table 1.1

Comparing the Internet with other Media on the Effect on the Market

Type of Media	Internet	News paper	Magazine	Radio	TV
Market Breadth	Much	Medium	Medium	Medium	Much
Worldwide Use	Much	Little	Medium	Little	Little
Product Awareness	Much	Little	Medium	Little	Much
Convenience	Much	Much	Much	Little	Much
Expense	Little	Medium	Much	Medium	Much
Customers' feedback	Much	Little	Little	Little	Little

Source: Sangchai (1998), Miracle Advertising, P.27

In Thailand, the Internet was introduced in 1987 commencing from Campus Network to full-fledged Internet System in August 1993. In 1996, there was an opening of Internet commercial business called "Internet Service Provider (ISP)" with the-then ISP registered entry from many corporations namely KSC Commercial Internet, Siam TV and Communication, Fareast Internet, Data Lai Thai, Multi Media & Service Sale, Internet in Thailand, Lox info, Samart Cyber Net, Asia Online

(Suddhiparitad Vol. 12 No.36 Jan-March 1998). Likely those private corporations, Authority of Thailand (CAT) and the Telephone Organization of Thailand (TOT) started a commercial Internet operation in March 1995. It is likely that the commercial pressure since 1995 has been tremendous thrust to make thriving growth of Thailand's Internet business become realized. As of September 1994, the Internet Society ranked Thailand as number six (No. 6) in the Asia-Pacific region after Australia, Japan, Taiwan, Korea, and New Zealand. Thanks to the launch of ISP business in Thailand in 1996 as well as the landmark success of Thai Sarn's inter-universities networking phases in March 1995 (To be frank, major universities have operated on the Net since the end of 1994) which made Thailand's growth in network size, host counts and data traffic become evident and beneficial to academic and research sectors greatly. With regard to IT for schooling purpose, it is incorporated as fundamental policy under support of Ministry of Education, IT Committee, and Thai Federation of Information Technology (TFIT), in addition to the most valuable project - the whole school IT project - HRH Princess Maha Chakri Sirindhorn has gracefully initiated which shall, without doubt, benefit millions of school children. Back to advertising on Internet, there has been a significant growth rate. So to speak, MDR's survey on budget spending for advertising media (as referred to Journal of Economic basing, p1, p18, Vol.20, June 1, 1998), found TV, radio, printing ads maintained the leaders in promotional aids meanwhile a little budget was spent on the Internet advertisement. Before long, in the first four months of 1999, there were over 80 web sites which could strike audiences' attention to visit, with budget spending of Baht 97 million or accounted to 64.1% of all media whereas print ad was spent at Baht 33.2 million followed by TV ad (Baht 12.8 million) and radio ad (Baht 8.4 million) in respective order.

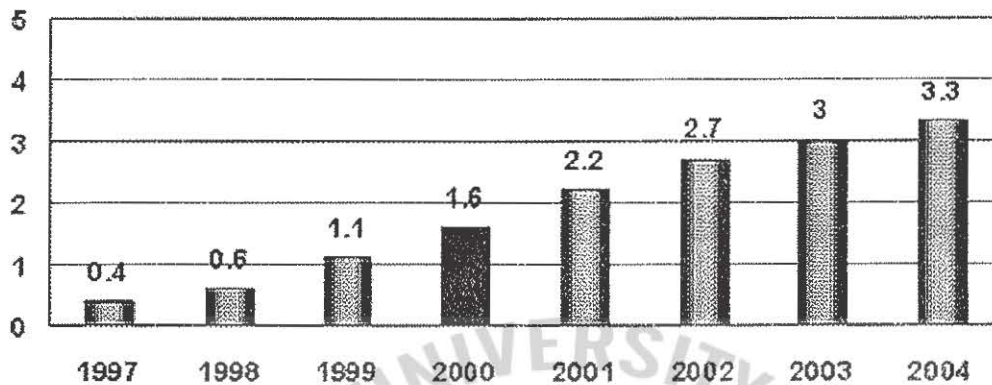
Market situation of the Internet business in Thailand over the past years was still in the initial stage where general users focused on business-centeredness alone. Subsequently, enormous use of the Internet in organizations expedited the development of technology and a broad array of services on the Internet, which continuously responded to and taken root in wider groups of users from households to mega projects. Despite business's early presence and limitation in market size, the analysis of International Data Corporation (IDC), a Thailand-based research company, indicates that:

- The number of Internet users in Thailand in 2000 was 1.94 million and will continue to grow and reach 6.56 Million in 2005.
- E-commerce business in Thailand is worth approximately Baht 11.266 billion, consisting of B2B (Business to Business) 70% and B2C (Business to Consumer) 30% with potential growth of B2B in the coming years.
- Expenditure on Information Technology (IT) tends to increase continually. The highest proportion of IT investment was PCs and workstations, followed by software applications and various system infrastructures. (www.shinawatra.com)

Figure 1.1

Thailand Internet Users

All 12+, Users '000 = 2,297



Source; www.topspace.com

According to the data, the growth trend of Internet technology adaptation to various business sectors and households increases significantly with dramatic potential for future growth.

Suddhiparitad (Suddhiparitad Vol.12 No.36 Jan-March 1998) stated that advertising on the Internet has two outstanding features, they are:

1. Creating Global Brand. This means that a product uses the concept of advertising for global market. Internet advertisers have to consider many factors for communicating information to various target groups of different characteristics in environment, culture, value, nationality, language etc. All of these differences challenge the abilities of advertisers.

2. Advertising is an interactive Direct Response to its target audience. One can visit home page and order products on line. Trade transaction is so convenient by using credit card and filling some information, products will be delivered within less than a week. Customers have no need to waste their time and lose their feelings for being crowded in superstores and department stores. Moreover,

it's difficult to measure the effectiveness of ordinary media like the radio, TV or newspapers because no one could tell how many audiences receive the information from those channels. On the other hand, with advertising on the Internet, one can count the number of audiences who view the advertising and the number of customers who order products.

The Internet provides real-time processing, enable the marketers - without delay - adapt marketing and advertising strategy to fit the changing behavior of Internet users who are extremely exposed to information superhighway. Interestingly, the Internet continues, day after day, involving in the lifestyle of Thai people, thus it simultaneously affects the presentment form of advertising business. This thesis is therefore conducted to get better understanding on the influence of Internet advertisement as well as influential factors on Internet users' buying decision, which shall eventually benefit the enhancement of IT business in overall.

1.2 Research Objectives

The main purpose of this study is to identify relationship between advertisement through Internet and Internet users' buying decision. To be specific, this research aims at examining advertising components illustrated on Internet i.e. presenter, copy text, feature of product quality, product brand, picture, animation and web site, then identifying these influence on buying decision of Internet users.

1.3 Statement of Problem

Given that advanced cyber technology, advertisement through Internet is increasing its popularity, the marketers consider it as a key channel of promoting their products and services. This finding of this research shall provide the solution whether and how Internet advertisement influences buying decision of the Internet users.

1.4 Scope of Research

In this research, it intends to study the influence of Internet advertisement on buying decision of Internet users. The target population of this research is Bangkokian Internet users aged 18 years to 45 years. In order to reach Internet users extensively, data were collected from 400 respondents, and questionnaires were handed out in June 2002.

1.5 Limitations of the Research

Given that the researcher focuses on the study of buying decision of Bangkokian Internet users, the questionnaires were handed out to the people hanging around in shopping malls premise alone. So, the result of this research can represent only sample population in Bangkok's shopping malls. In addition to this, Advertising via Internet is a modern, ever-changing medium. Hence, the result of this research may provide short-term benefits to marketers and advertisers. In the event that any marketers or advertisers want to get long-term benefit, they should do further research.

1.6 Significance of the Study

It is expected that the benefits from this research will help advertisers and marketers who want to use Internet as their advertising tool. Moreover, the study on the influence of Internet advertisement on buying decision of Internet users shall enable advertisers and marketers to draw up their impressive policies to strike a chord with customers.

17. Definitions of Terms

- Animation: A simulation of movement created by displaying a series of pictures, or frames. Animation on computers is one of the chief ingredients of multimedia presentations. (Cynthia B. Leshin, 1998)

- Address: An address is required to find people as well as to locate place and information on the Internet. Likely exclusive address of residence or business profile, people on the Internet also have addresses. Addresses consist of letters, numbers, and symbols. (Philip E. Margolis, 1999)
- Visual: A visual is a piece of display material e.g. a photograph or film, which is used to illustrate or explain something. (Cynthia B. Leshin, 1998)
- Channel: A term is referred to ISDN (Integrated Services Digital Network) lines, chat room, and the way information is organized on a web site. (Francis Botto, 1999)
- Advertising on Internet: advertising that enables consumers to interact with the advertisement. (Philip E. Margolis, 1999)
- Cookie: Cookie technology allows the storage of personal preferences for use with Internet information and communication tools. A text file of a user's preferences is created, saved in their browser's folder, and stored in RAM while the browser is running. (Philip E. Margolis, 1999)
- Banner: Message or advertisement or image that is displayed on a web page. A long, narrow strip is currently unofficial standard format for banner advertisements. (Francis Botto, 1999)
- Graphics: any form of pictures or lines that can be displayed on screen or printed out with reference to shapes and patterns rather than text characters. (Cynthia B. Leshin, 1998)

Chapter II

Review of Related Literature and Studies

As this study investigates the influence of advertising components on buying decision, theories and concepts as well as related researches are to be presented.

What is Decision?

Sciffman (1997) stated that every day, each of the consumers makes numerous decisions concerning every aspect of own daily lives. However they generally make these decisions without stopping to think about how they make them and what is involved in the particular decision-making process itself. In the most general terms, a decision is the selection of an option from two or more alternative choices. In other words, a person has a choice between making a purchase and not making a purchase, a choice between brand X and brand Y, or a choice of spending time doing "A" or "B". On the other hand, if the consumer has no alternative from which to choose and is literally forced to make a particular purchase or take a particular action then this single "no choice" does not constitute a decision.

Table 2.1 summarizes various types of consumption and purchase-related decisions. Although not exhaustive, this list does serve to demonstrate that the scope of consumer decision-making is far broader than the mere selection of one brand from a number of brands.

Table 2.1

Types of Purchase of Consumption Decision

Decision Category	Alternative A	Alternative B
Basic Purchase or Consumption Decision	To purchase or consume a product (or service)	Neither purchase nor consume a product (or service)
Brand Purchase or Consumption Decision	To purchase or consume a brand (or service)	To purchase or consume another brand
	To purchase or consume one's usual brand	To purchase or consume another established brand (possibly by special features)
	To purchase or consume a basic model	To purchase or consume a luxury model or symbol-status item
	To purchase or consume a new brand	To purchase or consume one's usual brand or some other established brand
	To purchase or consume a standard quantity	To purchase or consume more or less than a standard quantity
	To purchase or consume an on-sale brand.	To purchase or consume non-sale brand
	To buy or consume a national brand	To buy or consume a store brand

Channel Purchase Decisions	To purchase from a specific type of store (e.g., a department store)	To purchase from some other type of store (e.g. a discount store)
	To purchase from one's usual store	To purchase from some other store
	To purchase from home (by phone or catalog)	To purchase In-store merchandise
	To purchase from a store (neighborhood store)	To purchase from a store requiring some travel (outshopping)
Payment Purchase Decisions	To pay in cash	To pay by credit card
	To fully pay the bill when it arrives	To pay by hire purchase

Source: Schiffman, 1997

Levels of Consumer Decision Making

Not all consumer decision-making situations require the same degree of information search. If all purchase decisions required extensive effort, then consumer decision-making would be a draconian process that left no time for anything else. On the other hand, if all purchases were routine, then they would tend to be monotonous depriving them of little pleasure or novelty. On a continuum of effort ranging from very high to very low, Schiffman (1997) distinguished three specific levels of consumer decision making: extensive problem solving, limited problem solving, and routine response behavior.

2.1. Extensive Problem Solving

When consumers have no established criteria for evaluating a product category or specific brand in that category or have not narrowed down the number of brands, they will consider a small, manageable subset. Their decision-making efforts can be classified as extensive problem solving. At this level, the consumer needs a great deal of information to establish a set of criteria on which to judge specific brands and a correspondingly large amount of information concerning each of the brands to be considered.

2.2. Limited Problem Solving

At this level of problem solving, consumers have already established the basic criteria for evaluating the product category and the various brands in the category. However, they have not fully established preferences concerning a selected group of brands. Their search for additional information is to single out the most preferred brands from various ones.

2.3. Routine Response Behavior

At this level, consumers have some experience with the product category and a well-established set of criteria with which to evaluate the brands they are considering. In some situations, they may search for a small amount of additional information; in others, they simply review what they have already known.

Consumer's extensive problem solving depends on how well the criteria of selection is required by individual consumer, how much brand information individual consumer has on hand to consider on purchase, and how the set of brands is narrowed down from available choices. Clearly, extensive problem solving implies that the consumer must seek more information to pick a preferred choice, while routine response behavior implies little need for additional information.

□ Levels of Consumer Decision Making

Technically, the levels of consumer decision-making are divided into three categories.

1. Extensive Problem Solving

It happens when the consumers have no established criteria how to decide on product category or specific brand. In this case, the consumers shall search for a lot of product/brand information in order to establish the criteria for evaluating the choices of product categories or brands available in the marketplace.

2. Limited Problem Solving

It happens when the consumers have the established criteria how to decide on product category or specific brand. In this case, the consumers shall search for information to meet with their predetermined criteria, and single out the most preferred brands from various ones.

3. Routine Response Behavior

It happens when the consumers have the established criteria plus some experiences in product/brand evaluation. These consumers may perhaps search for little supplementary information to uphold their predetermined criteria and previous experiences. This routine response behavior is so-called "review process".

Models of Consumers: Four Views of Consumer Decision Making

Before presenting an overview model of how consumers make decisions, several schools of thoughts that depict consumer decision making in distinctly different ways will be considered. The term "Models of Consumers" refers to a general "view" or perspective as to how (and why) individuals behave as they do. Specifically, Schiffman (1997) examined models of consumers in four viewpoints, they are (1) an economic view, (2) a passive view, (3) a cognitive view, and (4) an emotional view.

1. An Economic View

In the field of theoretical economics, which portrays a world of ideal competition, the consumer is viewed as rational decision maker. This model is called the economic theory, which has been criticized by consumer researchers for a number of reasons. To behave rationally in economic sense, a consumer would have to: (1) be aware of all available product alternatives, (2) be capable of correctly ranking each alternative in terms of its advantages and disadvantages, and (3) be able to identify the best alternative one. However, in the real world, it is out of the question that consumers shall have all completely accurate information, or even an adequate degree of involvement or motivation, to make the so-called "perfect" decision.

According to a leading social scientist, the classical economic model of an all-rational consumer is unrealistic for the following reasons: (a) people are limited by their existing skills, habits, and reflexes; (b) people are limited by their existing values and goals; and (c) people are limited by the extent of their knowledge. Consumers operate in an imperfect world in which they do not maximize their decisions in terms of economic considerations, such as price-quantity relationships, marginal utility, or indifference curves. Generally, the consumer is indeed unwilling to engage in extensive decision-making activities and will settle, instead, for a "satisfactory" decision, one that is "good enough". For this reason, the economic model is often rejected as too idealistic and simplistic.

2. A Passive View

Quite opposite to the rational economic view of consumers, a passive view depicts the consumers as basically submissive to self-serving interests and promotional efforts of marketers. In the passive view, consumers are perceived as impulsive and irrational purchasers who are ready to yield to the aims and arms of

marketers. At least to some degree, the passive model of the consumer was subscribed to an old-fashioned, heavy-handed salesman whom was trained to treat the consumer as an object to be manipulated. The following excerpt from a 1997 salesmanship text (Schiffman, 1997) dramatically illustrates the long-held belief in the dominance of the salesman over the unresisting, somewhat passive consumer:

In recent development of selling process, there are four distinct stages. First, the salesman must secure the prospect's undivided attention. Secondly, this attention must be sustained and developed into interest. Thirdly, this interest must be ripened into desire. And fourthly, all lingering doubts must be removed from the prospect's mind, and there must be implanted there a firm resolution to buy, in other words, the sale must be closed.

The drawback of the passive model is; it fails to recognize that the consumer plays an equal, if not dominant, role in many buying situations--- sometimes by seeking information about product alternatives and selecting the product that appears to offer the greatest satisfaction, impulsively selecting - at different times - a product that appears to offer the greatest satisfaction, and impulsively selecting a product that satisfies the mood or emotion of the moment. All these we have studied about motivation. Therefore, this simple and single-minded view should also be rejected on ground of unrealistic model.

3. A Cognitive View

The third model portrays the consumer as a thinking problem solver. Within this framework, consumers frequently are pictured as either receptive to or actively searching for products and services that fulfill their needs and jazz up their lives. The cognitive model focuses on the processes by which consumers seek and evaluate information about selected brands and retail outlets.

Within the context of the cognitive model, consumers are viewed as information processors. Information processing leads to the formation of preferences and translated to purchase intention finally. Consumers also may use a preference formation strategy that is "other based," in which they allow another person to make the selection for them.

In contrast to the economic view, the cognitive view recognizes that the consumer is unlikely to even attempt to obtain all available information about every choice. Instead, consumers are likely to cease their information-seeking efforts when they perceive that they have sufficient information about some of the alternatives to make a "satisfactory" decision. As referred to this information-processing viewpoint, consumers often develop short-cut decision rules (called heuristics) to facilitate decision-making process. They also use decision rules to cope with exposure to excessive information.

The cognitive or problem-solving view describes a consumer who falls somewhere between the extremes of the economic and passive views, who does not (or cannot) have total knowledge about available product alternatives and therefore cannot make perfect decision, but who nonetheless actively seeks information and attempts to make satisfactory decisions.

The cognitive model seems to capture the essence of a well-educated and involved consumer who seeks information on which to base consumption decisions.

4. An Emotional View

Despite long-time awareness of the emotional or impulsive model of consumer decision-making, marketers frequently prefer to think of consumers in terms of either economic or passive models. In reality, however, each of us is likely to

associate underlying feelings or emotions, such as joy, fear, love, hope, sexuality, fantasy, and even a little "magic," with certain purchases or procession. These feelings or emotions are likely to be highly involved.

Processions also may serve to preserve a sense of the past act as a hint to familiar transitional objects when one is confronted with an uncertain future.

If consumers were to reflect on the nature of their recent purchases, they may feel surprised to realize how impulsive they were. Rather than thinking twice (searching, deliberating, and evaluating alternatives), consumers are likely to jump into purchases on impulse, on a whim, or because the merchandize is "so irresistible and emotionally driven."

When a consumer's purchasing decision is based on emotional drive, less emphasis is placed on the search for pre-purchase information. Instead, more emphasis is placed on trend and feelings. Nevertheless, emotional decision is not regarded as irrational purchase.

Consumers' moods are also important to decision making. Mood can be defined as a "feeling state" or state of mind. Unlike an emotion, which is a response to a particular environment, a mood is more typically an unfocused, preexisting state at the time a consumer "experiences" an advertisement, a retail environment, a brand, or a product.

Mood appears to be important for consumer's decision making, because it impacts on when consumers shop, where they shop, and whether they shop alone or with others. Besides, it is likely to influence how the consumer responds to actual shopping environments (i.e., at point of purchase). Some retailers attempt to create a mood for shoppers, even though shoppers enter the store with a preexisting mood. Research suggests that a store's image or atmosphere can affect shoppers'

moods; in turn, shoppers' moods can influence how long they stay in the store, as well as other behavior that retailers wish to encourage.

In general, individuals in a positive mood recall more information about a product than those in a negative mood. As a result of one study, it is suggested that, however, building a positive mood at the point-of-purchase decision (e.g., through background music, point-of-purchase displays, etc.) is unlikely to have a meaningful impact on specific brand selection unless a previously stored brand evaluation already exists.

□ **Model of Consumers: Four Views of Consumer Decision-Making**

Consumer's decision-making can be broadly classified in four viewpoints 1) Economic View, 2) Passive view, 3) Cognitive View, and 4) Emotional View.

- 1) **Economic View:** Consumers are known as the rational decisive makers to consider a good value for money. It is common that these typical consumers shall own these attributes i.e. 1) Awareness of choices offering for selection in the marketplace, 2) Ability to rank each alternative in terms of its advantages and disadvantages, and 3) Ability to determine the best alternative for the final decision.
- 2) **Passive View:** Consumers are known as the docile persons to self-serving interests and promotional efforts of marketers.
- 3) **Cognitive view:** Consumers are known as the problem-solving thinkers or the information processors to evaluate the choices of brands that mostly serve their need.
- 4) **Emotional view:** Consumers are known as the persons to purchase things based on their emotional drive and feeling such as joy, fear, love, hope, sexuality, fantasy, and etc.

Types of Consumer Purchasing Decision

The process by which consumers make purchasing decisions must be understood so that marketers can develop strategic plans. Assale (1998) mentioned that consumer’s decision-making is not a single process. Deciding to buy a car is a different process from deciding to buy toothpaste. Figure 2.1 presents a typology of consumer purchasing decisions based on two dimensions: (1) the extent of decision-making and (2) the degree of involvement in the purchase.

Figure 2.1

Consumer’s decision-making

	HIGH-INVOLVEMENT PURCHASE DECISION	LOW-INVOLVEMENT PURCHASE DECISION
DECISION MAKING (information search, consideration of brand alternatives)	COMPLEX DECISION MAKING (autos electronics, photography systems)	LIMITED DECISION MAKING (adult cereals, snack foods)
HABIT (little or no information search, consideration of only one brand)	BRAND LOYALTY (athletic shoes, adult cereals)	INERTIA (canned vegetables, paper towels)

Source: Assale, 1998 P.67

The first dimension represents a continuum from decision making to habit. Consumers can base their decisions on a cognitive (thought) process of information search and evaluation of brand alternatives. On the other hand, little or no decision-making may take place when the consumer is satisfied with a particular brand, which the consumer buys it regularly.

The second dimension depicts a continuum from high-to-low-involving purchases. High-involvement purchases are those that are important to the consumer. Such purchases are closely tied to the consumer's ego and self-image including financial, social, or personal risk. In such cases, it is worth the consumer's time and energies thinking over product alternatives meticulously. Unlike high-involvement purchases, low-involvement purchases are less important to the consumer, and the financial, social, and psychological risks are slightly affected. In such cases, it may not be worth the consumer's time and effort searching for information about brands to support consideration which one to pick from a wide range of alternatives.

Decision-making versus habit and low versus high involvement produce four types of consumer purchase processes. The first process, called complex decision-making, takes place when involvement is high and decision-making occurs (upper left-hand box).

When a consumer makes a decision in a low-involvement condition, it is likely to be characterized by limited decision-making (upper right-hand box). Consumers sometimes go through a decision process in buying, even if they are not highly involved, because they have little past experience with a product.

Limited decision-making is also likely to take place when consumers seek variety. When involvement is low, consumers are more likely to switch brands out of boredom and in a search for variety's sake, as there is little to lose.

Complex or even limited decision-making will not occur every time the consumer purchases a brand. When choice is repetitive, the consumer learns from past experience and with little or no decision-making buys the brand that is most satisfactory. Such brand loyalty is the result of repeated satisfaction and a strong commitment to a particular brand (lower left-hand box).

That is, the degree of involvement and decision-making depends more on the consumer's attitude toward the product than on the product's characteristics. One might pay particularly attention when buying adult cereals because of nutritional value concern; while another might regard them as pretty much the same and switch brands in a search for variety.

The fourth choice process in Figure 2.1 is inertia (lower right-hand box), or low involvement with the product and no decision-making is required. Inertia means the consumer is buying the same brand, not because of brand loyalty, but because it is not worth the time and pickiness searching for an alternative. Robertson spoke of low-involvement condition as quoted "Brand loyalty may reflect only the convenience inherent in repetitive behavior rather than commitment to the brand purchased. "Examples might be the purchase of canned vegetables or paper towels"

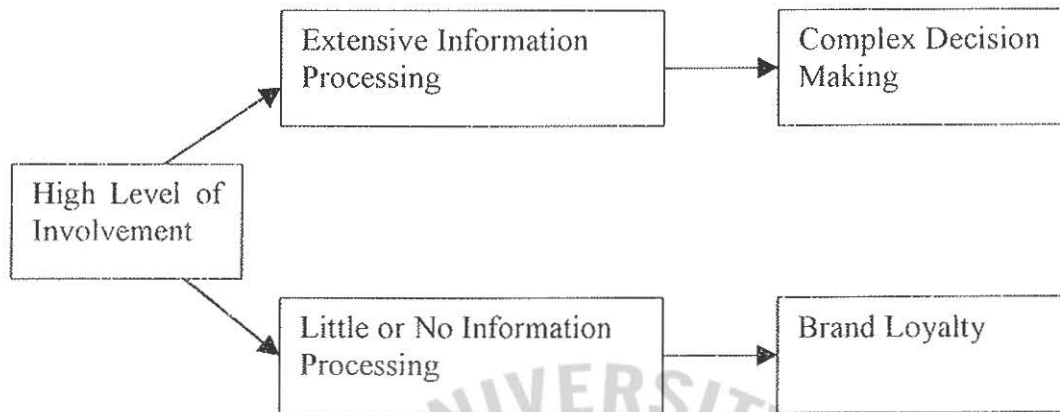
Consumer Involvement and Complex Decision-Making

Complex Decision-Making

The two conations for complex decision-making in Figure 2.1 are (1) a decision process requiring extensive information processing and (2) a high degree of consumer involvement with the product. Therefore, to understand complex decision-making, the descriptive natures of consumer involvement and decision process will be considered in first place.

Figure 2.2

Complex Decision-Making



Source: Assael, 1998

The reason that involvement is linked to complex decision-making is that, generally, the higher the level of involvement, the greater the search for information (see top branch of Figure 2.2); such information processing defines complex decision-making.

With regard to the study of involvement with tennis and tennis equipment, Celsi and Olson (1998) found that the interested people have paid more attention to ads more extensively. Similarly, Gensch and Javalgi (1998) found that farmers who were interested in farming methods were likely to use more attributes in evaluating alternative retail stores. Among farming practice-concerned farmers, 47 percent used three or more attributes in evaluating alternative retail stores. Among farming practice-unconcerned farmers, only 15 percent used three or more attributes. Both studies confirm that greater involvement results in consumers making choices by complex decision-making.

But as Figure 2.1 shows, a high level of involvement does not always lead to complex decision-making. In some cases, consumers have more emotional

response to the product.

Even when decision-making does take place, involved consumers are likely to vary greatly in the extent of information processing. Some may evaluate just a few brands on one or two attributes. Others might evaluate a larger number of brands on many attributes. This means that the extent of information processing should be regarded on a continuum from high to low, and the degree of decision-making should be regarded on a continuum from complex to limited.

Conditions for Involvement

Assale (1998) indicated that the level of consumer involvement is also a continuum from high to low. The position of the consumer on this continuum will depend on several factors. Generally, a consumer is likely to be more concerned with a product when it is important to a consumer. A product is more likely to be important when it is associated with one or more of the following conditions. They are:

- ❑ The consumer's self-image is tied to the product (for example, the Gitano ad in Exhibit 3.2 portrays a relaxed and casual self-image).
- ❑ It has symbolic meaning tied to consumer values, for examples, BMW represents power and success to baby boomers, Nike sneakers represents athletic prowess to teenagers.
- ❑ It is expensive.
- ❑ It has some important functional role, for examples, the transportation is provided by a car or the quick cooking is facilitated by a microwave oven.
- ❑ Has emotional appeal. Consumers do not only seek functional benefits from products. They often seek benefits that trigger an emotional response. For many buyers, the very ownership of a Saturn car or Harley Davidson motorcycle produces a kinship with other owners. This kinship produces the cult-like

following frequently referred to these two brands. Clearly, any such kinship goes beyond functional benefits and is a more emotional response to the product.

- Is continually of interest in the consumer. The fashion-conscious consumer, for example, has an ongoing interest in cars.
- Entails significant risks. Among these risks would be the financial risk of buying a house, the technical risk of changing one's wardrobe, or the physical risk of buying an unsafe car or the wrong medication.
- Is identified with the norms of a group. That is, the sign or "badge" value of a product.

These conditions are more likely to result in complex decision-making. As most brands lack significant self-identity, interest, risk, emotion, or badge value, it is not surprising that buying inertia is more widespread than purchasing by complex decision-making.

Types of Involvement

Behavioral researchers have identified two types of involvement with products: situational and enduring. Situational involvement occurs only in specific situations and is temporary, whereas enduring involvement is continuous and is more permanent. Situational involvement generally occurs when a purchase decision is required. According to Celsi and Olson (Assale, 1998), "The emphasis is on the product itself, and the inherent satisfaction its usage provides, rather than on some (situational) goal."

Both situational and enduring involvement is likely to result in complex decision-making. Whether the graduate is interested in clothes because of job interview or on a more enduring basis, he or she will be aware of fashion information, consider alternative lines of clothing, and evaluate them carefully before making a

decision.

Marketers take a very different approach in targeting those with enduring versus situational involvement. The deep-rooted nature of enduring involvement means that symbols and images are more likely to be used to connect the consumer with the product. In targeting the situational involved, more specific appeals to the particular context of the purchase will be made. (Assale, 1998)

Complex Decision-Making

In complex decision-making, consumers evaluate brands in a detailed and comprehensive manner. More information is sought and more brands are evaluated than in other types of decision-making situations. (Assale, 1998)

Conditions for Complex Decision Making

Complex decision-making is most likely when consumers are involved with the product. Therefore, complex decision-making is most likely for:

- ❑ High-priced products
- ❑ Products are associated with performance risks (medical products, automobiles)
- ❑ Advanced products (compact disc players, personal computers).
- ❑ Products are associated with one's personality (clothing, cosmetics).

Assale (1998) stated the nature of the product is not the only condition for complex decision-making. Certain facilitating conditions need to exist. The most important is adequate time for extensive information search and processing. Complex decision-making will not occur if a decision must be made in a hurry, so to say, if a washing machine breaks down in family with eight children, it is unlikely the parents will spend several weeks establishing purchasing criteria and evaluating alternative brands. Also, consumers may not have the time to devote to extensive information processing because business or social obligations may have a higher priority. A recent

law school graduate working 14-hour days is unlikely to spend a great deal of time replacing a broken-down stereo system. (Assale, 1998)

A second condition for complex decision-making is the availability of adequate information to evaluate alternative brands. A study by Greenleaf and Lehmann(Assale, 1998) found that consumers sometimes delay a decision because of insufficient or inaccurate information. The same study also found that decision-making is delayed when there are too many product characteristics and features to consider. Such confusion means that complex decision-making also requires a consumer's ability to process information.

Consumer Involvement and Complex Decision-Making

Complex decision-making shall take place when involvement is relatively high and required careful decision-making, for example, the purchase of advanced technology items. The complex decision-making shall be less necessary for the purchase of low-investment household items, and the consumers tend to switch the brand out of boredom and in search for variety's sake. Another influence on purchasing decision is brand loyalty, which the consumer shall buy his or her favorite brand without shopping around other competing brands. Little or no decision-making shall take place upon the purchase of repetitive items because the consumer shall learn from the past experience and go ahead with the most satisfactory brand. Basically, the complex decision-making is involved with two dimensions, i.e. (1) a decision process requiring extensive information processing and (2) a high degree of consumer involvement with the product.

Consumer involvement is divided into two categories 1) high-involvement purchases that are important to the consumer. Such purchases are closely tied to the consumer's ego and self-image including financial, social, or personal risk,

and 2) low-involvement purchases is less important to the consumer, and the financial, social, and psychological risks are slightly affected.

What is Online Advertising?

Zeff (1997) indicated that online advertising, similar to all advertising means, attempts to disseminate information in order to affect a buyer-seller transaction. But web advertising is differentiated from other media by enabling consumers to interact with the advertisement. Consumers can click on the ad for more information, or take the next step and purchase products from/within web advertisements.

On the web, every element of the interactive canvas can be made into an ad, from product placement (a product name or logo used in text or in a display) to wallpaper designs (background images appearing behind editorial content) made up of a corporate logo or any other brand imagery.

Web advertising gives advertisers the opportunity to target an audience exactly, enabling them to deliver advertisements that are tailor-made to each user's particular interest and tastes. Other media offer targeting capabilities, but the web offers an outclass level of targeting that advertisers can't find elsewhere.

Online Advertising and Traditional Advertising Vehicles

Looking at online advertising in terms of traditional ad models will reveal the breadth and depth of this medium as an advertising vehicle. To that end, Zeff (1997) made a comparison of online advertisement and those of traditional ones, which he discussed in each of following types.

Outdoor advertising: Web banner ad is often likened to roadside billboards. Like a billboard, which can refer passersby to an upcoming attraction or location, a banner ad may point Internet users to a web site. But roadside billboards are static, whereas web

users can interact with a banner ad by clicking on the ad to get to other sites and more information. Some banners even allow consumers to take an action (like playing a game) without leaving the ad -a huge difference between banners and billboards. With a web ad, an advertiser can measure exactly how many times a banner was clicked. Unless the billboard is a direct response campaign with a special phone number, there won't be a method to determine how many people respond to it.

Print advertising: In a newspaper or a magazine, a quarter-, half-, or full-page advertisement is clearly identifiable. Advertisements are formatted in a way that allows readers to easily separate them from the editorial content. If a magazine advertisement resembles editorial text, the magazine will place a banner across the top identifying the text as a "special advertising section." On the web, banner advertising corresponds to the print model with its clearly recognizable borders. Current screen real estate for banner advertising is limited--usually less than 10 percent of the viewable area.

Television advertising: The 30-second television commercial is one of the premiere advertising formats. Television commercials allow advertisers to "take over" the television screen completely, delivering a full-motion advertisement that can target a consumer's interests, needs, and even emotions.

Cable television advertising: Cable television trade in the reach and frequency of broadcast TV for better access to niche audiences. The cable audience is more upscale and is especially attractive to advertisers. Increased targeting has led to specialized commercials with targeted and compelling message. Like cable, the web offers many targeted ad buys, in addition to the buys that allow for massive reach.

Direct marketing: From direct mail to telemarketing, direct marketers can accurately track the number of people who respond to a specific promotion and use this number

to determine the profitability of each campaign. The Internet's innate accountability has led advertisers to take a direct marketing approach to the Web--specifically, basing their campaigns on their cost per response.

Online Advertising and Traditional Advertising Vehicles

Likely traditional advertising vehicles, online advertising aims to disseminate helpful information that will catch the attention of consumers and lead to buying-and-selling transaction finally. Online advertising has the edge over online advertising over traditional advertising vehicles because of its interactivity and measurability attributes. These features allows two-way communication between the seller and the buyer, while at the same time allow the marketer/advertiser to measure how many times the ad is clicked on.

Internet Advertising

Zeff (1997) described Internet advertising as having almost become a sport within the industry. At first, people described it in terms of whichever industry they came from. If a person came from cable, then Internet advertising was like cable. If a person came from print, then Internet advertising was like print. Then the debate shifted to whether Internet advertising was more like traditional advertising, which focused on building brand awareness, or direct marketing, which sought to generate leads or execute sales.

Those controversial days of comparing the Internet with TV, cable, or print for credibility are over. This description has shifted to one of overlap and inclusion. Internet advertising is the convergence of traditional advertising and direct-response marketing.

The AOL advertising team takes the description one step further. "We don't look at Internet advertising as just brand building or direct marketing," says

Steve Keenan, VP of marketing and operations at AOL. (Zeff, 1997) "You can have branding like TV, radio, print. You can also get vast amounts of information to people like print or direct marketing. And you can also make a transaction happen; it's just like going to the store or calling an 800 telephone number." For AOL, Internet advertising is the convergence of branding, information dissemination, and sales transactions all in one place.

Players in the Internet Advertising Industry (Zeff, 1997)

The cast of characters in the Internet advertising industry can be divided into three camps: the sellers, the buyers, and the advertising infrastructure--those companies that make Internet advertising possible by developing the tools to deliver the ads, measure the ads, audit the ad campaigns, and complete the other tasks that make advertising on the Internet work.

It is important to note that in the online advertising world, the line between the buyers and the sellers is narrow: Many publishers buy ads to promote their web sites, and advertisers develop web sites to promote their products.

1. The Sellers

The Web is now made up of hundreds of thousands of sites and the numbers are growing every minute. Young entrepreneurs, many of them were college students with free Internet accounts, developed the first sites. Other early players were those folks ready to embrace technology or who looked to the Web as a place for their expression.

2. Web Site Publishers

Today, major publishers are media companies, e.g. The Washington Post established its online version, Washingtonpost.com. Other sites represent different channels of interest and are owned by one parent company such as

Microsoft's Expedia or Carpoint, while others are of joint-venture projects between two companies or more.

3. Sales Channels

In the seller's camp, the key players are indeed the publishers, who produce the sites with advertising space to sell; but the facilitators of the sales are equally important i.e. ad networks, representation firms, and ad auctions that sell advertising for the publishers.

Ad networks. To assist sites in generating revenue from advertising, ad networks have been formed to sell advertising. The ad network represents a slate of sites serving as a sale force for publishers who participate in their networks. These networks benefiting the publisher's inventory may be more difficult to sell individually than when it is part of a larger inventory pool. The networks make it possible for advertisers to extend their reach into a variety of sites with one media buy. In addition, advertising agencies are often more willing to go to a network rather than engaging in dozens of meetings with individual Web site publishers.

Representation firms. Sites with advertising to sell can hire a firm to sell the ad space on their behalf. Publishers can offer soon-to-expire ad space on the auction block for quick sale. There are also ad networks that allow publishers to sell their excess ad inventory in real time.

4. The Buyers

The buyers consist of the advertisers who have products, services, or web sites to promote. They are often represented by interactive or traditional agencies that design online advertising campaigns, including media buyers who actually purchase the ad space.

5. Advertisers

The first advertisers who jump on the Web en masse were the Internet publishers themselves. In fact, the list of the top advertisers for 1998 reads similarly to the list of top publishers for that year. Indeed, those will be the most to gain from the growth of high-investment web sites.

In 1998, one of the largest consumer advertisers in the world, Procter & Gamble, moved from the sidelines into the headlines. Procter & Gamble hosted a conference in Cincinnati convening major global advertisers, online publishers, interactive advertising agencies, leading technology companies, and others to discuss the best means to accelerate the growth and development of online advertising, titled “the Future of Advertising Stakeholder Summit”, the two-day meeting focused on three guiding principles;

- 1) Focus on developing action plans to speed up development and use of digital advertising models heading towards effectiveness and consumer acceptance, which shall enable interactive digital media to become realized, handy, and enjoyable for the end user/consumer.

- 2) Focus on the commitment of advertising, media, and technology firms to help achieve win/win solutions for the entire industry.

- 3) Focus on broadening acceptance of the current state of the space (through effective knowledge sharing) as well as accelerating innovative breakthrough to get hold of future potential.

The historic event resulted in the formation of the Fast Forward organization, a broad-based Internet industry coalition, established to accelerate online marketing development, focus on consumer acceptance, ad models, measurement, and media buying. Even more importantly, this landmark event led to the commitment of major brand advertisers to invest in the Internet as an advertising medium, and

Internet advertisement has been constituted as a part of every brand's marketing mix ever since.

6. Interactive Agencies

The link between the advertisers and the publishers is the interactive agency. The advent of interactive advertising did not take place on Madison Avenue, the home of the ad agency. Instead, it bloomed in Multimedia Gulch in San Francisco and New York City's Silicon Alley.

In 1994, Ed Artzt, CEO of Procter & Gamble and President of the American Association of Advertising Agencies, blamed his association for not embracing possibilities of new technology. Though, in the meantime, Artzt discussed interactive television, it soon became clear that the Internet was the dominant medium looming on the horizon. While traditional ad agencies took a wait-and-see approach to the Internet's potential, "boutique shops" pioneered online advertising. These shops did not look at online advertising as new wine in old bottles, but embraced the nuances of cyber culture, to make Web advertising a vehicle that worked.

Upholding the tradition established by former P&G CEO Artzt, Denis Beausejour, Vice President of Advertising at P&G in 1998, proclaimed that in next ten years there would be two kinds of agencies: digital agencies and dinosaur agencies.

Today's interactive agencies have their origins in web site development, direct marketing, and traditional advertising agencies. The agencies commencing their operation as Web site development shops had strong technical backgrounds. These shops built the first corporate web sites and subsequently took on marketing and advertising expert to make their companies full-service operations. Agencies that came from the world of direct response marketing reacted to the Web's remarkable ability by using it as a direct marketing vehicle. Eventually, creative thinkers from the

ad agency world, who set up interactive divisions or formed their own boutique shops, followed suit and built some interactive agencies.

These early roots are quickly becoming a distant memory, as traditional advertising agency giants followed suit. Some have set up interactive departments within the company. Others have spun off their own interactive shops. And others have merely acquired the expertise. Whichever the case was, traditional ad agencies are now in the interactive business, trying to regain their attractiveness with advertisers as full-service providers.

Next-Generation Web Advertising Types

After a short while, marketers were eager to seek better ad than static web banner's one. First, advertisers stretched the web banner to its interactive limit. Now, online ads are taking many forms, sizes, and behaviors. The benefit of all this technological and creative advancement is the ability for the web marketer to establish dialog with the user or customer. The next generation of ads and one-to-one marketing capabilities, Allen et al (1998) provided the foundation: the types of advertising where to advertise, and which online formats and locations are best of mass marketing, target marketing, and one-to-one advertising. First let's take a look at the dynamics of online advertising market and technologies.

The Online Audience

As mentioned earlier, the Web market could be considered a very large target market to some large advertisers. To many marketers, the online ad will be considered a segment to their total market. To other marketers, such as a business or publisher that is only on line, the Web audience will be their whole market. For both types of marketers, it is important to understand the uniqueness of the online audience. It has been rapidly changing and will continue to evolve. Here are some important

facts about today's online audience:

- It is the World Wide Web. The number of online households will rise from 23.4 million in 1996 to 66.6 million in 2000 (Jupiter Communications, 9/96).
- Daily use of the Web grew from 36 percent of adult online users in 1995 to 49 percent in 1997 (Find/SVP, 5/97).
- Use of traditional media has declined among adult online users as a result of the Internet (Find/SVP, 5/97).
- The gender, age, income, and educational characteristics of online users have changed:
 - Women, 40 %; Men, 60% (Find/SVP, 5/97)
 - 40-49 years of age, 23%; 30-39 years of age, 18%; 18-24 years of age, 14%; 25-29 years of age, 14%; 50-64 years of age, 14%; and 65 years of age or older, 5%(Lou Harris/Business Week, 5/97).
 - Have annual incomes in excess of \$75,000, 21%; have annual incomes between \$50,000-75,000, 12%; have annual incomes between \$25,000-\$35,000, 12%; have annual incomes below \$15,000, 12% have annual incomes between \$15,000 and 25,000, 6%(Lou Harris/Business Week, 5/97).
 - Have some college education, 27%; have high school education or less, 23%; have a college diploma, 23% have post graduate education, 18% (Lou Harris/Business Week, 5/97).
- Most Popular activities online:
 - The majority of online users access the Web primarily from home, followed by work and school (GVU Study #7, 5/97).

The IVALS (Internet Values and Lifestyles Survey) segments their online survey respondents to the following categories based on their survey located at

future.sri.com:/vas/ivals/ques-nt.html (1997) :

Immigrant represents 16% of respondents, and is highly skeptical of Internet's usefulness.

Seeker. Represents 11% of respondents, and focuses on work and specific online orientation.

Surfer. Represent 9% of respondents, and is active with leisure online orientation.

Mainstreamer. Represents 12% of respondents, and patterns online usage after work and personal requirements.

Sociable. Represents 9% of respondents, and has strongest orientation to social aspects of the Internet like movies and computer games.

Worker. Represents 5% of respondents, has utilitarian view of the Net, and watches less TV than the average Internet users.

Pioneer. Represents 10% of respondents, and is a power user of the Internet.

Upstreamer, Represents 14% of respondents, is an Internet generalist like the mainstreamer, and is a prime target for personalized online services.

Socialite. Represents 6% of respondents, and is the most active and skilled Internet group with a median age under 30 years old.

The bottom line is that people behave badly. By going out and grabbing eyeballs, encouraging clicks, provoking thoughts, and eliciting response-at a very low production cost and instantly modifiable. The new ad models are more intrusive (in a good way!), engaging (more time spent with ad, higher click-through), transactional (money, ongoing relationships), and one-to-one marketing (the right eyeballs see the right ad). Allen et al (1998) identified new ad formats.

Popup Windows

Popup windows are online advertisements that are launched when a user goes to or interacts with a Web site. The popup are separate, self-contained windows that are smaller than the browser. In general, these ads strike more attention getting increased click-through rates; plus, they don't whisk away from the original Web site, which is very user friendly.

Advertorials and Info-ads

Advertorials and informational ads are not new ad vehicles in the real world, but are emerging in the Web world. These ads' format blends advertising messages with editorial content. This allows advertisers to tell more about the story, which enables higher qualification rates. In other words, the viewer has more information to make a decision of whether to further pursue the offer. This gives advertisers higher quality and serious sales inquiries rather than what we marketers know as "tire kickers." Many web marketing gurus already advocate not using vague messages, so the advertorial and info-ad are ways to take this philosophy to the farthest extent.

Roadblocks

High impact and high click-through are the attraction of roadblock web advertisements. Roadblocks require the user to pass through the full screen to get to the Web site. This is an intrusive ad type that will only work if the advertising is compelling and useful to the viewer; otherwise, savvy Web users will be frustrated when they are required to look at the advertisement before they get to the content. This type of ad has been used on the Riddler.com.

Interstitials/Intermercials

Hailed as the next best thing to come across Web browsers, interstitial are animated banner and full-screen online ads. Interstitial looks much alike television advertisements. If you have experienced PointCast then you have seen intermercial advertisements. Jupiter Communications estimates that by 1999, 5 to 10 second animated interstitial will be commonplace. Berkeley Systems, an entertainment software company, reported impressive results on an ad campaign it conducted on its BeZerk Web site. They found that interstitial were twice as effective as traditional Web banner ads.

Sponsorships

Sponsorships allow users to bond with brands. Instead of outright, in-your-face promotional messages, you can add credibility to your advertising by being associated with a respected company or Web site. Sponsorships typically have a higher impact when coupled with useful content and interactivity. In 1997 Delta Air Lines sponsored a special business travel section on The New York Times Online Edition. This type of promotion enabled Delta Air Lines to build relationships with prospects and customers because it was a mini Web site within the travel section on the newspaper's online edition. Users could spend time reading helpful travel information and the site provided convenient links to the Delta Air Line site. Web marketers could monitor the performance of referring links to see if the sponsorship was successful. Web marketers could also provide special offers where they capture user profile information in order to facilitate future promotions based on user demographics.

Next-Generation Web Advertising Types

Web marketers built on the technological advancement of information superhighway to launch next-generation web advertising with the purpose of establishing a personalized dialog with the user (one-to-one advertising). The next generation of advertisement and one-to-one marketing capabilities refer to the locations where to advertise and the online format/style in which are the best for mass marketing, target marketing, and one-to-one advertising. The dynamics of online advertising market are to be examined in this regard, for examples, online audience, infomercial, other relevant technologies, and etc.

Benefits of One-to-One Web Advertising and Promotion

In their 1997 book, *One to One Enterprise* (Doubleday), Peppers and Rogers present the necessity of building learning relationships, which means, "Give your customer the opportunity to teach you what he wants. Remember it, give it back to him, and keep his business forever."

One-to-one Web advertising and promotion have the capabilities to form a loyalty-building relationship with your online customers or users. Loyalty has the benefit of increasing advertising return on investment (ROI) and profitability through increased transactions from existing customers and a lower marketing cost. What could be more compelling?

The benefits of one-to-one Web advertising include the ability to put the right message in front of the right audience at the right time, encouraging dialog with customers, taking advantage of one of the lowest costs available to provide hundreds of different messages to different audiences, and the ability to track, report, and actually know if an online ad is successful.

The Right Message to the Right Person at the Right time Jack Powers, well-know Internet insider, wrote an article titled "Tempting The Click," in July 1996 on his Electric Pages Web site.

In that article Mr. Powers stated, "Tempting the click means replacing the 'one-to-many' flow of conventional advertising communications with a 'one-to-one' relationship that tunes the message to each prospect."

Undoubtedly, the Web has the capability of targeting an ad based on, at a minimum, the user's computer, Web browser, time of day, past purchases, past clicks, geographical location, IP address, and other criteria. With other methods that capture actual user profile information or infer things about one group of users based on another group of users who have similar attributes and characteristics, online advertisers can finely hone their ad campaigns.

Imagine that you have identified 15 different target markets for your new Web content site. Each target has several idiosyncratic demographic and psychographic attributes. Without doing sophisticated math, you can see that there is the potential for creating hundreds of banner or other online ad types that could be served up on hundreds of Web sites. Not only is it possible, it is a reality with the Web.

The Web is beginning to cluster, where information is being accessed through specialized Web sites, also called "channels" or "communities," that cater to groups with narrow demographic or psychographic characteristics. There are supersites or directories dedicated to specific markets or industries. For example, Manufacturing Marketplace is a directory and online community that is solely dedicated to the professional who buys products from the manufacturing industry. Cnet introduced Snap!, a site dedicated to presenting Web information that is targeted

to the user. When a first-time user arrives at the main site, Snap! requests the user's zip code and then presents a Web page that is tailored to the user, and users can then create a personal page. Snap! Offers advertisers many opportunities to present ads in a targeted way. There are several channels, including business, computing, health, living, money, shopping, and travel. There has also been significant growth in localized sites where national, regional, or local advertisers can present localized advertising. Hot Coupons! And CitySearch were pioneers in enabling ad targeting based on local geography. This clustering of the Web will provide advertisers with the ability to locate and market to specific target groups and measure the success of each ad within each target group. This microanalysis is what makes the Web attractive to direct marketers and advertisers.

Figure 2.3

Roadblocks to one-to-one advertising Jupiter Communication



Source: Jupiter Communication, 1996

Better Sales Leads

An October 6, 1997, Business Week article stated how Toyota's number-one source for leads is their Web site, overtaking its 800 number. From May 1996 to May 1997, Toyota received 152,000 Web leads. Toyota later matched the online leads with the names of buyers at dealerships to find that the Web ads led to the

sale of 7329 cars, which is a 5 percent conversion rate. The more targeted you make your advertising; the more qualified the sales leads. Direct marketers have found more return on their direct marketing budget by trying to increase the response rate through targeted offers. Mass marketers can only go so far in targeting, so they receive lots of unqualified prospects that require more resources to sift out the truly qualified sales prospects. So highly targeted web ads can increase the likelihood of response and conversion to purchase, and can decrease the cost associated with qualifying the prospects to determine if they are likely to buy.

Benefits of One-to-One Web Advertising and Promotion

One-to-One Web Advertising and Promotion is the vehicle that promotes the relationship between the seller and buyer, enable the seller to grasp the individual buyer's real need, increasing brand loyalty. The key benefit is its ability to put the right message in front of the right audience at the right time, encouraging dialog with customers, taking advantage of one of the lowest costs available to provide hundreds of different messages to different audiences, and the ability to track, report, and actually know if an online ad is successful.

The Online Advertising Advantage

Zeff (1997) also mentioned advantages of online advertising. Online advertising holds four distinct advantages i.e. targeting ability, tracking, deliverability and flexibility, and interactivity.

Targeting Ability

Online advertisers have an entirely new range of targeting capabilities. They can focus on users from specific companies, SIC codes, or geographical region and nations, as well as by time of day, computer platform, and browser. They can target using the databases that serve as the backbone of direct marketing. They can

even target based on a people's personal preferences and actual behavior.

Tracking

Marketers can track how users interact with their brands and learn what is of interest to their current and prospective customers. For example, a car manufacturer can track how a user progresses through its site to determine whether more users are interested in the safety information or the "extras" that come with a particular model.

Advertisers can also measure the response to an advertisement (through the number of times an ad is clicked on, the number of purchases or leads an ad generated, etc), which is difficult to do with traditional television, print, and billboard advertising.

Deliverability and Flexibility

Online, an ad is delivered in real time 24 hours a day, 7 days a week, 365 days a year. Furthermore, an ad campaign can be launched, updated, or canceled immediately. An advertiser can follow a campaign's progress daily, notice that a campaign is generating very little response in the first week, and replace it by week 2. This is a big difference from print, where an ad cannot be changed until a new edition of the publication is published; or on TV, where the high costs of ad development is involved, making frequent changes prohibitive.

Interactivity

An advertiser's goal is to engage the prospect with a brand or product. This can be done more effectively online, where consumers can interact with the product, test the product, and, if they choose, buy the product.

Hurdles to One-to-One Web Advertising and Promotion

Internet advertising industry’s analysts, authors, and practitioners consider the biggest potential the Web brings to advertising is one-to-one capabilities. They predict that online advertising will make Web marketers’ dream become true. However, according to a Jupiter Communications "Online Advertising Report", it is of benefit to know more about an individual customer, but it may not always be worth paying a lot of money for the information. Figures 2.4 show some of the roadblocks to the fabled market of one and the pros and cons of targeting.

The primary conditions existing in the online advertising medium that will present challengers to one-to-one Web marketers include privacy concerns, the higher cost to implement one-to-one online ad campaigns versus non-targeted campaigns, accuracy of user information, and the size of the online market in general.

Figure 2.4

The pros and cons of targeting

	Advertisers	Publishers
Pros	Increased Response Less Waste Increases Creative Impact	Higher CPMs Builds Relationship with Advertiser
Cons	No Clear Proof of Increased ROI after Certain Point	Premier Inventory Shortage Lack of Reach Inventory Management Problems

Source: Jupiter Communications, 1996

Privacy Concerns by Online Users

Creating personalized ad messages is dependent on technology and information gathering with which most online customers feels uncomfortable. According to an April 1997 Business Week/Harris Poll, 65 percent of respondents were not willing to share personal and financial information so that online ads could be targeted to their tastes and interests. Many marketers and technology companies are frustrated by misinformation about cookie technology and other techniques that identify users to online publishers. Some online consumers think that online marketers can get their social security number from a cookie file without the consumer's consent not true.

In order to reverse this situation and effect the benefits of one-to-one online advertising, Web marketers will need to embrace privacy standards and practices brought forward by organizations such as the World Wide Web Consortium, Direct Marketing Association and TRUST. Many Web marketing leaders believe that the industry should be self-regulating in order to keep the government, particularly the Federal Trade Commission, out of the industry watchdog.

Higher Cost to Implement One-to-One Online Ad Campaigns

There are some online advertising industry representatives who believe that the cost of creating one-to-one advertising on the Web outweighs its benefits. (Allen, 1998)

1) On One Hand

The cost-per-thousands (CPMs) for placing online ads can vary from \$1 to \$200, depending on the Web site and the level of desired targeting. There is usually a charge for each additional target selection chosen when buying an ad placement. There are also additional creative and production costs associated with

each additional ad or campaign versus one Web banner created for one audience as a whole.

2) On the Other Hand

According to Wenda Harris Millard, executive Vice President of Marketing and Programming at Double Click, "People don't laugh at John Wannamaker's famous statement: 'Half the money I spend on advertising is wasted, and the trouble is, I don't know which half,' because the Web provides tracking and accountability that solves this mystery." She believes that one-to-one Web marketing isn't too costly because it is an efficient and, in the long run, less expensive than other traditional methods that can cost hundreds of dollars per qualified lead.

Accuracy of Target Information

With the fears over online privacy, many online consumers have not provided information to online marketers, involving limited access to target messages. Or consumers have not given accurate information about themselves, and many online publishers have no practical way to verify the information. With software that enables users to block cookies, targeting is further limited. Web sites that have fee-based subscriptions or take online orders are capable of verifying most user information e.g. address, phone number, credit, and purchases. However, even these types of sites cannot verify more qualitative data such as user preferences. (Allen, 1998)

According to the Gvu 7th WWW User Survey, approximately 40 percent of respondents have provided false information, and a little more the 14 percent gave false information over 25 percent of the time. According to Bill Irvine, director of interactive media at The Wolf Group, targeting on the Internet is based on limited information can be unreliable or incorrect. However, Irvine does see a promising future for one-to-one marketing on the Web.

Size of Online Advertising Market

To some of the largest advertisers, the Web itself looks like one big target market of 82 million personal computers connected to the Internet in 1997 and more than 268 million by 2001, according to Data quest. There are currently only about 1000 Web sites selling advertising. To put the Web ad market in perspective, online advertising is expected to reach \$4.4 billion in the year 2000, which will be relatively small portion compared with the total ad spending of \$131 billion.

The good news is that the adoption of the Web continues at a breakneck pace. More people are using the Web more times per week and spending more time than ever before. Here is the time it took for each type of media to reach 50 million users, according to a Morgan Stanley Technology Research report (1998):

Radio	38 years
TV	13 years
Internet	5 years (EST.)

Although the online market is still relatively small, the types and numbers of Web sites are vast. There are more than 1 million Web domains and there is a Web site for almost any subject you can think of (and many you would have never thought of!). With this in mind, online targeting makes good marketing sense.

Hurdles to One-to-One Web Advertising and Promotion

Hurdles to One-to-One Web Advertising and Promotion are involved with privacy infringement, the higher implementation cost than non-targeted campaigns, inaccuracy of user information, and relatively small share compared with the overall advertising market.

The Role of the Internet

The last three to four years have seen an explosive growth in the number of people using the Internet. Interconnectivity with simple and powerful computers theoretically offers the opportunity to link with anyone on a global basis with the use of a modem. The open software written by companies such as Netscape enables access to information concerning companies, individuals, marketing data, brochures, pictures, science, specific discussion groups, music, sports, politics and a host of other sources. The current worldwide usage is estimated to be around 60 million (with e-mail address), through a rapidly growing medium figures can be somewhat suspected. However, Dr Vinton Cerf, one of the developers of the Internet's data transfer protocols, testified to the US House of Representatives that: 'There is reason to expect that the user population will exceed 100 million by 1998' (Ellsworth and Ellsworth, 1996). Perhaps what is more important is to consider the way network serves are growing in the top 25 countries, reflecting the appetite of businesses and consumers alike in connecting to the World Wide Web.

Owing to the fact that the Internet removes many barriers to communication, obstacles such as time zones, geography and location do not matter, and so a 'frictionless' business environment is theoretically possible (Anderson, 1997). The main growth is expected to be in the 'business-to-business'.

Essentially, firms communicate with their customers through various forms of media. Most media allow the customer a passive approach to communication and limited forms of feedback. The previous discussions alluded to the fact that much of the feedback data is gathered through extensive market research or laboratory testing to understand the effectiveness of advertising. The Internet offers a computer-mediated environment (CME) on a global basis. The World Wide Web, most

importantly from a marketing viewpoint, provides an efficient channel for advertising, marketing and even direct distribution of certain goods and services (Hoffman and Novak, 1996). Certain authors stated that the Web could save companies up to nine-tenths of their advertising budget (Potter, 1994; Verity and Hof, 1994). According to Kassaye (1997) who undertook a Porter (1985) analysis of the effect of the World Wide Web on agency-advertiser relationships, many companies are likely to use computer design studios and boutiques or resort to produce in-house advertisements.

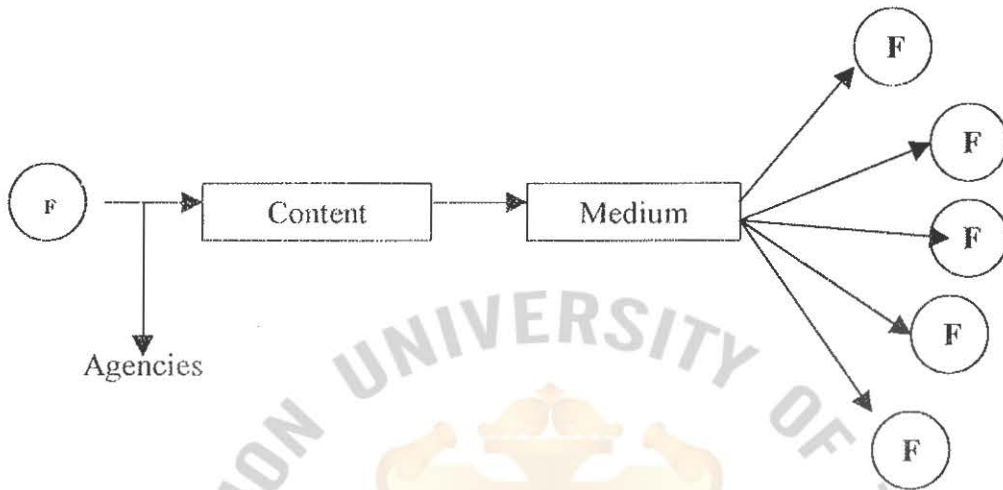
What does this brave New World of marketing communications have to offer marketers? First of all, it offers a distinct change from the traditional one-to-many marketing communications model that is currently effective for mass media (Figure 2.5). There is no interaction between consumers and firms in this environment. The communications model outlined by Steuer (1992) and Hoffman and Novak (1996a), explains that in the mediated model, the primary relationship is not between the sender and the receiver, but rather the mediated environment with which each party interacts. The important factor here is the chance the users get to participate in feeling and modifying the form and content of the environment. The depth of the experience is largely what a person feels in the hypermedia CME.

Figure 2.5

Transitional one-to-many marketing communications model for mass media

F = Firm

C = Consumer



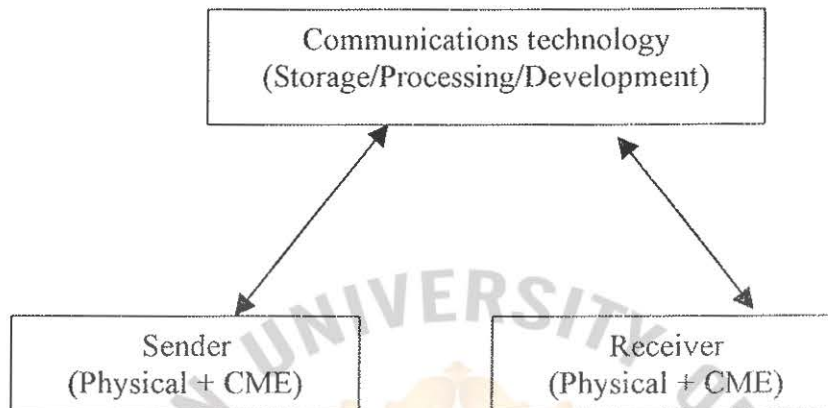
Source: Hoffman and Novak, 1996

Figure 2.6 shows the range of communication possibilities, which consumers are being able to put product-related content in the medium, ranging from, gardening issues (for instance, garden web sites) to toys (for instance, Lego, Barbies Dolls and Teletubbies) to television shows (Friends and The X-Files). Internet presence gives firms a non-intrusive form of advertising (at present), largely because many computer users do not have access to sound or video clips usage. The whole premise of advertising on the Internet relies on involvement, the way in which customers “flow” through the medium and the use of structured activities, offering individuals a completely different form of experience compared to standard television advertising. Potentially, there is also the chance for instant fulfillment through being able to place an order for a particular good or service. Earlier, this paper expresses the role of involvement in advertising in achieving a longer-term effect for a particular brand (Hollis, 1995). The Internet offers just such a possibility, with Net surfers being

able to delve deeper into the Web pages for further information and to select favorite sites as “bookmarks”

Figure2.6

Mediated Communication Model



Source: Steuer, 1992

The Role of the Internet

It come to light that Internet service providers are offering the users wider opportunity to link with anyone on a global basis. The open software written by the companies e.g. Netscape made the users accessible to information concerning companies, individuals, marketing data, brochures, pictures, science, specific discussion groups, music, sports, politics and a host of other sources.

In addition, the Internet is offering a computer-mediated environment (CME) on a global basis. The World Wide Web, most importantly from a marketing viewpoint, provides an efficient channel for advertising, marketing and even direct distribution of certain goods and services.

The Internet, Postmodern Marketing & Globalization

Much of the discussion on postmodern marketing emphasizes the growing importance of digital/communicative technologies, communication, consumption, images/symbols and hyper-reality (Venkatesh ET al., 1993). According to Cova (1996), postmodernism champion's individuality and the modern quest for liberation from social bonds. The fragmentation of society shows the consequence of postmodern individualism. He argues that: "Paradoxically, the postmodern individual is both isolated and in virtual contact with the whole world electronically. Postmodern daily life is characterized by ego concentration, encouraged by the spread of computers."

In many respects it could be argued that this type of postmodern world is not quite a reality for many people. Authors such as Clegg(1991) would argue that we are seeing signs of modernity, with seamless societal changes taking place in different cultural contexts rather than complete paradigm changes. It would be facile to tackle this contentious issue in this paper. Nonetheless, some of the arguments put forward have relevance in this new world of almost instant global communications.

Ironically, much of the postmodern emphasis on fragmentation and individualism seems to be borne out by the experience of companies on the Internet. For instance, companies such as Tripod and Geocities (Hof ET al., 1997) have made a virtue out of helping to build "community-type" discussion areas. Tripod offers editorial content and discussion are grouped into fields such as politics, health and money. The target audiences are the "twenty-something". Individuals are encouraged to design and build their own Web pages. In these locations, larger companies such as Ford, Visa, Sony and Microsoft take banner advertising space. The demographics of the community play a large part in segmenting the advertising spending for the large

companies; as the target group is mainly aged 18-34, living in the US and 75 percent male. Another interesting example of this community-based discussion area is provided by Geocities, which has formed a “virtual” city allowing communities to develop and flourish, eventually exchanging or selling homes and also settling into new neighborhoods. Armstrong and Hagel (1996) discuss the merits of on-line communities and explain how the Garden Web area has evolved into a very successful community, where ideas are shared, plants are exchanged and links with related businesses and resources are forged. In this sense, it is a powerful area for an advertiser to be in, rather than in a simple site that allows only transactions.

The Internet, Postmodern Marketing

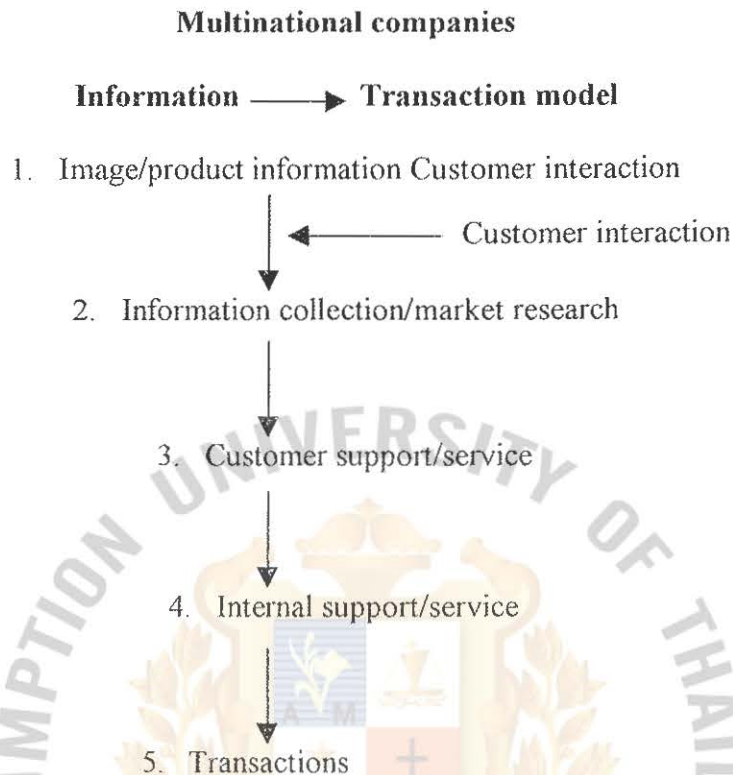
The postmodern marketing discusses over the growing importance of digital/communicative technologies, communication, consumption, images/symbols and hyper-reality. The postmodern marketing is the combination of individuality and electronic interconnectivity with the outside world. Importantly, it can establish as online community for sharing experience between each another to strengthen the community.

The Interaction of Advertising, The Internet Globalization

The above discussion shows the complexities that are beginning to develop in marketing and advertising. It appears that there is a move towards individualism and fragmentation. Cybermarketing is allowing both smaller and larger companies an effective marketing medium for communication on a global basis. For multinationals, the model appears to move from information to transaction (Figure2.7)

Figure2.7

Evolutionary paths of a web site



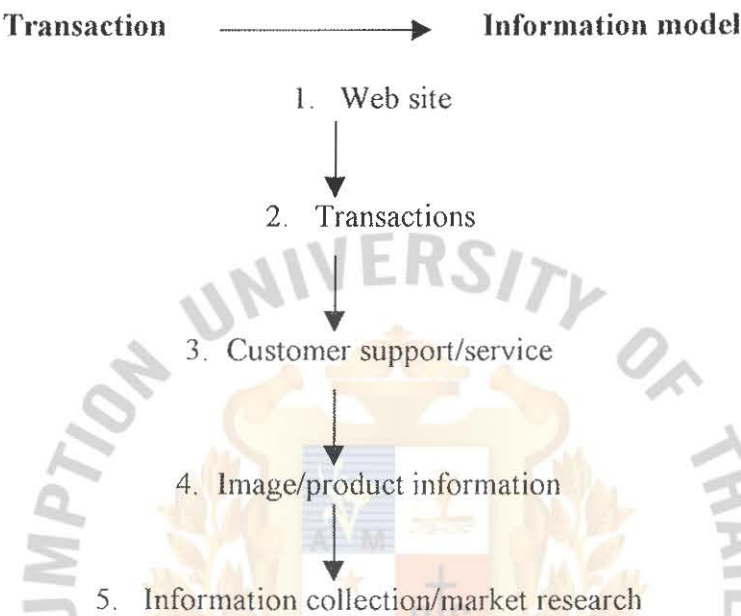
Source: Quelch and Klein, 1996

3M's Web site gives information on its products and news about innovations and, at the same time, the company is making forays into selling simple products. Internet start-ups or smaller companies, on the other hand, work towards a transaction/information model in order to minimize cost, as shown in Figure2.8. They can then continue to spend more time building brand image, providing product support and winning repeated purchases where possible. A small business success story in this area is a company such as Jack Scaife butchers in Keighley in Yorkshire (Oldfield and Burnham, 1997). The Internet offers sample opportunities for new product diffusion, the possibility of adapting products and services to meet local requirements and niche product selling by smaller companies to an instant global

audience. Jack Scaife butchers sell cured pork over the Internet and receive a substantial number of e-mails from Hong Kong and Japan

Figure2.8

Internet Start-Ups



Source: Quelch and Klein, 1996

Currently, the population on the Net is quite diverse with 45 percent of the adults surfing the Net aged 40 or over, and 32 percent between 18 and 29. In fact women make up 41 percent of the Net population. In general, the adult Net users are more affluent and better educated than the population as a whole. More than 42 percent have household incomes greater than £35,000 compared with 33 percent of the overall population, and 73 percent of Net surfers have attended college versus 46 percent of the total population (Hof et al., 1997)

The Interaction of Advertising/ The Internet Globalization

The Interaction of Advertising/The Internet Globalization offers the equal opportunity for all business to advertise their new products, as well as the possibility to adapt their products and services to meet local requirement, and to facilitate niche-product sales by smaller companies to an instant global audience.

Demographic Factors

Wells, Burnett, & Moriarty (1992) mentioned individual characteristics strongly influence the way of thinking, deciding and behaving of consumer. These characteristics can be divided into two categories: demographics variables and psychographic variables.

Demographics is the study of those social and economic factors that influence behavior of individual consumer. These factors serve as the basis for much of the advertising strategy. Knowing the age, sex, occupation and income of the members of the target audience assists advertisers in message design and media selection.

Gender

Gender or sex is an obvious basis for differences in marketing advertising. When talking about gender differences, they are considered in both primary and secondary differences. Primary gender differences are physical or psychological traits that are inherent to males or females. Secondary gender traits tend to be primarily associated with one sex more than the other. The primary gender characteristics of men and women create demands for products and services directly associated with a person's sex. In the past there were many taboos regarding the marketing of such products. Today these barriers have all but vanished, and primary female and male products are marketed in similar ways and in comparable media.

While marketing products related to secondary sexual characteristics has become more complicated.

Age

People in different stages of life have different needs. An advertising message must be understandable to the age group which the product or service is targeted and should be delivered through a specific medium used by members of that group.

Education level

The level of education also influences consumer behavior. Advertisers know they must market products differently to better-educated consumers than to the less-educated ones. Consumer with higher education are often more responsive to technical-scientific appeals, prefer informative ads, and are often able to judge the relationship between the price and quality of product.

Occupation

Most people identify themselves by what they are. Homemakers and students identify themselves this way as well. There has been a gradual movement from blue-collar occupations to white-collar occupations over the last 3 decades. There have also been shifts within white-collar work from sales to other areas, such as professional specialty, technical, and administrative positions. Furthermore, the number of service-related jobs is expected to increase, especially in the health-care, education, and legal and business-service sectors. Much of this transaction is a direct result of advanced computer technologies, which have eliminated many labor-intensive blue-collar occupations (Mark D. Hayward and William R. Grady (1988), "The Work Life Patterns of Cohort of Older Men in the U.S., 1966-1993). This shift has effect advertising in a number of ways. Most notably, blue-collar jobs are hardly

ever portrayed in advertisements, and ad copy tends to be more technical. Also, women are being depicted in more professional roles.

Income

The distribution of income among the population has a great impact on marketers. People are only meaningful to a marketer if they have the resources to the product advertised. That means people must possess money and credit. It also means people must have some discretionary income, the money available to a household after taxes and basic necessities such as food and shelter. As their total income increases, the proportion that is considered discretionary income grows at a much faster rate.

Psychographic Factors

There are four major types of psychographic factors that further influence people's buying behavior, i.e.

Motivation

A person has many needs at any given time. Some needs are biogenic. They arise from physiological states of tension such as hunger, thirst, and discomfort. Other needs are psychogenic. They arise from psychological states of tension such as the need for recognition, esteem, or belonging. Most psychogenic needs are not intense enough to motivate the person to act on them immediately. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive (or drive) is a need that is sufficiently pressing to drive the person to act. Satisfying the need helps relieve tension.

Perception

A motivated person is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation. Perception is defined as the

process by which an individual selects, organizes, and interprets information inputs to create meaningful picture of the world. Perception depends not only on the physical stimuli but also on the stimuli's relation to the surrounding field and on conditions within the individual. People can emerge with different perceptions of the same object because of three conceptual processes: selective attention, selective distortion, and selective retention.

Learning

Learning describes change in human behavior resulting from an individual person's experience. Learning theorists say that a person's learning is produced through the interplay of drives, stimuli, cues, response, and reinforcement. A drive is defined as a strong internal stimulus impelling action. A drive becomes a motive when it is directed toward particular drive-reducing stimulus object. Cues are minor stimuli that determine when, where, and how the person responds. Learning theory teaches marketers that they can build up demand for a product by associating it with strong drives, using motivating cues, and providing positive reinforcement.

Belief and Attitudes

Through doing and learning, people acquire beliefs and attitudes. These in turn influence their buying behavior. A belief is a descriptive thought that a person holds about something. Belief may be based on knowledge, opinion, or faith. It may or may not carry an emotional charge. An attitude describes a person's enduring favorable or unfavorable cognitive tendencies toward some object or idea. People have attitudes toward almost everything: religion, politics, clothes, music, food, and so on. Attitudes put them into a frame of mind of liking or disliking on object, moving toward or away from it. Attitudes lead people to behave in a fairly consistent way toward similar objects. People do not have to interpret and react to every object in a

fresh way. Attitudes economize on energy and thought. For this reason, attitudes are very difficult to change. A person's attitudes settle into a consistent pattern, and to change a single attitude may require major adjustments in other attitudes, evaluations, emotional feelings, and action.

Empirical Previous Study

This part, the surveys were conducted to discover the attitude and behavior of Internet users to purchase products and services via the advertising on the Internet. As the previous study were found that during 1990-1999, there were five researchers studied the Internet users' awareness, exposures as well as attitude toward the advertising on the Internet. Questionnaires were used to collect the data from each part of Thailand such as Bangkok, Chiang Mai in the different occupations such as students, working people and people who have experience in advertising on the internet.

Luenam (1998) studied attitude and behavior of Internet users to buy goods and services via the Internet. Questionnaires were used to collect data. The results showed that the majority of the Internet users do not use the Internet for buying goods and services, because they lack confidence in the security of payment. The average of Web site accessibility is less than 10 sites in a week. Still, the majority thinks that information and advertisement received on the Internet affect their subsequent purchase of those goods and services from other channels.

Panturaporn (1990) studied the attitude of Chiang Mai University students toward the advertising on the Internet. Questionnaires were used to collect data from 200 students. The results showed that most respondents use the Internet for communication and information search, mainly about entertainment information. Multimedia designs will make the advertisement more interesting to the customer.

Putting products and services on the Internet will give international quality image to them. Responding to an electronic mail inquiry will increase customer satisfaction. Customers will have higher confidence in the products if they were responded by electronic mail from product advertiser. Moreover they have tended to purchase, repurchase and recommend others to purchase that product too.

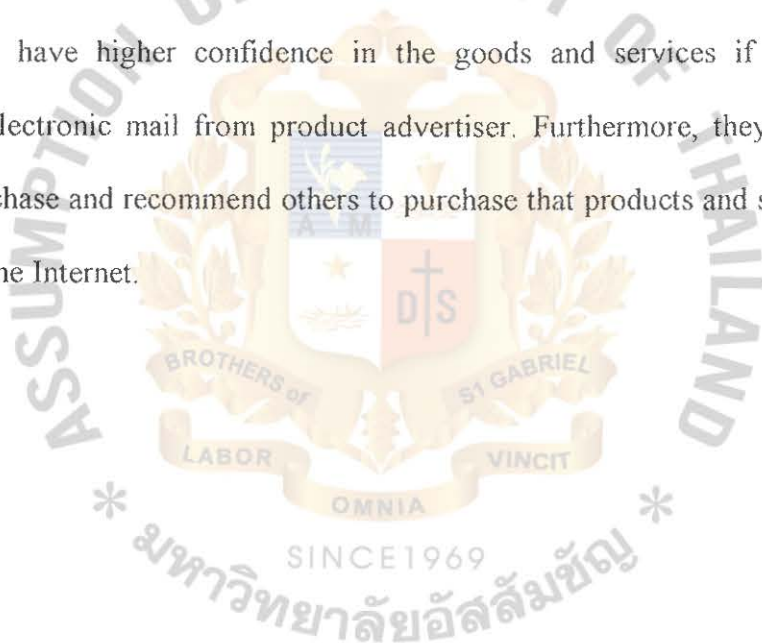
Tommuerd (1997) studied the awareness and attitudes of people of working age towards advertising effects on purchasing decision. Questionnaires were used to collect data from 400 peoples of working age in Bangkok. The results showed that most of the people of working age perceive that many of the advertisements are overstated. Product attributes, brand names and advertising plots are utilized to support purchasing decision of most of the people of working age. Advertisements are used as essential information when people of working age decide to purchase convenient goods such as household products, foods, snacks and beverage.

Suvimolphan (1996) studied Internet users' awareness and exposures to advertising on the Internet. Questionnaires were used to collect data from 200 samples. Depth interviews with 20 people who have experience in advertising on the Internet were conducted. The results showed that most of the Internet users are aware of advertising on the Internet and they are likely to have positive attitudes toward it. They viewed advertising on the Internet as a source of useful information with interesting presentation technique. Advertising on the Internet provides the customer with convenience. Therefore some Internet users prefer to purchase, via the Internet, goods which are unavailable in Thailand.

Khongsawatkiat (1999) studied the influences of the advertising strategies to the consumer behavior, which are found to have been the major concern of today's marketing business. Consumer attitudes, brand choice, decision-making,

price sensitivity, minority groups, and mature market are affected the consumer behavior in both direct and indirect ways. The study showed that there are combined results of advertising effects to the consumer behavior; however, most of the results showed that there are effects of the advertising to consumer behavior.

In the conclusion, most of the Internet users in Thailand are aware of advertising on the Internet and they are likely to have positive attitudes toward it. They also think that advertising on the Internet effects to the consumer behavior in both direct and indirect ways. It provides with essential information, convenience purchasing when people decide to purchase goods and services via the Internet. Customers will have higher confidence in the goods and services if they were responded by electronic mail from product advertiser. Furthermore, they also have tended to repurchase and recommend others to purchase that products and services via advertising on the Internet.



Chapter III

Research Frameworks

3.1 Theoretical Framework

Since this research is intended to study the buying decision with relevant factors, the relevant theories and the previous researchers were applied in this study.

Buying Decision

Assale (1998) described that buying decision must be understood so that the marketers can further develop strategic plans. Consumer decision-making is not a single process. Deciding to buy a car is a different thing from buying toothpaste. Limited decision-making is also likely to take place when consumers seek variety. When involvement is low, consumers are more likely to switch brands out of boredom and in search for variety's sake, as there is little to lose.

As referred to the study of Luenam (1998) on attitude and behavior of the Internet users toward buying goods and service via the Internet, the study indicated that the majority of the Internet users thought that information and advertisement received on the Internet affect their subsequent purchase from other channels.

Wells, Burnett, & Moriarty (1992) mentioned that individual characteristics strongly influence the consumer's way of thinking, decision and behavior. These characteristics can be divided into two categories: demographics variables and psychographic variables. For this research, psychographic variables are included as a part of advertising components.

As referred to the study of Tommuerd (1997) on the awareness and attitude of people of working age towards advertising affect purchasing decision, the study indicated that there are differences in advertising effects on buying decision

upon segment by demographic factors.

As referred to the study of Khongsawatkiat (1999), there are the effects of the advertising to the consumer behavior: consumer attitudes, brand choice, decision-making, price sensitivity, minority groups, and mature market.

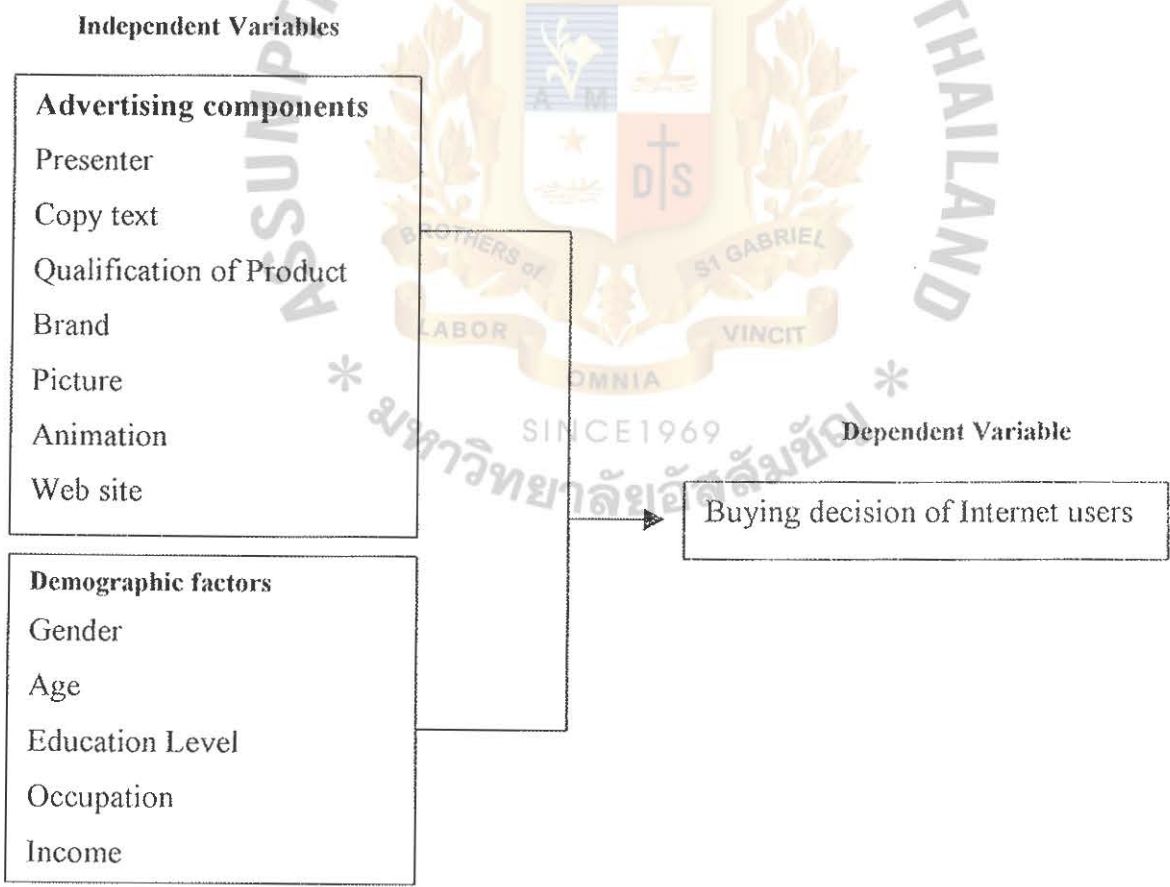


3.2 Conceptual Framework

For this part, the researcher drew relevant theories and previous empirical researches necessary to develop the conceptual framework of the research. The conceptual framework was conducted for analyzing the relationship between buying decision and demographic factors as well as components of advertising. For this research study, psychographic variables are included as a part of advertising components. Therefore, psychographic variables are not separated as one independent variable. The conceptual framework is shown below:

Figure 3.1

Conceptual Framework



3.3 Research Hypotheses

Group A: Advertising components VS buying decision

H1_o: There is no relationship between Presenter and buying decision of Internet users.

H1_a: There is a relationship between Presenter and buying decision of Internet users.

H2_o: There is no relationship between Copy Text and buying decision of Internet users.

H2_a: There is a relationship between Copy Text and buying decision of Internet users.

H3_o: There is no relationship between Qualification of Product and buying decision of Internet users.

H3_a: There is a relationship between Qualification of Product and buying decision of Internet users.

H4_o: There is no relationship between Brand and buying decision of Internet users.

H4_a: There is a relationship between Brand and buying decision of Internet users.

H5_o: There is no relationship between Picture and buying decision of Internet users.

H5_a: There is a relationship between Picture and buying decision of Internet users.

H6_o: There is no relationship between Animation and buying decision of Internet users.

H6_a: There is a relationship between Animation and buying decision of Internet users.

H7_o: There is no relationship between Web Site and buying decision of Internet users.

H7_a: There is a relationship between Web Site and buying decision of Internet users.

Group B: Demographic Factors VS Buying Decision

H8_o: There is no difference in effect of advertising on buying decision of Internet users upon segment by gender.

H8_a: There is a difference in effect of advertising on buying decision of Internet users upon segment by gender.

H9_o: There is no difference in effect of advertising on buying decision of Internet users upon segment by age levels.

H9_a: There is a difference in effect of advertising on buying decision of Internet users upon segment by age levels.

H10_o: There is no difference in effect of advertising on buying decision of Internet users upon segment by education levels.

H10_a: There is a difference in effect of advertising on buying decision of Internet users upon segment by education levels.

H11_o: There is no difference in effect of advertising on buying decision of Internet users upon segment by occupations.

H11_a: There is a difference in effect of advertising on buying decision of Internet users upon segment by occupations.

H12_o: There is no difference in effect of advertising on buying decision of Internet users upon segment by income levels.

H12_a: There is a difference in effect of advertising on buying decision of Internet users upon segment by income levels.

3.4 Operational definition of influential variables.

Concept	Conceptual Definition	Operational Component	Level of Measurement
Advertising Component: Presenter	Presenter is the person who introduces a product on Internet advertisement	Effect on buying decision levels	Interval Scale
Advertising component: Copy text	Main written or printed parts of a book or page. (Contrasted with notes, diagrams, illustrations, etc.)	Effect on buying decision levels	Interval Scale
Advertising component: Qualification of Product	A quality, ability, or an accomplishment that makes a product.	Effect on buying decision levels	Interval Scale
Advertising component: Brand	A trademark or distinctive name identifying a product or a manufacturer.	Effect on buying decision levels	Interval Scale
Advertising component: Picture	A picture is a piece of display material, such as a photograph or film, which is used to illustrate or explain something.	Effect on buying decision levels	Interval Scale
Advertising component: Animation	A simulation of movement created by displaying a series of pictures, or frames.	Effect on buying decision levels	Interval Scale
Advertising component: Web site	A site (location) on the World Wide Web. Each Web site contains a home page, which is the first document users see when they enter the site.	Effect on buying decision levels	Interval Scale
Demographic factor: Gender	Classification by sex	- Male or Female	Nominal Scale

Demographic factor: Age	Lifetime that a person or thing has been existed.	- The period of life, identified by person.	Ordinal Scale
Demographic factor: Occupation	Person's employment or profession.	- Individual Occupation	Nominal Scale
Demographic factor: Educational Level	The academic standing that develops academically and mentally through learning process.	- The one's highest educational level	Nominal Scale
Demographic factor: Income	Money received from employment or benefit from investment or rent from property ownership.	-Personal average income level / month	Ordinal Scale



Chapter IV

Research Methodology

4.1 Research Method Application

According to Churchill (1999), descriptive research is used to describe the characteristics of certain groups as well as to estimate the proportion of people in a specified population who behave in a certain way. The descriptive research was applied in this research to describe socioeconomic characteristics as well as effects of advertising on the Internet on buying decision of the Internet users.

In order to gather the data of the respondents from the survey, a research technique in which information is gathered from a sample of people through questionnaire was used. Basically, survey provides quick, inexpensive, efficient, and accurate means of assessing information about the population. Most surveys have multiple objectives.

Although most surveys are descriptive, they can also be designed to provide causal explanations or to explore ideas (Zikmund, 2000).

Moreover, researchers expect problem-solving efforts to result in practicable statements of research questions and research objectives. At the end of the problem solving stage of the research process, researchers should prepare a written statement that clarifies any ambiguity about what they hope the research to achieve. Hypothesis is an unproven proposition or supposition that tentatively explains certain facts or phenomenon; a proposition that is empirically testable (Zikmund, 2000)

4.2 Respondents and Sampling Procedures

In today's world, it is accepted that communication through the Internet is widespread and used by many groups of people from students to working people. This makes many business be much interested in using the Internet for advertising, thus flourishing progress in this area is materialized. The Internet is a modern medium that is very useful for advertisers as they can select the target population and know the exact number of surfers who click on to see the particular advertisement.

In addition, those who want to buy products could do so via the Internet. Therefore, the population of this survey is Bangkokian Internet users whose ages are 18-45 years old who used to buy products through advertising on the Internet.



Determining Sample Size

For this study, the researcher must make a judgment about confidence level and maximum allowance for random sampling error. Further the size of the proportion influences random sampling error; thus an estimate of the expected proportion of success must be made based on intuition or prior information. The formula is:

$$n = \frac{Z^2 pq}{e^2}$$

or

$$n = \frac{Z^2 p(1-p)}{e^2}$$

Whereas

n = Sample Size

Z = Z score based on the researcher's desired level of confidence which is set at 95%. Then, the number of standard score of Z associated with confidence level is equal to 1.96

p = Estimated proportion of success. The entire proportion is assumed to be 0.5

q = $1 - p$

e = Allowable error (precision) is 0.05 or 5 % points

Therefore, the total population to be surveyed is:

$$\begin{aligned}n &= \frac{Z^2 p(1-p)}{e^2} \\&= \frac{(1.96)^2 (0.5) (1-0.5)}{(0.05)^2} \\&= \frac{(3.8416)(0.5)(0.5)}{0.0025} \\&= 384.16 \text{ samples} \\&\sim 385 \text{ samples.}\end{aligned}$$

Based on the calculation, the sample to be used is 385. For convenience in reducing deviations, the sampling is set at 400.

Sampling procedure

The sampling frame of this research was derived from the list of the main department stores available in Bangkok Metropolis, consisting of:

Central Department Store	The Mall
Imperial	Robinson
Ma Boon Klong(MBK)	Merry King
Tang Hua Seng	Tokyu
SOGO	Siam Jusco
Pata	Emporium
Banglumpoo Department Store	Cathy Department Store

For data collection, the researcher used Purposive Random Sampling to choose 10 sampling units out of all department stores in Bangkok. Then, Quota Sampling was used to divide sampling proportion, which 40 samples were equally picked from each sampling unit in order to match the sample size of 400 people as above set. Here they are the list of selected sampling units and sampling size.

1. Central Chidlom	Sampling Size	40	people
2. Central Lardpao	Sampling Size	40	people
3. The Emporium	Sampling Size	40	people
4. The Mall Ramkumhaeng	Sampling Size	40	people
5. The Mall Ngamwonqwarn	Sampling Size	40	people
6. The Mall Bangkapi	Sampling Size	40	people
7. Sogo Department Store	Sampling Size	40	people
8. Robinson Ratchada	Sampling Size	40	people
9. Mabunkong	Sampling Size	40	people
10. Imperial Lardpao	Sampling Size	40	people

Consequently, the researcher began to collect data from specified population hanging around in these above-listed sampling units by using questionnaires based on convenience sampling method.

4.3 Research Instrument/Questionnaires

In this research, questionnaire was used as an instrument to acquire several aspects of respondents related to buying decision and attitude toward advertising on the Internet. To achieve that, the questionnaire is divided into two parts, they are 1) Effect of Internet Advertising and 2) Personal information on buying decision.

First, a rating scale is applied to ask the respondents about the effects of Internet advertising on buying decision. The statement is coded in five points item scale from least to most (1 = the least, 5 = the most). Moreover, the respondents will be asked for more information about their buying decision.

Secondly, personal information of the respondents will be asked to find out the profiles of these respondents as well as socioeconomic characteristics measured by genders, ages, education, occupations and incomes.

4.4 Pretest

Churchill (1999) stated that each problem in the questionnaire should be pre-tested within a group of respondents for the purpose of detecting problems in the questionnaire instructions or design. During pretest process, the researcher would be able to look for the clue of ambiguous questions leading to the respondents' misinterpretation and to correct them in time. Making the most of pretest situation, the researcher can make sure that the designed questionnaire is understood, in the same way, to all respondents.

Vanichbancha (2001) mentioned there should be at least 25 samples involving in pretest process. In this research, 30 respondents were participated. After launching the questionnaires, the researcher asked the respondents' comment for questionnaire improvement. Then, the researcher revised the questionnaire to make it much clearer understandable to the respondents as a whole.

From SPSS program, the result calculated by the Cronbach (1951) Alpha scores showed a standardized alpha at 0.8077 in influence of components of advertising on the Internet on buying decision. Therefore, this questionnaire can be properly used as the instrument for this research study.

4.5 Statistic Treatment of Data

In order to analyze the data collected from the respondents, the Statistical Package for Social Science (SPSS) program was used. Descriptive analysis, Analysis of Variance, Simple Correlation Coefficient and Independent Sample T-Test were applied to test all hypotheses.

Descriptive Analysis

Descriptive analysis refers to the transformation of the raw data into a form that will make them easy to understand and interpret. Describing responses of observations is typically the first form of analysis. The calculation of the average, the frequency distribution, and the percentage distribution is the most common form of summarizing data (Zikmund, 2000).

Simple Correlation Coefficient

Simple Correlation Coefficient is the most popular technique that indicates the relationship of one variable to another, representing a statistical measure of the co-variation of or association between two variables (Zikmund, 2000)

The formula of calculating correlation coefficient for two variables x and y:

$$r_{xy} = r_{yx} = \frac{\sum (x_i - \bar{x}) (y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

Whereas symbol \bar{x} and \bar{y} represent the sample means of x and y, respectively.



Analysis of Variance (ANOVA)

Analysis of the effects of one treatment variable on an interval-scaled or ratio-scaled dependent variable; a technique used to determine if statistically significant differences of means occur between two or more groups (Zikmund, 2000).

$$F = \frac{MSB}{MSw}$$

$$Df = cn - 1$$

Whereas:

MSB = Mean squares of between group variances

MSW = Mean squares of within group variances

c = Number of groups

n = Number of observations within group

df = Degree of freedom

$$F = \frac{MSB}{MSw}$$

$$df = cn - 1$$

Independent Sample T-test

Independent Sample T-Test is more sensitive to certain violations of these assumptions than the others. Our purpose is simply to illustrate the basic fact that statistical tests depend on certain assumptions for their validity.

If the sample size is more than 30 and $\sigma_1^2 = \sigma_2^2$

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

and

$$df = \frac{(S_1^2/n_1 + S_2^2/n_2)}{\frac{(S_1^2/n_1)^2}{n_1 - 1} + \frac{(S_2^2/n_2)^2}{n_2 - 2}}$$

where

\bar{x}_1 = Mean of Group 1

\bar{x}_2 = Mean of Group 2

S_1^2 = Variance of Group 1

S_2^2 = Variance of Group 2

n_1 = Sample size of Group 1

n_2 = Sample size of Group 2

df = Degree of freedom

Table 4.1: Summary of Hypotheses and Statistics used

H1 : Test the relationship between Presenter and buying decision of internet users.	Coefficient Correlation
H2 : Test the relationship between Copy Text and buying decision of internet users.	Coefficient Correlation
H3 : Test the relationship between Qualification of Product and buying decision of internet users.	Coefficient Correlation
H4 : Test the relationship between Brand and buying decision of internet users.	Coefficient Correlation
H5 : Test the relationship between Picture and buying decision of internet users.	Coefficient Correlation
H6 : Test the relationship between Animation and buying decision of internet users.	Coefficient Correlation
H7 : Test the relationship between Web Site and buying decision of internet users.	Coefficient Correlation
H8 : Test the difference in effect of advertising on buying decision of internet users upon segment by gender.	Independent Sample T-test
H9 : Test the difference in effect of advertising on buying decision of internet users upon segment by age levels.	ANOVA
H10: Test the difference in effect of advertising on buying decision of internet users upon segment by education levels.	ANOVA
H11 : Test the difference in effect of advertising on buying decision of internet users upon segment by occupations.	ANOVA
H12 : Test the difference in effect of advertising on buying decision of internet users upon segment by income levels.	ANOVA

Chapter V

Presentation of Data and critical Discussion of Results

This chapter presents the results of data analyses based on the sample size of 400 respondents. The data interpreted by using SPSS program. The analysis is derived from all responses including demographic characteristics that are gender, age levels, education levels, occupations, and income levels. In addition, the researchers analyze the influence of Internet advertising on buying decision of the respondents.

In the first part of the analysis, descriptive statistics is applied to identify frequency, percentage, mean, and standard deviation of the respondents. The analysis begins with describing of demographic characteristics of the respondents consisting of gender, age, education, occupation, and income levels, followed by buying decision of the respondents.

The later part of the analysis, it involves hypothesis testing of this research. Simple Correlation Coefficient is applied to test the relationship components of advertising on Internet and buying decision of the respondents' meanwhile independent sample T-Test is performed to test the differences of two groups that is gender of the respondents. Moreover, Analysis of Variance (ANOVA) is utilized to test the differences of more than two groups including age levels, education levels, occupations, and income levels of the respondent.

5.1 Demographic Characteristics of the Respondents

Demographic characteristics of the respondents involved in this research includes gender, age levels, education levels, occupations, and income levels as demonstrated in Table 5.1-5.5 (Also see Appendix C)

Table 5.1: Gender

Group	Number of Respondents	Percent(%)
Gender		
Male	156	39.0
Female	244	61.0
Total	400	100.0

From table 5.1, the highest number (61 percent) of the respondents is female while the rest (39 percent) is male.

Table 5.2: Age

Group	Number of Respondents	Percent(%)
Age		
18-25 years old	214	53.5
26-30 years old	118	29.5
31-35 years old	34	8.5
36-40 years old	16	4.0
41-45 years old	18	4.5
Total	400	100.0

As shown in table 5.2, the largest number (53.5 percent) of the respondents' age lies between 18 and 25 years, whereas 29.5 percent of the respondents is of the ages between 26-30 years old. Additionally 8.5 and 4.5 percent of the total respondents are of the ages between 31-35 years and 41-45 years in respective order. The rest of respondents (4 percent) are of the ages between 36-40 years.

Table 5.3: Education

Group	Number of Respondents	Percent(%)
Education		
Secondary/high school	10	2.5
Certificate/diploma	20	5.0
Bachelor's degree	250	62.5
Master's degree	114	28.5
Higher than master's degree	6	1.5
Total	400	100.0

As demonstrated in table 5.3, the large number (62.5 percent) of the total respondents holds the academic standing of Bachelor's degree, meanwhile 28.5 percent of the respondents holds Master's degree. Additionally, 5 percent and 2.5 percent hold Certificate/Diploma, and Secondary/High School in respective order. The rest of the respondents (1.5 percent) hold academic standing in higher level than master's degree.

Table 5.4: Occupation

Group	Number of Respondents	Percent(%)
Occupation		
student	138	34.5
civil service officer	84	21.0
state enterprise officer	6	1.5
private company employee	148	37.0
own business	12	3.0
Others	12	3.0
Total	400	100.0

Table 5.4 indicates that 37 percent of the respondents is corporate employees whereas 34.5 percent, 21 percent, and 3 percent are respectively students, civil service officers, business owners and etc. Finally, only 1.5 percent of the total respondents are state enterprise officers.

Table 5.5: Income

Group	Number of Respondents	Percent(%)
Income		
less than 5,000 baht	50	12.5
5,000-10,000 baht	186	46.5
10,001-15,000 baht	70	17.5
15,001-20,000 baht	32	8.0
20,001-25,000 baht	14	3.5
25,001-30,000 baht	10	2.5
more than 30,000 baht	38	9.5
Total	400	100.0

As shown in table 5.5, the large number (46.5 percent) of the respondents' average monthly income are from Baht 5,000-10,000, followed by 70 respondents (17.5 percent) and 50 respondents (12.5 percent) who have the average monthly income ranging from Baht 10,001-15,000 and less than Baht 5,000 respectively. 9.5 percent of 400 respondents have the average monthly income in a range of more than Baht 30,000, whereas 8 percent, 3.5 percent, and 2.5 percent of the respondents have the average income from Baht 15,001-20,000, Baht 20,001-25,000, and Baht 25,001-25,000 respectively.

5.2 Awareness of the Influence of Advertising on the Internet on Buying Decision

Table 5.6: The respondents' recognition of presenter

Group	Number of Respondents	Percent(%)
Recognition		
None	44	11.0
A little	88	22.0
Medium	164	41.0
A great deal	78	19.5
The most	26	6.5
Total	400	100.0

As shown in table 5.6, the large number (41 percent) of the respondents can recognize presenter in a moderate level. Next, there are 88 respondents (22 percent), and 78 respondents (19.5 percent) who can respectively recognize presenter in a little level and a great level. However, there are the respondents accounted for 11 percent who cannot recognize presenter.

Table 5.7: The respondents’ recognition of copy text

Group	Number of Respondents	Percent(%)
Recognition		
None	34	8.5
A little	102	25.5
medium	172	43.0
A great deal	86	21.5
The most	6	1.5
Total	400	100.0

From table 5.7, the largest number (43 percent) of respondents can recognize copy text in a moderate level, followed by 102 respondents (25.5 percent) who can recognize copy text in a little level. Of 400 respondents, 21.5 percent can recognize copy text in a great level whilst 8.5 percent of the respondents cannot recognize copy text.

Table 5.8: The respondents' recognition of product feature

Group	Number of Respondents	Percent(%)
Recognition		
None	28	7.0
A little	72	18.0
Medium	160	40.0
A great deal	124	31.0
The most	16	4.0
Total	400	100.0

Table 5.8 shows that 40 percent of the respondents can recognize product feature in a moderate level, followed by 31 percent and 18 percent of respondents can respectively recognize product feature in a great deal and a little level. There are only 7 percent of the respondents who cannot recognize product feature.

Table 5.9: The respondents' recognition of product brand

Group	Number of Respondents	Percent (%)
Level of Recognition		
None	10	2.5
A little	30	7.5
Moderate	152	38.0
A great deal	160	40.0
The most	48	12.0
Total	400	100.0

As shown in table 5.9, the large number (40 percent) of the respondents can recognize brand in a great level, followed by 38 percent of the respondents who can recognize brand in a moderate level. Out of 400 respondents, 12 percent of the respondents can recognize brand in the most level, whereas 7.5 percent of the respondents can recognize brand in a little level. However, 2.5 percent of the respondents cannot recognize brand.

Table 5.10: The respondent's recognition of illustrated picture

Group	Number of Respondents	Percent(%)
Recognition		
None	10	2.5
A little	18	4.5
Medium	130	32.5
A great deal	170	42.5
The most	72	18.0
Total	400	100.0

Table 5.10 indicates that the highest number (42.5 percent) of the respondent can recognize picture in a great level. Of 400 respondents, 32.5 percent recognize picture in a moderate level, whereas 18 and 4.5 percent of the respondents respectively recognize picture in the most and a little level. There are only 2.5 percent of the respondents who cannot recognize picture.

Table 5.11: The respondent's recognition of animation

Group	Number of Respondents	Percent(%)
Recognition		
None	14	3.5
A little	56	14.0
Medium	178	44.5
A great deal	110	27.5
The most	42	10.5
Total	400	100.0

As shown in table 5.11, the large number (44.5 percent) of the respondents can recognize animation in a moderate level whereas 27.5 percent of the respondent can recognize animation in a great level. Additionally 14 and 10.5 percent of the total respondents can respectively recognize animation in a little and the most level. The rest of the respondents (3.5 percent) cannot recognize animation.

Table 5.12: The respondents' recognition of web site

Group	Number of Respondents	Percent(%)
Recognition		
None	100	25.0
A little	134	33.5
Medium	118	29.5
A great deal	38	9.5
The most	10	2.5
Total	400	100.0

Table 5.12 indicates that 33.5 percent of the respondents can recognize web site in a little level, followed by 29.5 percent of the respondent who can recognize web site in a moderate level. Additionally, there are 25 percent of the respondents who cannot recognize web site.

Table 5.13-5.19 presents the effect of components of Internet advertising on the respondents' buying decision.

Table 5.13: Effect of Presenter on the respondents' buying decision

Group	Number of Respondents	Percent(%)
Recognition		
None	64	16.0
A little	134	33.5
Medium	148	37.0
A great deal	50	12.5
The most	4	1.0
Total	400	100.0

As shown in table 5.13, the presenter has a little effect on the respondents' buying decision or accounted for 33.5 percent. Meanwhile, 29.5 percent of the respondents think that the presenter has moderate effect on their buying decision. However, there are 25 percent of the respondents who think that the presenter has no effect on their buying decision.

Presenter has a little effect on the respondents buying decision. It implies needlessness for marketers and advertisers to focus on presenter because presenter cannot attract the attention of the respondents.

Table 5.14: Effect of copy text on the respondents' buying decision

Group	Number of Respondents	Percent(%)
Recognition		
None	26	6.5
A little	110	27.5
Medium	154	38.5
A great deal	102	25.5
The most	8	2.0
Total	400	100.0

Table 5.14 indicates that copy text has a moderate effect on the respondents' buying decision or accounted for 38.5 percent, followed by 27.5 and 25 percent of the respondents who think that has respectively a little and a great effects on their buying decision. However, 6.5 percent of the respondents think that copy text has no effect on their buying decision. Meanwhile, there are only 20 percent of the respondents who think that copy text has the most effect on their buying decision.

Copy text has a moderate effect on the respondents' buying decision. It indicates that copy text cannot help the respondent make their buying decision.

Table 5.15: Effect of product feature on the respondents' buying decision

Group	Number of Respondents	Percent(%)
Recognition		
None	12	3.0
A little	10	2.5
Medium	64	16.0
A great deal	178	44.5
The most	136	34.0
Total	400	100.0

As shown in table 5.15, the highest number (44.5 percent) of the respondent think that product feature has a great effect on their buying decision whereas 34 percent of the respondents think that product feature has the most effect on their buying decision. Additionally, 16 percent of the respondents think that product feature has a moderate effect on their buying decision. However, there are 3 percent of the respondents who think that produce feature has no effect on there buying decision

Marketers and advertisers should use product feature as the selling point because it has a great effect on the respondents' buying decision.

Table 5.16: Effect of product brand on the respondents' buying decision

Group	Number of Respondents	Percent(%)
Recognition		
None	14	3.5
A little	10	2.5
Medium	114	28.5
A great deal	206	51.5
The most	56	14.0
Total	400	100.0

Table 5.16 indicates that 51.5 percent of the respondents think that brand has a great effect on their buying decision whereas 28.5 percent, 14 percent and 9.5 percent of the respondents think that brand has respectively a moderate, the most and a little effects on their buying decision. Finally, there are only 3.5 percent of the total respondents who think that brand has no effect on their buying decision.

Product brand is also an important factor for the respondents to make their buying decision. Brand recognition is one crucial point to be considered in the first place if the business owner wants to advertise their products on the Internet.

Table 5.17: Effect of advertising picture on the respondents' buying decision

Group	Number of Respondents	Percent(%)
Recognition		
None	20	5.0
A little	52	13.0
Medium	136	34.0
A great deal	152	38.0
The most	40	10.0
Total	400	100.0

From table 5.17, the large number (38 percent) of the respondents thinks that picture has a great effect on their buying decision, followed by 34 percent of the respondents who think that the picture has a moderate effect on their buying decision. Meanwhile, 13 percent and 10 percent of the respondents respectively think that picture has a little and the most effects on their buying decision. The rest of the respondents (5 percent) think that the picture has no effect on their buying decision.

Advertising picture has a great effect on the respondents' buying decision. Hence, advertisers should design fascinating advertising picture to allure the respondents to buy the product.

Table 5.18: Effect of advertising animation on the respondents’ buying decision

Group	Number of Respondents	Percent(%)
Recognition		
None	36	9.0
A little	80	20.0
Medium	188	47.0
A great deal	68	17.0
The most	28	7.0
Total	400	100.0

As shown in table 5.18, the animation has a moderate effect on the respondents’ buying decision or accounted for 47 percent. Meanwhile, 20 percent and 17 percent of the respondents respectively think that the animation has a little and a great effects on their buying decision. There are only 9 percent of total respondents who think that the animation has no effect on their buying decision.

Advertising animation can moderately effect the respondents’ buying decision. It implies that animation is unnecessary component of the online advertising. Without animation, the respondents can also make their buying decision.

Table 5.19: Effect of Web site on the respondents' buying decision

Group	Number of Respondents	Percent(%)
Recognition		
None	98	24.5
A little	112	28.0
Medium	120	30.0
A great deal	54	13.5
The most	16	4.0
Total	400	100.0

Table 5.19 shows that 30 percent of the respondents think that the web site has a moderate effect on their buying decision, followed by 28 percent of the respondents who think that the web site has a little effect on their buying decision. Meanwhile, 24.5 percent of the respondents think that the web site has no effect on their buying decision. There are only 13.5 percent and 4 percent of the respondents who respectively think that the web site has a great and the most effects on their buying decision.

Web site also has a moderate effect on the respondents' buying decision. Marketers or Advertisers are unnecessary to advertise their products on popular web site because it cannot effect the buying decision of the respondents.

Table 5.20: Product category of advertisement in which has the most effect on the respondents' buying decision.

Group	Number of Respondents	Percent(%)
Recognition		
clothing	30	7.5
accessories	8	2.0
cosmetics	28	7.0
books	68	17.0
foods	36	9.0
sports equipment	14	3.5
electrical equipment	46	11.5
car and car accessories	32	8.0
stationery	14	3.5
telecommunication equipment	112	28.0
others	12	3.0
Total	400	100.0

As demonstrated in table 5.20, telecommunication equipment advertised via the Internet has the most effect (28 percent) on the respondents' buying decision, followed by books, electrical, equipment and foods or are accounted for 17 percent, 11.5 percent and 9 percent respectively. Construction equipment advertised via the Internet has no effect on the respondents' buying decision.

Telecommunication equipment, books and electrical equipment advertised via the Internet have the most effect on the respondents' buying decision. Meanwhile, construction equipment advertised via the Internet has no effect on the

respondents' buying decision. It implies that Internet advertising does not work effectively with products of every category. Hence, the business owners should determine whether their product should be advertised via Internet or otherwise.



Table 5.21: The information from the Internet’s advertisement in support of the respondents’ buying decision

Group	Number of Respondents	Percent(%)
Recognition		
None	16	4.0
A little	52	13.0
Medium	190	47.5
A great deal	120	30.0
The most	22	5.5
Total	400	100.0

From table 5.21, information from advertising via the Internet is helpful to the respondents’ buying decision in a moderate level or accounted for 47.5 percent. Meanwhile, 30 percent and 5.5 of the respondents think that the information from the Internet advertisement is helpful to their buying decision in a great level and the most level respectively. However, there are 13 percent of the respondents who think that information from the Internet advertisement is helpful to their buying decision in a little level whilst 4 percent of the respondents think that information from the Internet advertisement is not helpful to their buying decision.

Information from advertising seems to have provided a great help to the respondents in making their buying decision. Marketers and advertisers who want to benefit from Internet advertising should focus on the important components of advertising that have a great effect on the respondents’ buying decision.

5.3 Hypothesis Testing

In this research, there are twelve hypotheses to be tested. Independent Sample T-Test and Analysis of Variance (ANOVA) were applied to determine the difference in buying decision of the respondents when segmented by demographic factors. Moreover, Simple Correlation Coefficient was utilized to test the relationship between advertising components and the respondents' buying decision.

Hypothesis 1

H1_o: There is no relationship between Presenter and buying decision of Internet users.

H1_a: There is a relationship between Presenter and buying decision of Internet users.

Table 5.22: The Correlation Analysis of presenter and buying decision by using Pearson Correlation.

Correlations			
		How much do you think the information from advertising via the Internet helps you in your buying decision?	Presenter has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.239**
	Sig. (2-tailed)		.000
	N	400	400
Presenter has more or less effect on your buying decision?	Pearson Correlation	.239**	1.000
	Sig. (2-tailed)	.000	
	N	400	400

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

This hypothesis was analyzed by using Correlation Analysis to determine the relationship between presenter and buying decision. The Pearson Correlation in table 5.22 reports that there is a statistically significant difference in correlation between presenter and buying decision with a two-tailed significance of .000 which is less than 0.1 (.000<. 01). Accordingly, the null hypothesis is rejected which means that there is a relationship between presenter and buying decision at the .01 level of significance.

For Pearson Correlation at the .239, it means that presenter and buying decision have a positive relationship at .239 or 23.9 percentage.

Hypothesis 2

H2_o: There is no relationship between Copy Text and buying decision of Internet users.

H2_a: There is a relationship between Copy Text and buying decision of Internet users.

Table 5.23: The Correlation Analysis of copy text and buying decision by using Pearson Correlation.

		How much do you think the information from advertising via the Internet helps you in your buying decision?	Copy Text has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.359**
	Sig. (2-tailed)		.000
	N	400	400
Copy Text has more or less effect on your buying decision?	Pearson Correlation	.359**	1.000
	Sig. (2-tailed)	.000	
	N	400	400

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

The Pearson Correlation Analysis in table 5.23 indicates that there is a statistically significant difference in correlation between copy text and buying decision with a two-tailed significance of .000 that is less than 0.01 ($.000 < .01$). Accordingly, the null hypothesis is rejected which means that there is a relationship between copy text and buying decision.

For Pearson Correlation at the .359, this means that copy text and buying decision have a positive relationship at .359 or 35.9 percentage.

Hypothesis 3

H3_o: There is no relationship between Qualification of Product and buying decision of Internet users.

H3_a: There is a relationship between Qualification of Product and buying decision of Internet users.

Table 2.4 The Correlation Analysis of qualification of product and buying decision by using Pearson Correlation.

Correlations			
		How much do you think the information from advertising via the Internet helps you in your buying decision?	Qualification of Product has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.308**
	Sig. (2-tailed)		.000
	N	400	400
Qualification of Product has more or less effect on your buying decision?	Pearson Correlation	.308**	1.000
	Sig. (2-tailed)	.000	
	N	400	400

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

The null hypothesis 3(H3_o) states that there is no relationship between qualification of product and buying decision of Internet users. The Pearson Correlation analysis in table 5.24 reports that there is a statistically significant difference in correlation between qualification of product and buying decision with a two-tailed significance of .000 which is less than .01(.000< .01). Accordingly, the null hypothesis is rejected which means that there is a difference in effect of advertising on buying decision when segmented by income levels at the .01 level of significance.

Hypothesis 4

H4_o: There is no relationship between Brand and buying decision of Internet users.

H4_a: There is a relationship between Brand and buying decision of Internet users.

Table 5.25 The Correlation Analysis of brand and buying decision by using Pearson Correlation

Correlations			
		How much do you think the information from advertising via the Internet helps you in your buying decision?	Brand of Product has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.257**
	Sig. (2-tailed)		.000
	N	400	400
Brand of Product has more or less effect on your buying decision?	Pearson Correlation	.257**	1.000
	Sig. (2-tailed)	.000	
	N	400	400

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

The Correlation Analysis was utilized to find out the correlation between brand and buying decision

The Pearson Correlation Analysis in table 5.25 indicates that there is a statistically significant difference in correlation between brand and buying decision with a two-tailed significance of .000 that is less than .01 ($.000 < .01$). Accordingly, the null hypothesis is rejected which means that there is a relationship between brand and buying decision.

For Pearson Correlation at the .257, it means that brand and buying decision have a positive relationship at .257 or 25.7 percentage.

Hypothesis 5

H5_o: There is no relationship between Picture and buying decision of Internet users.

H5_a: There is a relationship between Picture and buying decision of Internet users.

Table 5.26: The Correlation Analysis of picture and buying decision by using Pearson Correlation

Correlations			
		How much do you think the information from advertising via the Internet helps you in your buying decision?	Picture on Advertising has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.275**
	Sig. (2-tailed)		.000
	N	400	400
Picture on Advertising has more or less effect on your buying decision?	Pearson Correlation	.275**	1.000
	Sig. (2-tailed)	.000	
	N	400	400

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

The Pearson Correlation analysis in table 5.26 shows that there is a statistically significant difference in correlation between picture and buying decision with a two-tailed significance of .000 which is less than .01 ($.000 < .01$). Accordingly, null hypothesis is rejected which means that there is a relationship between picture and buying decision.

For the Pearson Correlation at the .275, it means that picture and buying decision have a positive correlation at .275 or 27.5 percentage.

Hypothesis 6

H6_c: There is no relationship between Animation and buying decision of Internet users.

H6_a: There is a relationship between Animation and buying decision of Internet users.

Table 5.27: The Correlation Analysis of animation and buying decision by using Pearson Correlation

Correlations

		How much do you think the information from advertising via the Internet helps you in your buying decision?	Animation of Advertising has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.164**
	Sig. (2-tailed)		.001
	N	400	400
Animation of Advertising has more or less effect on your buying decision?	Pearson Correlation	.164**	1.000
	Sig. (2-tailed)	.001	
	N	400	400

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

This hypothesis was analyzed by using correlation Analysis to determine the relationship between animation and buying decision. The Pearson Correlation in table 5.27 reports that there is a statistically significant difference in correlation between animation and buying decision with a two-tailed significance of .001 which is less than .01 ($.001 < .01$). Accordingly, the null hypothesis is rejected which means that there is a relationship between presenter and buying decision at the .01 level of significance.

For Pearson Correlation at the .164, it means that animation and buying decision have a positive relationship at .164 or 16.4 percentage.

Hypothesis 7

H7_o: There is no relationship between Web Site and buying decision of Internet users.

H7_a: There is a relationship between Web Site and buying decision of Internet users.

Table 5.28: The Correlation Analysis of web site and buying decision by using Pearson Correlation

Correlations			
		How much do you think the information from advertising via the Internet helps you in your buying decision?	Web site has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.292**
	Sig. (2-tailed)		.000
	N	400	400
Web site has more or less effect on your buying decision?	Pearson Correlation	.292**	1.000
	Sig. (2-tailed)	.000	
	N	400	400

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

The Pearson Correlation Analysis in table 5.2228 indicates that there is a statistically significant difference in correlation between web site and buying decision with a two-tailed significance of .000 that is less than .01(.000< .01). Accordingly, the null hypothesis is rejected which means that there is a relationship between web site and buying decision.

For Pearson Correlation at the .292, it means that web site and buying decision have a positive relationship .292 or 29.2 percentage.

Hypothesis 8

H8₀: There is no difference in effect of advertising on buying decision of Internet users upon segment by gender.

H8_a: There is a difference in effect of advertising on buying decision of Internet users upon segment gender.

Table 5.29: Independent Sample T-Test for gender and effect of advertising on buying decision

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Error Difference	% Confidence Interval of t Difference	
									Difference	
									Lower	Upper
How much can you recognize the advertisement via the Internet	Equal variances assumed	.002	.966	-.201	398	.841	-2.16E-02	.11	-.23	.19
	Equal variances not assumed			-.203	342.188	.839	-2.16E-02	.11	-.23	.19

Table 5.29 illustrates the results of the Independent Sample T-Test to determine the differences in effect of advertising on buying decision between male and female. It shows that there is no statistically significant in effect of advertising on buying decision between male and female with a two-tailed significance of .841 that is higher than .05(.841> .05). Consequently, the null hypothesis (H8₀) fails to reject which means that there is no difference in effect of advertising on buying decision when segmented by gender at the .05 level of significance.

Hypothesis 9

H9_o: There is no difference in effect of advertising on buying decision of Internet users upon segment by age levels.

H9_a: There is a difference in effect of advertising on buying decision of Internet users upon segment by age levels.

Table 5.30: Analysis of Variance for age levels and effect of advertising on buying decision.

ANOVA					
How much do you think the information from advertising via the Internet helps you in your buying decision?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.480	4	1.120	1.457	.214
Within Groups	303.520	395	.768		
Total	308.000	399			

This hypothesis was analyzed by using the Analysis of Variance (ANOVA) to compare five different levels of age groups in effect of advertising on buying decision. As shown in table 5.30, a two-tailed significance of .214 is higher than .05 (.214> .05), the null hypothesis fails to reject. Therefore, it can be concluded that there is no statistically significant difference in effect of advertising on buying decision when segmented by age levels.

Hypothesis 10

H10_o: There is no difference in effect of advertising on buying decision of Internet users upon segment by education levels.

H10_a: There is a difference in effect of advertising on buying decision of Internet users upon segment by education levels.

Table 5.31: Analysis of Variance for education levels and effect of advertising on buying decision.

ANOVA					
How much do you think the information from advertising via the Internet helps you in your buying decision?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.428	4	2.607	3.461	.009
Within Groups	297.572	395	.753		
Total	308.000	399			

The Analysis of Variance (ANOVA) in table 5.31 indicates that there is a statistically significant difference in effect of advertising on buying decision when segmented by education levels. A two-tailed significance at .009 which is less than .05 ($.009 < .05$) illustrates that the null hypothesis is rejected which means that there is a statistically significant different in effect of advertising on buying decision when segmented by education levels at the .05 level of significance.

Hypothesis 11

H11_o: There is no difference in effect of advertising on buying decision of Internet users upon segment by occupations.

H11_a: There is a difference in effect of advertising on buying decision of Internet users upon segment by occupations.

Table 5.32: Analysis of Variance for occupations and effect of advertising on buying decision

ANOVA					
How much do you think the information from advertising via the Internet helps you in your buying decision?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.453	5	1.291	1.686	.137
Within Groups	301.547	394	.765		
Total	308.000	399			

In this hypothesis testing, the null hypothesis (H₀) states that there is no difference in effect of advertising on buying decision of Internet users when segmented by occupations. The Analysis of Variance (ANOVA) was utilized to compare six different groups of occupations in effect of advertising on buying decision. Table 5.32 indicates that there is no statistically significant difference in effect of advertising on buying decision with a two-tailed significance at .137 that is higher than .05 (.137 > .05). Consequently, the null hypothesis fails to reject which means that there is no difference in effect of advertising on buying decision when segmented by occupations at the .05 level of significance.

Hypothesis 12

H12₀: There is no difference in effect of advertising on buying decision of Internet users upon segment by income levels.

H12_a: There is a difference in effect of advertising on buying decision of Internet users upon segment by income levels.

Table 5.33: Analysis of Variance for income levels and effect of advertising on buying decision.

ANOVA					
How much do you think the information from advertising via the Internet helps you in your buying decision?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.326	6	4.554	6.377	.000
Within Groups	280.674	393	.714		
Total	308.000	399			

Table 5.33 illustrates the results of the Analysis of Variance (ANOVA) to determine the difference in effect of advertising on buying decision when segmented by income levels. It shows that there is a statistically significant difference in effect of advertising on buying decision when segmented by income levels. A two-tailed significance at .000 is less than .05 ($.000 < .05$). Accordingly, the null hypothesis is rejected which means that there is a difference in effect of advertising on buying decision when segmented by income levels at the .05 level of significance.

Table 5.34 : Summary of Hypotheses Testing

Hypotheses	Null Hypothesis	Significance	Results
H1 ₀	There is no relationship between Presenter and buying decision of Internet users	0.000	Reject H1 ₀
H2 ₀	There is no relationship between Copy Text and buying decision of Internet users.	0.000	Reject H2 ₀
H3 ₀	There is no relationship between Qualification of Product and buying decision of Internet users.	0.000	Reject H3 ₀
H4 ₀	There is no relationship between Brand and buying decision of Internet users	0.000	Reject H4 ₀
H5 ₀	There is no relationship between Picture and buying decision of Internet users.	0.000	Reject H5 ₀
H6 ₀	There is no relationship between Animation and buying decision of Internet users.	0.001	Reject H6 ₀
H7 ₀	There is no relationship between Web Site and buying decision of Internet users.	0.000	Reject H7 ₀
H8 ₀	There is no difference in effect of advertising on buying decision of Internet users when segment by gender.	0.841	Accept H8 ₀

H9 ₀	There is no difference in effect of advertising on buying decision of Internet users when segment by age levels.	0.214	Accept H9 ₀
H10 ₀	There is no difference in effect of advertising on buying decision of Internet users when segment by education levels.	0.009	Reject H10 ₀
H11 ₀	There is no difference in effect of advertising on buying decision of Internet users when segment by occupations.	0.137	Accept H11 ₀
H12 ₀	There is no difference in effect of advertising on buying decision of Internet users when segment by income levels.	0.000	Reject H12 ₀

Chapter VI

Summary, Conclusions and Recommendations

This chapter contains the summary of analysis results, findings of collected data, awareness of the influence of advertising on the Internet on buying decision, all demographic characteristics of the respondents, and hypotheses testing. Subsequently, conclusions were drawn based on these results and implications of the study for practitioners. Finally, the last section contains recommendations and suggestions for future research.

6.1 Summary of Findings

Based on the data of 400 respondents collected from the survey, most of them are females (61%) of ages between 18 years - 25 years (53.5 %). With regard to education of the respondents, the highest numbers of the respondents are university graduates holding Bachelor Degree (62.5%).

As to the occupation of all the respondents, the findings show that the highest numbers of the respondents are corporate employees (37%) with the range of income between Baht 5,000 – 10,000.

Moreover, the analysis results shows that a large number of the respondents (%) can recognize presenter, copy text, product features/qualification, and animation in moderate level whereas some of the respondents (%) can recognize brand and picture in a great level.

With regard to effect of components of advertising on buying decision, product features/qualification, brand and picture shows the great effect (%) on buying decision of the respondents. Whereas presenter, copy text, animation and web site have a moderate effect(%) on buying decision of the respondents. Telecommunication equipment is the advertising via the Internet that has the most effect (accounted for

28%) on the respondents buying decision. Finally, information from advertising via the Internet is helpful to support the respondents' buying decision in a moderate level (47.5%).

Hypotheses Testing

From the analysis of hypothesis on (H1₀), it can be concluded that there is a relationship between presenter and buying decision of Internet users.

In the second hypothesis (H2₀) testing, it was found that there is a relationship between copy text and buying decision of Internet users.

From the Pearson Correlation in Hypothesis3 (H3₀), the null hypothesis is rejected. This means that there is a relationship between product feature/qualification and buying decision of Internet users.

According to the analysis of Hypothesis4 (H4₀), it can be concluded that there is a relationship between brand and buying decision of Internet users.

Regarding the null Hypothesis5 (H5₀), it is evident from the findings that there is a relationship between picture and buying decision of Internet users.

From the analysis of hypothesis on (H6₀), it can be concluded that there is a relationship between animation and buying decision of Internet users.

In the seventh hypothesis (H7₀) testing, it was found that there is a relationship between web site and buying decision of Internet users.

The findings of hypothesis1 (H1₀) to hypothesis7 (H7₀) are supported by Reynolds and Whitlark (1995) of which stated that advertising would directly affect the consumer as well as supported by Ganzach and Mazursky (1995) which showed that the consumer purchasing decision could be made after product information (advertising) has been acquired. Moreover, the findings are consistent

with the study of Khongsawatkiat (1999) of which mentioned that there are effects of advertising to consumer's decision-making

According to the analysis of hypothesis 8 (H8₀) and Hypothesis9 (H9₀), it can be concluded that there is no difference in effect of advertising on buying decision of Internet users when segmented by gender and age levels.

Theoretically, Wells Burnet & Moriarty (1992) mentioned that individual characteristic strongly influenced the way of thinking, deciding and behaving of consumers. This statement can uphold the analysis revealed in hypothesis10 (H10₀) which it was found that there is a difference in effect of advertising on buying decision of Internet users when segmented by education levels.

In addition, the analysis of the eleventh hypothesis (H11₀) indicates that there is no difference in effect of advertising on buying decision of Internet users when segmented by occupations.

Kotler (1994) mentioned that those personal factors or demographic factors such as age, income levels, occupations, etc are influential factors on the consumer behavior. This evidence is consistent with the findings of the analysis in hypothesis12 (H12₀), which revealed that there is a statistically significant difference in effect of advertising on buying decision of Internet users when segmented by income levels.

6.2 Conclusion

1. Influence of the Internet Advertising on the respondents' purchasing decisions

The empirical research found that the majority of respondents recognized, at the most significant level, the product brands and illustrated pictures. While at the same time, they could recognize the presenter, product feature, copy text, and animation at the moderate level. The least recognition was on web site, which represented the least impact on the respondents' purchasing decisions. This conclusive finding indicates that the product brand and illustrated pictures are more recognizable to the respondents than other channels e.g. presenter, copy text, animation, and web site.

2. Effect of the Internet Advertising's components on the respondents' purchasing decisions

This empirical research found that the product features/qualification, product brand and advertising pictures had the greatest effect on the respondents' purchasing decisions. That is to say, the majority of respondents took account of product features/qualification, product brand and advertising pictures as the decisive factors whether to buy which brand or product. On the other hand, they regarded the presenter having the little effect on their decision when they purchase via Internet.

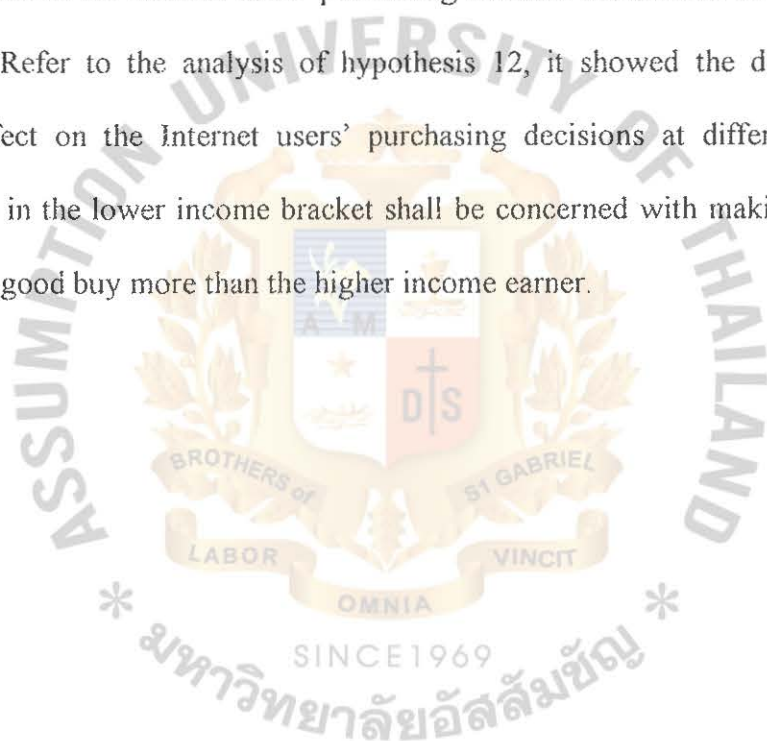
3. Hypotheses Testing

Refer to the analysis on hypotheses 1-7, it showed the relationship between presenter, copy text, product feature, brand, picture, animation as well as web site and purchasing decisions of Internet users. It indicates that Internet advertising by the presenter, copy text, product feature, brand, animation and web site are the effective channels in persuading the consumers to buy via Internet.

Refer to the analysis of hypotheses 8-9, it showed no difference of advertising effect on the Internet users' purchasing decisions at different ages and genders. As a result, it indicates that the different ages and genders are not influential in the consumers' purchasing decisions.

Refer to the analysis of hypothesis 10, it showed the difference of advertising effect on the Internet users' purchasing decisions at different education levels. On the contrary, the analysis of hypothesis 11 showed no difference of advertising effect on the Internet users' purchasing decision at different occupations.

Refer to the analysis of hypothesis 12, it showed the difference of advertising effect on the Internet users' purchasing decisions at different income levels. Those in the lower income bracket shall be concerned with making decision that ensure the good buy more than the higher income earner.



6.3 RECOMMENDATION

1. Since the advertising on Internet is a type of publicity where the message can be reached only and when the Internet users opt for checking out that certain advertisement. So, it is prerequisite for a product owner to make the advertisement attract the attention of and draw the curiosity of the audience as well as to make the advertisement easy for the audience's recognition. Moreover, the advertisement must be constantly adapted to real-time information aiming at message novelty and value that attract the audience to click on.
2. From the findings of this research, it is noted that the products' categories affecting the consumers' buying decision are Telecommunication Equipment and Electrical Equipment. Making the most of the research findings, the producers of these products should adopt the advertising on the Internet as an influential marketing tool to boost sales and expand product distribution.
3. From the findings of this research, it shows that the advertising on the Internet has moderate effect on the consumers' buying decision. Anyhow, when look separately into the details of various components of the advertising on the Internet, it can be seen that product feature/qualification and brand greatly affect the consumers' decision in buying products via Internet. Therefore, marketers and advertisers should emphasize on product feature/qualification and brand to get hold of the most effectiveness of the advertising on the Internet.
4. From the research results product feature and product brand are important factors for the respondents to make their buying decision. Marketers and advertisers should use product as the selling point while consider brand recognition as a crucial point if they want to advertise their products on the Internet. In addition, advertising picture

should be design fascinatingly to allure the respondents to buy the product hence advertising picture also has a great effect on the respondents' buying decision.

5. In the other hand, presenter and copy text that have moderate effect on the respondents' buying decision implies needlessness for marketers and advertisers to focus on them. Because they can not attract the attention of the respondents and can not help the respondents make their buying decision. Moreover, marketers and advertisers are unnecessary to advise their products on popular web site because it has only moderate effect on the respondents' buying decision.

6. Based on research results, it found that there is a difference in effect of advertising on buying decision of Internet users when segmented by education levels and income levels. This finding is beneficial for marketers making target marketing or developing marketing strategy that can satisfy the different need of each group of the respondents. However, in order to develop effective and efficient marketing strategy, further research investigations are required. The research that focuses on personnel information of the respondents can give more detail of the respondents' buying decision.

6.3 Future Study

In the researcher's point of view, further study should be conducted in following areas:

1. The target group of advertising medium on Internet especially on demographics, lifestyle and various interests, which will be handy to map out effective publicity on Internet in Thailand as well as to understand the reality of the target group e.g. Who they are and what are their characteristics
2. The attitude of audience toward Internet advertisement, this typical study will generate supportive information for the decision making of product owners and/or service providers who are going to have their products or services advertised via Internet.
3. The study of target group should include not only the population in Bangkok Metropolis, but must also the Internet Users in provincial areas. Potentially, the provincial Internet users maybe meaningful target to which the product owners and/or service providers are aspiring to gain access. Hence, the study on the target group, which also covers provincial population, will enable to identify research output in clearer and more accurate manners.

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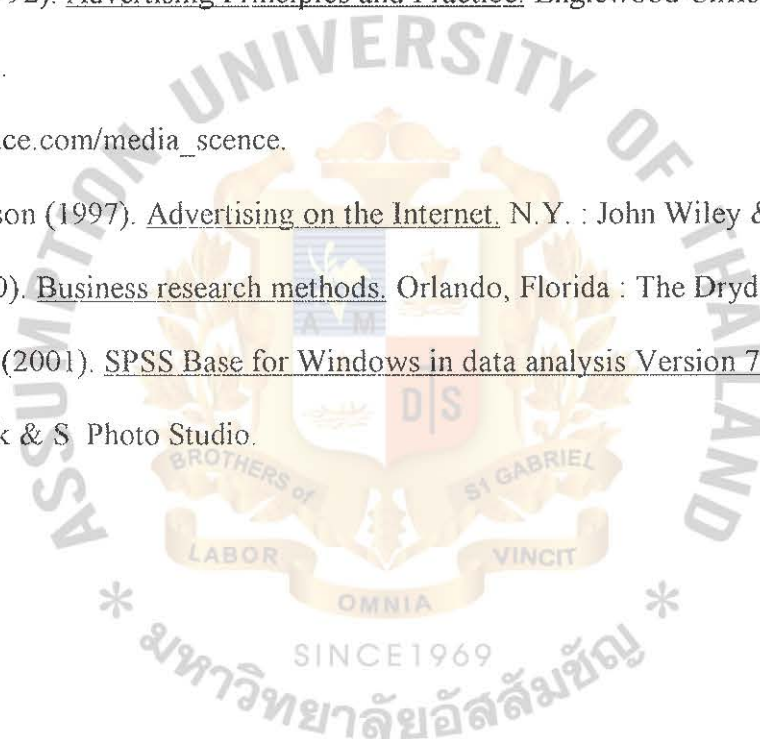
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APPENDIX A : QUESTIONNAIRE



Questionnaire

The Influence of Advertising on the Internet on Buying Decision of Internet Users.

Instruction on this questionnaire

Your answers from this questionnaire will be used for doing this thesis only, not for other work.

Have you ever used the Internet?

☐ Yes

☐ no (the end of responding)

Part 2 Awareness of the Influence of Advertising on the Internet on Buying Decision

1. When you have to look at/listen to/read the advertising via the Internet, how much can you recognize and which components of the advertisement via the Internet.

The components of Advertising on the Internet	The Least	A Little	Medium	A great deal	The Most
Presenter*				*	
Words					
Product of Qualification					
Brand					
Picture					
Animation					
Web site firm					

2. From the Components of Advertising, what effect each component has on your buying decision?

The components of Advertising on the Internet	The Least	A little	Medium	A great deal	The most
Presenter					
Words					
Qualification of Product					
Brands					
Picture					
animation					
Web site firm					

3. Which advertising via the internet affects you most in your buying decision
(choose one choice)

- clothing

..... cosmetics

..... foods

..... Electrical equipment

..... car and car accessories

..... stationery

..... construction equipment

..... others, please specify
- accessories

..... books

..... sports equipment

..... telecommunication equipment

4. How much do you think the information from advertising via the Internet helps you in your buying decision?

..... None

..... A little

..... medium

..... A great deal

..... the most



Part 3 Personal Information

1. Gender

☐

male

☐

female

2. Age

☐ 18 – 25 years old

☐ 26 – 30 years old

☐ 31 – 35 years old

☐ 36 – 40 years old

☐ 41 – 45 years old

3. Education

☐ lower than secondary/ high school

☐ secondary/ high school

☐ certificate/ diploma

☐ bachelor's degree

☐ master's degree

☐ higher than master's degree

4. Occupation

☐ student

☐ civil service officer

☐ state enterprise officer

☐ private company employee

☐ own business

☐ other (pleas specify.....)



5. Income per month

- ☐ Less than 5,000 baht
- ☐ 5,000 – 10,000 baht
- ☐ 10,001 – 15,000 baht
- ☐ 15,001 – 20,000 baht
- ☐ 20,001 – 25,000 baht
- ☐ 25,001 – 30,000 baht
- ☐ more than 30,000 baht



แบบสอบถาม

การวิจัยเรื่อง "อิทธิพลของโฆษณาทางอินเทอร์เน็ตที่มีต่อการตัดสินใจซื้อของผู้ใช้ อินเทอร์เน็ต
คำชี้แจงเกี่ยวกับแบบสอบถาม

แบบสอบถามนี้เป็นแบบสอบถามที่ต้องการคำตอบจากท่านเพื่อให้ประโยชน์ในการทำวิทยานิพนธ์เท่านั้น มิได้ใช้เพื่อประโยชน์อื่นใด กรุณาตอบแบบสอบถามตามความเป็นจริง

ท่านเคยใช้บริการเครือข่ายอินเทอร์เน็ตหรือไม่

☐ เคยใช้บริการ

☐ ไม่เคยใช้บริการ (จบการสัมภาษณ์)

ส่วนที่ 1 ความตระหนักถึงผลกระทบของโฆษณาทางอินเทอร์เน็ตและการตัดสินใจซื้อสินค้า

1. เมื่อท่านได้ดู / ฟัง / อ่านโฆษณาทางอินเทอร์เน็ต ท่านสามารถรับรู้และจดจำส่วนประกอบใดของโฆษณาได้
อย่างน้อยเพียงใด

ส่วนประกอบของโฆษณาทางอินเทอร์เน็ต	น้อยที่สุด	น้อย	ปานกลาง	มาก	มากที่สุด
Presenter					
คำพูด					
คุณสมบัติของสินค้า					
ชื่อยี่ห้อสินค้า					
ภาพ					
animation					
บริษัทผู้ผลิต Web site					

2. จากองค์ประกอบของโฆษณาต่อไปนี้ ส่วนใดมีผลต่อการตัดสินใจซื้อสินค้าของท่านอย่างน้อยเพียงใด

ส่วนประกอบของโฆษณาทางอินเทอร์เน็ต	น้อยที่สุด	น้อย	ปานกลาง	มาก	มากที่สุด
Presenter					
คำพูด					
คุณสมบัติของสินค้า					
ชื่อยี่ห้อสินค้า					
ภาพ					
animation					
บริษัทผู้ผลิต Web site					

3. ท่านคิดว่า โฆษณาสินค้าทางอินเทอร์เน็ตประเภทใดมีผลต่อการตัดสินใจซื้อมากที่สุด (ให้เลือกแค่ข้อเดียว)

- | | |
|-------------------------------------|---------------------------|
| เสื้อผ้า | เครื่องประดับ |
| เครื่องสำอาง | หนังสือ |
| อาหาร | อุปกรณ์กีฬา |
| เครื่องใช้ไฟฟ้า | |
| รถยนต์และอุปกรณ์ที่เกี่ยวข้อง | |
| อุปกรณ์สำนักงาน | เครื่องมือสื่อสาร |
| อุปกรณ์ก่อสร้าง | อื่น ๆ (ระบุ) |

4. ท่านคิดว่า ข้อมูลข่าวสารจากโฆษณาทางอินเทอร์เน็ต มีส่วนช่วยในการตัดสินใจซื้อสินค้าหรือไม่

- | | |
|---------------------|----------------|
| ไม่มีผลเลย | มีผลน้อย |
| มีผลปานกลาง | มีผลมาก |
| มีผลมากที่สุด | |



ส่วนที่ 2 ข้อมูลส่วนตัว

1. เพศ

☐ ชาย

☐ หญิง

2. อายุ

☐ 18 – 25 ปี

☐ 26 – 30 ปี

☐ 31 – 35 ปี

☐ 36 – 40 ปี

☐ 41 – 45 ปี

3. การศึกษา

☐ ต่ำกว่ามัธยมศึกษา

☐ มัธยมศึกษา

☐ ปวช./ปวส./อนุปริญญา

☐ปริญญาตรี

☐ปริญญาโท

☐ สูงกว่าปริญญาโท

4. ปัจจุบันท่านประกอบอาชีพอะไร

☐ นิสิต / นักศึกษา

☐ รับราชการ

☐ พนักงานรัฐวิสาหกิจ

☐ พนักงานบริษัท

☐ เจ้าของกิจการ

☐ อื่น ๆ (โปรดระบุ.....)

5. ท่านมีรายได้เดือนละเท่าไร

☐ ต่ำกว่า 5,000 บาท

☐ 5,000 – 10,000 บาท

☐ 10,001 – 15,000 บาท

☐ 15,001 – 20,000 บาท

☐ 20,001 – 25,000 บาท

☐ 25,001 – 30,000 บาท

☐ สูงกว่า 30,000 บาท



APPENDIX B : RELIABILITY ANALYSIS



Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0

N of Items = 14

Alpha = .8077



APPENDIX C : DESCRIPTIVE ANALYSIS



Frequencies

Statistics

gender of respondent

N	Valid	400
	Missing	0

gender of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	156	39.0	39.0	39.0
	female	244	61.0	61.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

age of respondent

N	Valid	400
	Missing	0

age of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years old	214	53.5	53.5	53.5
	26-30 years old	118	29.5	29.5	83.0
	31-35 years old	34	8.5	8.5	91.5
	36-40 years old	16	4.0	4.0	95.5
	41-45 years old	18	4.5	4.5	100.0
Total		400	100.0	100.0	

Frequencies

Statistics

education of respondent

N	Valid	400
	Missing	0

education of respondent:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	secondary/high school	10	2.5	2.5	2.5
	certificate/diploma	20	5.0	5.0	7.5
	Bachelor's degree	250	62.5	62.5	70.0
	Master's degree	114	28.5	28.5	98.5
	higher than master's degree	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

occupation of respondent

N	Valid	400
	Missing	0

occupation of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	138	34.5	34.5	34.5
	civil service officer	84	21.0	21.0	55.5
	state enterprise officer	6	1.5	1.5	57.0
	private company employee	148	37.0	37.0	94.0
	own business	12	3.0	3.0	97.0
	others	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

income of respondent

N	Valid	400
	Missing	0

income of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 5,000 baht	50	12.5	12.5	12.5
	5,000-10,000 baht	186	46.5	46.5	59.0
	10,001-15,000 baht	70	17.5	17.5	76.5
	15,001-20,000 baht	32	8.0	8.0	84.5
	20,001-25,000 baht	14	3.5	3.5	88.0
	25,001-30,000 baht	10	2.5	2.5	90.5
	more than 30,000 baht	38	9.5	9.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

How much can you recognize Presenter of the advertisement via the Internet?

N	Valid	400
	Missing	0

How much can you recognize Presenter of the advertisement via the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	44	11.0	11.0	11.0
	a little	88	22.0	22.0	33.0
	medium	164	41.0	41.0	74.0
	a great deal	78	19.5	19.5	93.5
	most	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

How much can you recognize Copy text of the advertisement via the Internet?

N	Valid	400
	Missing	0

How much can you recognize Copy text of the advertisement via the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	34	8.5	8.5	8.5
	a little	102	25.5	25.5	34.0
	medium	172	43.0	43.0	77.0
	a great deal	86	21.5	21.5	98.5
	most	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

How much can you recognize Qualification of Product of the advertisement via the Internet?

N	Valid	400
	Missing	0

How much can you recognize Qualification of Product of the advertisement via the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	28	7.0	7.0	7.0
	a little	72	18.0	18.0	25.0
	medium	160	40.0	40.0	65.0
	a great deal	124	31.0	31.0	96.0
	most	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

How much can you recognize Brand of Product of the advertisement via the Internet?

N	Valid	400
	Missing	0

How much can you recognize Brand of Product of the advertisement via the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	10	2.5	2.5	2.5
	a little	30	7.5	7.5	10.0
	medium	152	38.0	38.0	48.0
	a great deal	160	40.0	40.0	88.0
	most	48	12.0	12.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

How much can you recognize Picture on the advertisement via the Internet?

N	Valid	400
	Missing	0

How much can you recognize Picture on the advertisement via the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	10	2.5	2.5	2.5
	a little	18	4.5	4.5	7.0
	medium	130	32.5	32.5	39.5
	a great deal	170	42.5	42.5	82.0
	most	72	18.0	18.0	100.0
Total		400	100.0	100.0	

Frequencies

Statistics

How much can you recognize Animation of the advertisement via the Internet?

N	Valid	400
	Missing	0

How much can you recognize Animation of the advertisement via the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	14	3.5	3.5	3.5
	a little	56	14.0	14.0	17.5
	medium	178	44.5	44.5	62.0
	a great deal	110	27.5	27.5	89.5
	most	42	10.5	10.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

How much can you recognize Web site of the advertisement via the Internet?

N	Valid	400
	Missing	0

How much can you recognize Web site of the advertisement via the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	100	25.0	25.0	25.0
	a little	134	33.5	33.5	58.5
	medium	118	29.5	29.5	88.0
	a great deal	38	9.5	9.5	97.5
	most	10	2.5	2.5	100.0
Total		400	100.0	100.0	

Frequencies

Statistics

Presenter has more or less effect on your buying decision?

N	Valid	400
	Missing	0

Presenter has more or less effect on your buying decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	64	16.0	16.0	16.0
	a little	134	33.5	33.5	49.5
	medium	148	37.0	37.0	86.5
	a great deal	50	12.5	12.5	99.0
	most	4	1.0	1.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

Copy Text has mere or less effect on your buying decision?

N	Valid	400
	Missing	0

Copy Text has more or less effect on your buying decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	26	6.5	6.5	6.5
	a little	110	27.5	27.5	34.0
	medium	154	38.5	38.5	72.5
	a great deal	102	25.5	25.5	98.0
	most	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

Qualification of Product has more or less effect on your buying decision?

N	Valid	400
	Missing	0

Qualification of Product has more or less effect on your buying decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	12	3.0	3.0	3.0
	a little	10	2.5	2.5	5.5
	medium	64	16.0	16.0	21.5
	a great deal	178	44.5	44.5	66.0
	most	136	34.0	34.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

Brand of Product has more or less effect on your buying decision?

N	Valid	400
	Missing	0

Brand of Product has more or less effect on your buying decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	14	3.5	3.5	3.5
	a little	10	2.5	2.5	6.0
	medium	114	28.5	28.5	34.5
	a great deal	206	51.5	51.5	86.0
	most	56	14.0	14.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

Picture on Advertising has more or less effect on your buying decision?

N	Valid	400
	Missing	0

Picture on Advertising has more or less effect on your buying decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	20	5.0	5.0	5.0
	a little	52	13.0	13.0	18.0
	medium	136	34.0	34.0	52.0
	a great deal	152	38.0	38.0	90.0
	most	40	10.0	10.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

Animation of Advertising has more or less effect on your buying decision?

N	Valid	400
	Missing	0

Animation of Advertising has more or less effect on your buying decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	36	9.0	9.0	9.0
	a little	80	20.0	20.0	29.0
	medium	188	47.0	47.0	76.0
	a great deal	68	17.0	17.0	93.0
	most	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

Web site has more or less effect on your buying decision?

N	Valid	400
	Missing	0

Web site has more or less effect on your buying decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	98	24.5	24.5	24.5
	a little	112	28.0	28.0	52.5
	medium	120	30.0	30.0	82.5
	a great deal	54	13.5	13.5	96.0
	most	16	4.0	4.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

Which advertising via the Internet affects you the most in your buying decision?

N	Valid	400
	Missing	0

Which advertising via the Internet affects you the most in your buying decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	clothing	30	7.5	7.5	7.5
	accessories	8	2.0	2.0	9.5
	cosmetics	28	7.0	7.0	16.5
	books	68	17.0	17.0	33.5
	foods	36	9.0	9.0	42.5
	sports equipment	14	3.5	3.5	46.0
	electrical equipment	46	11.5	11.5	57.5
	car and car accessories	32	8.0	8.0	65.5
	stationery	14	3.5	3.5	69.0
	telecommunication equipment	112	28.0	28.0	97.0
	others	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

How much do you think the information from advertising
via the Internet helps you in your buying decision?

N ^a	Valid	400
	Missing	0

How much do you think the information from advertising via the Internet helps you in your buying decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	16	4.0	4.0	4.0
	little	52	13.0	13.0	17.0
	neutral	190	47.5	47.5	64.5
	much	120	30.0	30.0	94.5
	most	22	5.5	5.5	100.0
	Total	400	100.0	100.0	

APPENDIX D : CORRELATION ANALYSSIS



Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
How much do you think the information from advertising via the Internet helps you in your buying decision?	3.20	.88	400
Presenter has more or less effect on your buying decision?	2.49	.94	400

Correlations

		How much do you think the information from advertising via the Internet helps you in your buying decision?	Presenter has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.239**
	Sig. (2-tailed)	.	.000
	N	400	400
Presenter has more or less effect on your buying decision?	Pearson Correlation	.239**	1.000
	Sig. (2-tailed)	.000	.
	N	400	400

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

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
How much do you think the information from advertising via the Internet helps you in your buying decision?	3.20	.88	400
Copy Text has more or less effect on your buying decision?	2.89	.93	400

Correlations

		How much do you think the information from advertising via the Internet helps you in your buying decision?	Copy Text has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.359**
	Sig. (2-tailed)	.	.000
	N	400	400
Copy Text has more or less effect on your buying decision?	Pearson Correlation	.359**	1.000
	Sig. (2-tailed)	.000	.
	N	400	400

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

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
How much do you think the information from advertising via the Internet helps you in your buying decision?	3.20	.88	400
Qualification of Product has more or less effect on your buying decision?	4.04	.93	400

Correlations

		How much do you think the information from advertising via the Internet helps you in your buying decision?	Qualification of Product has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.308**
	Sig. (2-tailed)	.	.000
	N	400	400
Qualification of Product has more or less effect on your buying decision?	Pearson Correlation	.308**	1.000
	Sig. (2-tailed)	.000	.
	N	400	400

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

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
How much do you think the information from advertising via the Internet helps you in your buying decision?	3.20	.88	400
Brand of Product has more or less effect on your buying decision?	3.70	.87	400

Correlations

		How much do you think the information from advertising via the Internet helps you in your buying decision?	Brand of Product has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.257**
	Sig. (2-tailed)		.000
	N	400	400
Brand of Product has more or less effect on your buying decision?	Pearson Correlation	.257**	1.000
	Sig. (2-tailed)	.000	
	N	400	400

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

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
How much do you think the information from advertising via the Internet helps you in your buying decision?	3.20	.88	400
Picture on Advertising has more or less effect on your buying decision?	3.35	.99	400

Correlations

		How much do you think the information from advertising via the Internet helps you in your buying decision?	Picture on Advertising has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.275**
	Sig. (2-tailed)	.	.000
	N	400	400
Picture on Advertising has more or less effect on your buying decision?	Pearson Correlation	.275**	1.000
	Sig. (2-tailed)	.000	.
	N	400	400

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

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
How much do you think the information from advertising via the Internet helps you in your buying decision?	3.20	.88	400
Animation of Advertising has more or less effect on your buying decision?	2.93	1.00	400

Correlations

		How much do you think the information from advertising via the Internet helps you in your buying decision?	Animation of Advertising has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.164**
	Sig. (2-tailed)	.	.001
	N	400	400
Animation of Advertising has more or less effect on your buying decision?	Pearson Correlation	.164**	1.000
	Sig. (2-tailed)	.001	.
	N	400	400

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

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
How much do you think the information from advertising via the Internet helps you in your buying decision?	3.20	.88	400
Web site has more or less effect on your buying decision?	2.44	1.12	400

Correlations

		How much do you think the information from advertising via the Internet helps you in your buying decision?	Web site has more or less effect on your buying decision?
How much do you think the information from advertising via the Internet helps you in your buying decision?	Pearson Correlation	1.000	.292**
	Sig. (2-tailed)	.	.000
	N	400	400
Web site has more or less effect on your buying decision?	Pearson Correlation	.292**	1.000
	Sig. (2-tailed)	.000	.
	N	400	400

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

APPENDIX E : INDEPENDENT SAMPLE T-TEST



T-Test

Group Statistics

gender of respondent		N	Mean	Std. Deviation	Std. Error Mean
How much can you recognize Presenter of the advertisement via the Internet?	male	156	2.87	1.02	8.17E-02
	female	244	2.89	1.07	6.86E-02

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How much can you recognize Presenter of the advertisement via the Internet?	Equal variances assumed	.002	.966	-.201	398	.841	-.216E-02	.11	-.23	.19
	Equal variances not assumed			-.203	342.188	.839	-.216E-02	.11	-.23	.19

APPENDIX F : ANALYSIS OF VARIANCE (ANOVA)



ANOVA

Descriptives

How much do you think the information from advertising via the Internet helps you in your buying decision?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-25 years old	214	3.16	.87	5.94E-02	3.04	3.28	1	5
26-30 years old	118	3.17	.85	7.83E-02	3.01	3.32	1	5
31-35 years old	34	3.24	.89	.15	2.92	3.55	2	5
36-40 years old	16	3.63	.89	.22	3.15	4.10	2	5
41-45 years old	13	3.44	1.10	.26	2.90	3.99	2	5
Total	400	3.20	.88	4.39E-02	3.11	3.29	1	5

ANOVA

How much do you think the information from advertising via the Internet helps you in your buying decision?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.480	4	1.120	1.457	.214
Within Groups	303.520	395	.768		
Total	308.000	399			

Multiple Comparisons

Dependent Variable: How much do you think the information from advertising via the Internet helps you in your buying decision?

Tukey HSD

(I) age of respondent	(J) age of respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18-25 years old	26-30 years old	-1.06E-02	.10	1.000	-.28	.26
	31-35 years old	-7.64E-02	.16	.990	-.52	.37
	36-40 years old	-.47	.23	.241	-1.09	.15
	41-45 years old	-.29	.22	.674	-.87	.30
26-30 years old	18-25 years old	1.06E-02	.10	1.000	-.26	.28
	31-35 years old	-6.58E-02	.17	.995	-.53	.40
	36-40 years old	-.46	.23	.291	-1.09	.18
	41-45 years old	-.27	.22	.728	-.88	.33
31-35 years old	18-25 years old	7.64E-02	.16	.990	-.37	.52
	26-30 years old	6.58E-02	.17	.995	-.40	.53
	36-40 years old	-.39	.27	.584	-1.11	.34
	41-45 years old	-.21	.26	.925	-.91	.49
36-40 years old	18-25 years old	.47	.23	.241	-.15	1.09
	26-30 years old	.46	.23	.291	-.18	1.09
	31-35 years old	.39	.27	.584	-.34	1.11
	41-45 years old	.18	.30	.975	-.64	1.00
41-45 years old	18-25 years old	.29	.22	.674	-.30	.87
	26-30 years old	.27	.22	.728	-.33	.88
	31-35 years old	.21	.26	.925	-.49	.91
	36-40 years old	-.18	.30	.975	-1.00	.64

ANOVA

Descriptives

How much do you think the information from advertising via the Internet helps you in your buying decision?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
secondary/high school	10	3.20	.42	.13	2.90	3.50	3	4
certificate/diploma	20	3.80	1.11	.25	3.28	4.22	2	5
Bachelor's degree	250	3.20	.89	5.61E-02	3.09	3.31	1	5
Master's degree	114	3.07	.82	7.65E-02	2.92	3.22	1	5
higher than master's degree	6	3.67	.52	.21	3.12	4.21	3	4
Total	400	3.20	.88	4.39E-02	3.11	3.29	1	5

ANOVA

How much do you think the information from advertising via the Internet helps you in your buying decision?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.428	4	2.607	3.461	.009
Within Groups	297.572	395	.753		
Total	308.000	399			

Multiple Comparisons

Dependent Variable: How much do you think the information from advertising via the Internet helps you in your buying decision?

Tukey HSD

(I) education of respondent	(J) education of respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
secondary/high school	certificate/diploma	-.60	.34	.382	-1.52	.32
	Bachelor's degree	.00	.28	1.000	-.76	.76
	Master's degree	.13	.29	.991	-.65	.91
	higher than master's degree	-.47	.45	.836	-1.69	.76
certificate/diploma	secondary/high school	.60	.34	.382	-.32	1.52
	Bachelor's degree	.60*	.20	.024	4.98E-02	1.15
	Master's degree	.73*	.21	.005	.16	1.30
	higher than master's degree	.13	.40	.997	-.97	1.24
Bachelor's degree	secondary/high school	.00	.28	1.000	-.76	.76
	certificate/diploma	-.60*	.20	.024	-1.15	-4.98E-02
	Master's degree	.13	9.81E-02	.677	-.14	.40
	higher than master's degree	-.47	.36	.690	-1.44	.51
Master's degree	secondary/high school	-.13	.29	.991	-.91	.65
	certificate/diploma	-.73*	.21	.005	-1.30	-.16
	Bachelor's degree	-.13	9.81E-02	.677	-.40	.14
	higher than master's degree	-.60	.36	.471	-1.59	.40
higher than master's degree	secondary/high school	.47	.45	.836	-.76	1.69
	certificate/diploma	-.13	.40	.997	-1.24	.97
	Bachelor's degree	.47	.36	.690	-.51	1.44
	Master's degree	.60	.36	.471	-.40	1.59

*. The mean difference is significant at the .05 level.



ANOVA

Descriptives

How much do you think the information from advertising via the Internet helps you in your buying decision?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
student	138	3.04	.91	7.76E-02	2.89	3.20	1	5
civil service officer	84	3.31	.81	8.80E-02	3.13	3.48	2	5
state enterprise officer	6	3.67	.52	.21	3.12	4.21	3	4
private company employee	148	3.27	.88	7.21E-02	3.13	3.41	1	5
own business	12	3.17	1.11	.32	2.46	3.87	2	5
others	12	3.17	.72	.21	2.71	3.62	2	4
Total	400	3.20	.88	4.39E-02	3.11	3.29	1	5

ANOVA

How much do you think the information from advertising via the Internet helps you in your buying decision?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.453	5	1.291	1.686	.137
Within Groups	301.547	394	.765		
Total	308.000	399			

Multiple Comparisons

Dependent Variable: How much do you think the information from advertising via the Internet helps you in your buying decision?

Tukey HSD

(I) occupation of respondent	(J) occupation of respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
student	civil service officer	-.27	.12	.239	-.61	.790E-02
	state enterprise officer	-.62	.36	.526	-1.66	.42
	private company employee	-.23	.10	.242	-.52	6.82E-02
	own business	-.12	.26	.997	-.87	.63
	others	-.12	.26	.997	-.87	.63
civil service officer	student	.27	.12	.239	-7.90E-02	.61
	state enterprise officer	-.36	.37	.929	-1.41	.70
	private company employee	3.93E-02	.12	.999	-.30	.38
	own business	.14	.27	.995	-.63	.91
	others	.14	.27	.995	-.63	.91
state enterprise officer	student	.62	.36	.526	-.42	1.66
	civil service officer	.36	.37	.929	-.70	1.41
	private company employee	.40	.36	.886	-.64	1.43
	own business	.50	.44	.863	-.75	1.75
	others	.50	.44	.863	-.75	1.75
private company employee	student	.23	.10	.242	-6.82E-02	.52
	civil service officer	-3.93E-02	.12	.999	-.38	.30
	state enterprise officer	-.40	.36	.886	-1.43	.64
	own business	.10	.26	.999	-.64	.85
	others	.10	.26	.999	-.64	.85
own business	student	.12	.26	.997	-.63	.87
	civil service officer	-.14	.27	.995	-.91	.63
	state enterprise officer	-.50	.44	.863	-1.75	.75
	private company employee	-.10	.26	.999	-.85	.64
	others	.00	.36	1.000	-1.02	1.02
others	student	.12	.26	.997	-.63	.87
	civil service officer	-.14	.27	.995	-.91	.63
	state enterprise officer	-.50	.44	.863	-1.75	.75
	private company employee	-.10	.26	.999	-.85	.64
	own business	.00	.36	1.000	-1.02	1.02

ANOVA

Descriptives

How much do you think the information from advertising via the Internet helps you in your buying decision?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
less than 5,000 baht	50	2.64	.90	.13	2.38	2.90	1	4
5,000-10,000 baht	186	3.27	.77	5.62E-02	3.16	3.38	1	5
10,001-15,000 baht	70	3.31	.99	.12	3.08	3.55	2	5
15,001-20,000 baht	32	3.63	.79	.14	3.34	3.91	2	5
20,001-25,000 baht	14	2.86	1.17	.31	2.18	3.53	1	4
25,001-30,000 baht	10	3.60	.84	.27	3.00	4.20	3	5
more than 30,000 baht	38	3.05	.77	.12	2.80	3.31	1	4
Total	400	3.20	.88	4.39E-02	3.11	3.29	1	5

ANOVA

How much do you think the information from advertising via the Internet helps you in your buying decision?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.326	5	4.554	6.377	.000
Within Groups	280.674	393	.714		
Total	308.000	399			

Multiple Comparisons

Dependent Variable: How much do you think the information from advertising via the Internet helps you in your buying decision?

Tukey HSD

(I) income of respondent	(J) income of respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
less than 5,000 baht	5,000-10,000 baht	-.63*	.13	.000	-1.03	-.23
	10,001-15,000 baht	-.67*	.16	.000	-1.14	-.21
	15,001-20,000 baht	-.98*	.19	.000	-1.55	-.42
	20,001-25,000 baht	-.22	.26	.980	-.97	.54
	25,001-30,000 baht	-.96*	.29	.018	-1.82	-.69E-02
	more than 30,000 baht	-.41	.18	.259	-.95	.12
5,000-10,000 baht	less than 5,000 baht	.63*	.13	.000	.23	1.03
	10,001-15,000 baht	-4.55E-02	.12	1.000	-.39	.30
	15,001-20,000 baht	-.36	.16	.294	-.83	.12
	20,001-25,000 baht	.41	.23	.577	-.28	1.10
	25,001-30,000 baht	-.33	.27	.892	-1.14	.48
	more than 30,000 baht	.22	.15	.782	-.23	.66
10,001-15,000 baht	less than 5,000 baht	.67*	.16	.000	.21	1.14
	5,000-10,000 baht	4.55E-02	.12	1.000	-.30	.69
	15,001-20,000 baht	-.31	.18	.600	-.84	.22
	20,001-25,000 baht	.46	.25	.516	-.27	1.19
	25,001-30,000 baht	-.29	.29	.954	-1.13	.56
	more than 30,000 baht	.26	.17	.723	-.24	.76
15,001-20,000 baht	less than 5,000 baht	.98*	.19	.000	.42	1.55
	5,000-10,000 baht	.36	.16	.294	-.12	.83
	10,001-15,000 baht	.31	.18	.600	-.22	.84
	20,001-25,000 baht	.77	.25	.069	-3.05E-02	1.57
	25,001-30,000 baht	2.50E-02	.31	1.000	-.88	.93
	more than 30,000 baht	.57	.20	.071	-2.54E-02	1.17
20,001-25,000 baht	less than 5,000 baht	.22	.26	.980	-.54	.97
	5,000-10,000 baht	-.41	.23	.577	-1.10	.28
	10,001-15,000 baht	-.86	.25	.316	-1.19	-.27
	15,001-20,000 baht	-.77	.27	.069	-1.57	3.95E-02
	25,001-30,000 baht	-.74	.35	.339	-1.77	.29
	more than 30,000 baht	-.20	.26	.990	-.97	.58
25,001-30,000 baht	less than 5,000 baht	.96*	.29	.018	9.69E-02	1.82
	5,000-10,000 baht	.33	.27	.892	-.48	1.14
	10,001-15,000 baht	.29	.29	.954	-.56	1.13
	15,001-20,000 baht	-2.50E-02	.31	1.000	-.93	.58
	20,001-25,000 baht	.74	.35	.339	-.29	1.77
	more than 30,000 baht	.55	.30	.523	-.54	1.63
more than 30,000 baht	less than 5,000 baht	.41	.18	.259	-.12	.95
	5,000-10,000 baht	-.22	.15	.782	-.66	.23
	10,001-15,000 baht	-.26	.17	.723	-.76	.24
	15,001-20,000 baht	-.57	.20	.071	-1.17	2.54E-02
	20,001-25,000 baht	.20	.26	.990	-.58	.97
	25,001-30,000 baht	-.55	.30	.533	-1.43	.34

*. The mean difference is significant at the .05 level.

