

## ABSTRACT

Consumers' attitudes toward advertising have been considered important to track because they likely influence consumers' exposure, attention, and reaction to individual ads through a variety of cognitive and affective processes. Therefore, marketer, web designer or ISP should understand consumers' attitudes toward internet advertising in order to better implement their advertising design strategy. This study reports on the findings of a survey about present attitudes toward internet advertising and predictions for the future compared to traditional media. Furthermore, it presents how four perceptual antecedents (informativeness, entertainment, irritation and credibility) affect attitudes about internet advertising.

The target group in this research is AU MBA students. Two hundred seventy seven respondents have been selected by using sample survey techniques. The non-probability sampling design is applied. SPSS program is used to analyze gathered data. Descriptive statistics is used to describe characteristics and user behavior of the respondents. Statistical tests used are: Independent T- test; One Way Analysis of Variance (ANOVA); Correlation and Wilcoxon Signed-Rank test to explore the seven hypotheses.

The results reveal the respondents agree that internet advertising to be informative and valuable. On the other hand, they positively perceived perception in term of the informativeness and advertising value. For entertainment scale, the respondents score internet advertising to be moderately entertaining. Regarding irritation scale, the study presents that there are some differences between two studies. Ducoffe (1996) study did not find internet advertising to be irritating, annoying, or insulting to people's intelligence. In contrast, this paper shows respondents view the internet to be irritating. Furthermore, the result presents that there is a difference in advertising value when segmented by age and segmented by hour of using the internet per session. In addition, there is a significant difference in attitude to internet advertising when segmented by hour of using the internet per time.

The main finding of this study shows that perceptual antecedents (in terms of informativeness, entertainment, irritation and credibility) have a direct relationship with advertising value and attitudes toward internet advertising.

When the respondents present attitudes to advertising media as a source of valuable information are compared to their forecast in the next 5- 10 years, they predict that internet will be number two ranked medium as a source of valuable information. It replaces newspaper and magazine while TV still is the number one media ranked as source of valuable in present and future.

As the results of study, the ISP, advertising agencies and enterprises should have more attention to do web design by considering value information content, providing enough relevant product information, updating information. Likewise, they should make commercial sites more fun, exciting and entertaining. Since, the ability of the advertising to provide enjoyment or emotional release will lead to high advertising value. In addition, the factors such as poor casting or execution, unbelievable, deceptive should be avoided in order to prevent the viewer from being annoyed or irritated with the advertising.

These findings can be concluded that the Internet is going to take its place alongside the other traditional media as source of valuable information. This is because the Internet is only mass-communications medium that allows interactivity. Therefore, The advertisers should build interactivity into the web site. However, the Internet might not completely replace existing marketing and advertising programs, but they must work in concert for maximum benefit. The marketer can design and implement an Internet marketing campaign that takes full advantage of the Internet media and that will accomplish the marketing objectives.