International Journal for Social Studies
Available at
https://edupediapublications.org/journals
ISSN: 2455-3220
Volume 04 Issue 08
August 2018

A study on e-advertising effects

[1]Pin-Fenn Chou*, [2]Ying-Chun Wang

[1]Department of Business Administration, Far East University, Tainan City, Taiwan, R.O.C.

[2] Department of Airline and Transport Service Management, National Kaohsuing University of Hospitality and Tourism, Kaohsiung City, Taiwan, R.O.C.

Abstract

In recent years, the use of digital signage as an advertising promotion is the most compelling marketing method. This type of promotion that publishes advertisements on electronic boards is called e-advertising.

This study adopts the questionnaire to visit the people they had saw the e-advertising at the crossroads. Data analysis factor analysis, reliability analysis, and mean and stander deviation of items were used in this study.

The results will be using in the future to extend the research. The future can construct the model to explore the causal relationships they among the e-advertising effects.

Keyword: E-advertising

*** Corresponding Author**

Introduction

E-advertising as an outdoor advertising medium, according to the requirements of the delegators, the e-advertising it made the specific advertising content to specific objects at sometimes and to appoint place, so as to achieve the effect of mass communication. The people absorption of e-advertising content, that is call the e-advertising effectiveness.

Although traditional media, including newspapers, radio, magazines, and wireless TV, still exist in the market, their advertising volume has declined. The growth rate of online media advertising and media advertising has exceeded 15%, indicating that the media industry is shifting from traditional media to emerging advertising media.

That also shows that the way people/consumers accept advertising has gradually changed. Although we can't ignore the huge market share of traditional advertising, we can't underestimate the advertising benefits brought by the sudden emergence of new advertising methods.

Literatures

Blackwell,et al.,（2001）point that the definition of advertising, that is, advertising is through the mass media to carry out and achieve persuasive communication with the consumer.

Tsai and Chuang (2011) suggest that · the characteristics of inductive advertising are as follows:

1. The advertisement must have a clear advertiser and a concept of user payment.
2. The content of the advertisement include concepts such as goods, services and ideas.
3. Advertising is a non-personal communication method.
4. Advertisements have objects that are intended to be disseminated.

Hsu (2002) proposed that, the effect of the advertisement is that when the advertisement is perceived by the purchaser, the decision-making process will be affected, and will be reflected in the purchase behavior.

Thus, Tsai (1993) pointed out the effectiveness of advertising, it refers to the influence of advertisers on the use of advertising works through media exposure. Then, by the benefits of advertising, the profit of the advertisement is assessed.

Huang (1997) believes that, the most important function of advertising is to reach the consumer's notification and communication, and then promote the purpose of the purchase. However, how the advertisement affects the consumer's psychological behavior and behavior is quite complicated.

Mehta (2000) proposes that two measurements construct:

1. Intrusiveness effects

That includes the ability to attract attention and the ability to remember.

2. Persuasion effect

Consumers were interest in buying advertising products. And that advertising with entertainment, information, and trustworthiness will encourage consumers to like advertising and believe in the advertisings' value.

All in all, advertising is a paid mass communication method. The ultimate goal of advertising is to convey intelligence, to change people's attitudes toward advertising products, to induce people's purchases, and to make the owners of products or services benefit.

Results

Factor analysis

The effective recover questionnaires were 500 copies. Totally, there are 14 items in the questionnaire. This study is according the received data and to adopt the factor analysis to extraction component factors for discrimination to few constructs. Result present three factors were extracted, as Table 1, the KMO value is 0.858. Following the results of factor analysis:

Factor 1. Information effects

There are the information of the e-advertising is that I want, e-advertising is a good source for get the information, e-advertising can get real-time information, e-advertising can receive the latest product information, and e-advertising makes it easier for me

to remember the content of the ad. Five items were consisting of information effects construct. The proportion of variability explained by the model is 24.25%.

Factor 2. Entertainment effects

This factor include three items, there are e-advertising can give me the feeling of entertainment, e-advertising of the content can make me pleasant, and e-advertising can let me to relax. The proportion of variability explained by the model is 20.17%.

Factor 3. Trust effects

The factor the proportion of variability explained by the model is 16.50%. There are three items: the content of the e-advertising to feel correct and reliable for me, I trust the information provided by the e-advertisement, and e-advertising can attract me to seriously read the advertising content.

eliability analysis

According to the above, there are five items consist of information effects, four items consist of entertainment effects, and three items consist of trust effects, separately. Further, the reliability of constructs was test. Table 2 report that the reliability (Cronbach's α) the information effects is 0.783, the entertainment effects is 0.655, and the trust effects is 0.761. Except of the reliability of entertainment effects had lower, others constructs were higher than 0.7 which reached the accept threshold level. The

reliability of entertainments effects

is closely 0.7.

Table 1 The results of factor analysis

Items	Factor 1	Factor 2	Factor 3
4. E-advertising can receive the latest product information.	0.834		
3. E-advertising can get real-time information.	0.779		
5. E-advertising makes it easier for me to remember the content of the ad.	0.682		
1. The information of the e-advertising is that I want.	0.630		
2. E-advertising is a good source for get the information.	0.467		
1. The content of the e-advertising to feel correct and reliable for me.		0.805	
2. I trust the information provided by the e-advertisement.		0.790	
3. E-advertising can attract me to seriously read the advertising content.		0.703	
1. E-advertising can give me the feeling of entertainment.			0.876
2. E-advertising of the content can make me pleasant.			0.721
3. E-advertising can let me to relax.			0.492

Table 2 The reliability of research constructs

Constructs	Cronbach's α
Information effects	0.783
Entertainment effects	0.655
Trust effects	0.761

Mean and ranking analysis

International Journal for Social Studies
Available at
https://edupediapublications.org/journals
ISSN: 2455-3220
Volume 04 Issue 08
August 2018

The items were ranking, the item "E-advertising is a good source for get the information" is the agreement item in the information effects construct by the responders' perception, the following were "E-advertising can receive the latest product information", "E-advertising can get real-time information", "E-advertising makes it easier for me to remember the content of the ad", and "The information of the e-advertising is that I want".

In the entertainment effects, the item "E-advertising can let me to relax" is most of agreement by the responders' perception, following were "E-advertising can give me the feeling of entertainment", and "E-advertising of the content can make me pleasant".

"E-advertising can attract me to seriously read the advertising content" is the most agreement item of the trust effects by the responders' perception, following were "I trust the information provided by the e-advertisement" and "The content of the e-advertising to feel correct and reliable for me".

Table 3 The mean statistical table

Items	Mean	Sd
Information effects		
1. The information of the e-advertising is that I want.	3.58	0.83
2. E-advertising is a good source for get the information.	3.83	1.99
3. E-advertising can get real-time information.	3.68	0.86
4. E-advertising can receive the latest product information.	3.75	0.92

International Journal for Social Studies
Available at
https://edupediapublications.org/journals
ISSN: 2455-3220
Volume 04 Issue 08
August 2018

Items	Mean	Sd
5. E-advertising makes it easier for me to remember the content of the ad.	3.60	0.91
Entertainment effects		
1. E-advertising can give me the feeling of entertainment.	3.49	0.93
2. E-advertising of the content can make me pleasant.	3.23	0.94
3. E-advertising can let me to relax.	3.61	0.91
Trust effects		
1. The content of the e-advertising to feel correct and reliable for me.	3.38	0.82
2. I trust the information provided by the e-advertisement.	3.43	0.77
3. E-advertising can attract me to seriously read the advertising content.	3.44	0.95

Conclusion

Many responders percept e-advertising is a good source for get the information, thus, they think the e-advertising can bring the least and newest relevance the products or services.

Of course, the e-advertising can let readers to relax, they also considers the e-advertising can attract them must to have seriously read the advertising content, and then the introduced products or services can accepted by the consumer.

References

Blackwell, R. D., Engel, J. F., Miniard, P. W. (2001). Consumer Behavior, 9th Edition. Mason, OH: South-Western.

Cheng-Hong Tsai and Yu-Chian Chuang (2011).Using AHP Method to Evaluate the Important Factors of Advertising Effectiveness. *Journal of Global Business*

Openration and Management, Vol.3, pp.67-77.

Ching-Yi Hsu (2002). Research on the Influence of Advertising Appeal on Advertising Effect - Taking Web Advertising as an Example. Department of Business and Administration, Soochow University.

Kung-lin Tsai (1993). New advertising psychology. Chaoyangtang Culture Enterprise Co., Ltd.

Lun-Yu Huang (1997). Advertising in WWW Hypermedia Computer-Mediated Environment Including the Characteristics of Interactivity and Personalized Profile: A Study of Advertising Effect. College of Engineering, Chang Gung University.

Mehta Abhilasha (2000). Advertising Attitudes and Advertising Effectiveness. *Journal of Advertising Research*, Vol.40(3), pp. 67-72.