CONSUMER'S ATTITUDE TOWARDS WEBSITE AND SMARTPHONE ADVERTISEMENTS: CASE STUDY IN JORDAN

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Abstract- Nowadays the industry of digital advertisements such as advertisements on websites and smartphone applications have become an effective tool for business owners to promote products. However, this industry in Jordan is still lagging behind other countries due to the lack of acceptance by consumers. Although there have several studies in literature focusing on digital advertisements in Jordan in terms of TV, radio, SMS, and MMS advertisements, these studies did not address the acceptance of website and smartphone advertisements by consumers. Therefore, this research fills the gap in literature by identifying the factors influencing the acceptance of website and smartphone advertisements in Jordan. A quantitative research was performed using the survey research method designed to identify consumer attitude towards the website and smartphone advertisements. We found that consumers have negative attitude towards the website and smartphone advertisements as they believe these advertisements do not add new values to their shopping experience, do not preserve their privacy, and may contain materials inappropriate to their culture and religion. Additionally, we found that internet speed, the language of landing websites, and the ease of use of the landing website also influence consumer attitude towards the website and smartphone advertisements.

Key words- Digital advertisement, consumer attitude, smartphone, Jordan.

I. INTRODUCTION

Digital advertisements on websites and smartphone applications (apps) have become effective tools for companies to promote their products. Users of websites or smartphone apps can just click on an advertisement, and they will be directly transferred to another website page that contains more related information and similar products. Users can learn about new brands or they can purchase products. However, the use of digital advertisements in Middle East have not reached the expectations as few use digital advertisements while the others still prefer traditional advertisements broadcasted by televisions, radios, and newspapers. Some consumers may not accept the concept of digital advertisement at all as they use blockers to prevent digital advertisements from appearing on screens.

To cope with the growth of using information technology in E-commerce and advertising business, it is important for Companies in Middle East to understand consumer attitude towards digital advertisements and define the factors influencing consumer attitude towards using digital advertisements. This understanding leads to more productivity as companies find new advertising channels to reach potential customers and know their preferences. It also has great benefits for consumers as they can easily find products that fit their preferences and buy them. Therefore, this research focuses on investigating consumer attitude towards digital advertisements in Middle East.

After all the development that is growing on internet from initial reasons of its creation, and some reasons we use internet now; it become an important issue to understand consumer attitude towards digital advertisement and define the factors that shows an effect on consumers attitude towards using digital advertisement, this understanding of the attitude and the factors effect on people will lead to more productivity for companies and consumers.

Consumer's attitudes could be feelings, expression and beliefs toward products or services, or it could be the evaluation that people have towards something. Attitude towards digital advertisement depends on several factors such as privacy, security, usefulness, ease of use and religion or cultural background.

Digital advertisements are growing as fast as internet, comparing to the growth of traditional ways to advertise such as TV and newspaper; for example people are not willing to watch TV when advertisements appear so they would change the channel. It has become necessary for companies who advertise their product through digital media in order to understand consumer's attitudes towards digital advertisement.

II. LITERATURE REVIEW

Consumers' attitudes toward advertisements have been measured to demonstrate the importance of consumers' exposure, attention and response to individual ads [5] through a variety of cognitive and affective processes.

Traditional ways to advertise, such as TV, newspapers,

radio and magazines, are considered as advertising substitutes in our century [2]. Nowadays internet is rated as the best way to share information and interact with people [3].

According to researchers, the impression for digital advertisement affects costumers' idea of the product. [4] State that people's attitude on digital advertising is affected by information, entertainment and applications. On the other hand; desirable attitudes of people through Internet advertising and their response using it in the frame of love, joy and formativeness are considered as important issues [4].

Information provided on advertisements or company's websites shows a direct impression about the company and its product. This information delivered to consumers via websites or smartphone apps ads need to be related to their life style and depending on their culture background [6].

Variable	Frequency	Percent (%)
Age		
25-35	80	40
15-25	95	47.5
Above 35	25	12.5
Gender		
Male	130	65
Female	70	35
Education		
PHD	12	6
Master	44	22
bachelor	66	33
Diploma	32	16
High school	46	23
Web Experience		
Less than 1 year	43	21.5
1-5years	137	68.5
> 5 years	20	10
smartphone Experience		
Less than 1 year	65	32.5
1-5 years	90	45
> 5 years	45	22.5

Researchers find that the high correlation between advertisement and its value refers to consumer's expression and digital advertisements' capability [1].

The distinctiveness on web advertising should be discussed as the background before exploring the factors affecting consumer's attitude toward digital advertisement. Through this presented platform, web advertising can obtain higher quality on printed media rather than any other way of promotion [7]. Some researchers have suggested that web advertisement can display a better explanation compared with printed media, because the content on the web is similar to human minds thinking process [8]

However, as a new media user get more experience on websites or mobile apps, digital advertisement become less effective [9]. Internet users think that online advertisements are annoying and they might contain computer virus. Due to the increase on this advertising, new software programs are being developed to lock them. [10] Found that about 38% of web users apply this kind of advertisement blockers.

A similar research was done in Malaysia and Hong Kong; were results show that Malaysian consumers have positive attitudes [12]; meanwhile in Hong Kong, they concluded that companies always try to avoid negative consumer's attitude on it [13].

Digital advertisement is a useful tool for companies to target their customers according to their acceptance level and their attitude on it. As someone mentioned on his research; using media, consumers can do everything easier and faster than in a traditional way [11]

As mentioned in leadsleap.com there are some types of digital advertisement, such as content, link, viral, incentivized and obstructive advertising; as well as two kinds of internet surfers: people using internet to look for information and people surfing the internet with purchasing purpose [14].

A good understanding on the relationship between digital advertisements, internet and consumers attitude will help to improve internet as a new way for advertisement and it will also support companies' goals [15].

Regarding to a different research done in Taiwan, the result shows that life style segments have a relationship with the attitude towards internet advertisement, because it differs from all demographic factors. Marketers should treat internet users as a heterogeneous division [16].

III. METHODOLOGY

To achieve the goal of this study a questionnaire was built and distributed directly to 250 respondents in Jordan; it was designed to know about consumers' attitude toward digital advertisements and to analyze which type of advertisement predominates between web advertising and smartphone apps advertisement. The questionnaire utilizes five point Likert scales to measure attitude responses, these scales were employed primarily as they offer advantages of speed;

even when respondents were requested to read each statement carefully, we still found some invalid questionnaires. This ensures the validity of responses and research. After getting the data from the respondents, it was processed and analyzed in the Statistical Package for Social Sciences program (SPSS) to analyze frequency distribution.

	Total participant	Invalid date	Final data	Percentage
participant	250	50	200	80%

TABLE1: RETURN RATE OF THE QUESTIONNAIRE

Table 1 shows that the return data from the participant is 200 valid questioners that we found its able to apply our research on it , the analysis of the data that were obtained from the questionnaire was totally based on two hundred that were found it is usable. A summary of demographic characteristics of participants is shown in Table 2.

IV. RESULTS AND DISCUSSIONS

Table 3.1
Frequency distribution of the respondents "digital ads are secure" (N=200)

	Frequency	Present
Strongly disagree	100	50
Disagree	30	15
Neutral	10	5
Agree	20	10
Strongly agree	40	20
Total	200	100.0

Table 3.1 reveals that 50% are strongly disagree with the sentence "digital ads are secure" whereas 15% are disagree ;the table further shows that 5% participants remain neutral where as 10% agree and 20% are strongly agree.

Table 3.2
Frequency distribution of the respondents "digital ads cares about your privacy" (N=200)

	Frequency	Present
Strongly disagree	95	47.5
Disagree	33	16.5
Neutral	20	10
Agree	10	5
Strongly agree	42	21
Total	200	100.0

Table 3.2 depicts that 47.5% are strongly disagree ,16.5% are disagree; the table also shows that 10% participants remain neutral whereas 21% agree with the statement that digital advertisements cares about your privacy.

Table 3.3
Frequency distribution of the respondents "digital ads show you information against your cultural background" (N=200)

	Frequency	Present
Strongly disagree	103	51.5
Disagree	40	20
Neutral	36	18
Agree	21	10.5
Strongly agree	103	51.5
Total	200	100.0

Table 3.3 demonstrates that 51.5% are strongly disagree whereas 20% are disagree; the table further shows that 18% participants remain neutral whereas 10.5% agree and 51.5% are strongly agree with the statement that the digital ads show you information against your cultural background.

Table 3.4
Frequency distribution of the respondents "the internet speed effect your decision of using the digital advertising" (N=200)

	Frequency	Present
Strongly disagree	26	13
Disagree	25	12.5
Neutral	19	9.5
Agree	45	22.5
Strongly agree	85	42.5
Total	200	100.0

Table 3.4 demonstrates that 13% are strongly disagree whereas 12.5% are disagree; the table further shows that 9.5% participants remain neutral whereas 22.5% agree and 42.5% are strongly agree with the statement that the internet speed effect your decision of using the digital advertising.

Table 3.5
Frequency distribution of the respondents "digital ads are useful" (N=200)

	Frequency	Present
Strongly disagree	40	20
Disagree	12	6
Neutral	31	15.5
Agree	29	14.5
Strongly agree	88	44
Total	200	100.0

Table 3.5 exhibits that 20% are strongly disagree whereas 6% are disagree; the table further shows that 15.5% participants remain neutral whereas 14.5% agree and 44% are strongly agree with the statement that digital ads are useful.

Table 3.6
Frequency distribution of the respondents "digital ads are easy to use" (N=200)

	Frequency	Present
Strongly disagree	130	65
Disagree	0	0
Neutral	30	15
Agree	25	12.5
Strongly agree	15	7.5
Total	200	100.0

Table 3.6 exhibits that 65% are strongly disagree whereas 0% are disagree; the table further shows that 15% participants remain neutral whereas 12.5% agree and 7.5% are strongly agree with the statement that digital ads are easy to use.

Table 3.7
Frequency distribution of the respondents "digital ads are annoying" (N=200)

	Frequency	Present
Strongly disagree	36	18
Disagree	30	15
Neutral	22	11
Agree	42	21
Strongly agree	70	35
Total	200	100.0

Table 3.7 demonstrates that 18% are strongly disagree whereas 15% are disagree; the table further shows that 11% participants remain neutral whereas 21% agree and 35% are strongly agree with the statement that the digital advertisements are annoying.

Table 3.8
Frequency distribution of the respondents "viewing the same ads is useful" (N=200)

	Frequency	Present
Strongly disagree	123	61.5
Disagree	45	22.5
Neutral	12	6
Agree	10	5
Strongly agree	10	5
Total	200	100.0

Table 3.8 demonstrates that 61.5% are strongly disagree whereas 22.5% are disagree; the table further shows that 6% participants remain neutral whereas 5% agree and 5% are strongly agree with the statement that the viewing the same ads is useful.

Table 3.9
Frequency distribution of the respondents "digital advertisement more effective than traditional advertisement" (N=200)

	Frequency	Present
Strongly disagree	20	10
Disagree	14	7
Neutral	22	11
Agree	50	25
Strongly agree	94	47
Total	200	100.0

Table 3.9 demonstrates that 10% are strongly disagree whereas 7% are disagree; the table further shows that 11% participants remain neutral whereas 25% agree and 47% are strongly agree with the statement that the digital advertisement more effective than traditional advertisement.

CONCLUSION

This study was conducted to explore the factors that affect consumer's attitudes towards digital advertisement whether it is websites advertisement or smartphone advertisement. Many variables have been considered in this study, including security, privacy, cultural factors, speed, usefulness and efficiency of digital advertisement. All these factors can affect consumer's attitude, but is important to mention that the influence of some of these is higher than others.

Table 3.1 includes attitudes towards the security of digital advertisement. The current study concluded that the majority of our respondents have a negative attitude on it.

The second part was asking whether digital advertisement respect consumer's privacy or not. As shown in table 3.2 (47.5) respondents believe that digital advertisement didn't respect their privacy and it could show off any time while they are surfing the internet or their smartphone apps.

The third part was designed to know if digital advertisement shows information to the audience against their culture or if it contains any unlikely picture or data. This research concluded that the majority of our respondents agreed with us stating that digital ads show information against your cultural background.

The fourth part was done to know the relationship between the internet speeds and whether it affects attitudes toward using the digital advertisement; the result of this study shows that a high number of participants (85%) agreed that internet speed in Jordan affects consumer's decision of using digital advertisement.

The fifth part was built to explore attitudes towards the usefulness of digital advertisement in Jordan and the result shows that the majority of the respondents have

a negative attitude and they think that digital advertisements are not useful in Jordan.

The sixth part was built to examine the attitude towards the ease of use of digital advertisement in Jordan and the result shows that (130%) which is the majority of respondents believe that digital advertisements are complicated to use.

The seventh part from table 3.7 to table 3.8 was built to know the attitudes toward the repeatedly of the digital advertisements, the majority of the respondents show a negative attitude toward viewing the same ads and even they believe it's annoying.

The last part was to examine consumers' attitudes between digital advertisements and traditional advertisement in general, participants show a positive attitude toward digital advertisement and they believe that digital advertisements are more effective than traditional advertisement in our current time.

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