การตอบสนองต่อโฆษณาออนไลน์ของผู้บริโภคเจนเนอเรชั่น Z ในกรุงเทพมหานคร

CONSUMER RESPONSE TO ONLINE ADVERTISING OF GENERATION Z IN BANGKOK

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บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาการตอบสนองต่อโฆษณาออนไลน์ของผู้บริโภคของเจนเอเรชั่น Z ในกรุงเทพมหานคร และเพื่อเปรียบเทียบการตอบสนองต่อโฆษณาออนไลน์ของผู้บริโภคของเจนเอเรชั่น Z ในกรุงเทพมหานคร จำแนกตามปัจจัยส่วนบุคคล ตัวอย่างที่ใช้ในการวิจัยครั้งนี้ คือ ผู้บริโภคออนไลน์ที่เกิดหลังปี พ.ศ. 2538 และอาศัยอยู่ในกรุงเทพมหานคร จำนวน 394 ตัวอย่าง โดยใช้แบบสอบถามเป็นเครื่องมือที่ใช้ในการเก็บรวบรวมข้อมูล และทำการวิเคราะห์ข้อมูลด้วยสถิติพรรณนา โดยใช้ค่าร้อยละ การแจกแจงความถี่ ค่าเฉลี่ย และส่วนเบี่ยงเบนมาตรฐาน และทำการทดสอบสมมติฐานด้วยสถิติเชิงอนุมาน โดยใช้เทคนิค t-test และการวิเคราะห์ความแปรปรวน Analysis of Variance (ANOVA) ผลการวิจัยพบว่า องค์ประกอบที่สำคัญของโฆษณาออนไลน์ที่สามารถสร้างการรับรู้ของสินค้า (Aware) คือ การมีโฆษณาผ่าน Facebook องค์ประกอบที่สำคัญของโฆษณาออนไลน์ที่สามารถดึงดูดความสนใจของผู้บริโภค (Appeal) คือ มีการแสดงคุณสมบัติพิเศษของสินค้าหรือบริการ โดยองค์ประกอบที่สำคัญของโฆษณาออนไลน์ที่สามารถตอบสนองต่อการสอบถามของผู้บริโภค (Ask) คือการทำให้สามารถสืบค้นเกี่ยวกับสินค้า/บริการได้ง่ายใน Google และองค์ประกอบที่สำคัญของโฆษณาออนไลน์ที่สามารถช่วยให้ผู้บริโภคสั่งซื้อสินค้าได้ง่ายขึ้น (Act) คือ มีการระบุชื่อแอปพลิเคชันที่ใช้สั่งซื้อสินค้าในโฆษณาออนไลน์ให้ชัดเจน ส่วนองค์ประกอบที่สำคัญของโฆษณาออนไลน์ที่สามารถเปิดโอกาสในการแนะนำต่อผู้อื่น (Advocate) คือ การที่โฆษณามีช่องทางให้แสดงความคิดเห็น ผลการทดสอบสมมติฐาน พบว่า ผู้บริโภคเจนเนอเรชั่น Z เพศชายมีการตอบสนองต่อโฆษณาออนไลน์แตกต่างจากผู้บริโภคเจนเนอเรชั่น Z เพศหญิง

คำสำคัญ: การตอบสนองของผู้บริโภค โฆษณาออนไลน์ เจนเนอเรชั่น Z

Abstract

This study aims to investigate the consumer response to the online advertising of Generation Z in Bangkok and to compare the consumer response to the online advertising of Generation Z in Bangkok classified by individual attributes. The samples used in this study were 394 online consumers who were born after 1995 and lived in Bangkok. The questionnaires were used as the tool to collect the data. Statistics used to analyze the data were descriptive statistics, including percentage, frequency distribution, mean, and standard deviation. The inferential statistics were used to test the hypothesis, including t-Test and Analysis of Variance (ANOVA). The results show the most important element of online advertising that can create awareness of products (Aware) is having advertising via Facebook. The most important element of online advertising that can attract the consumers (Appeal) is showing the prominent feature of products/services in the advertising. It is also found that the most important element of online advertising that can response to the inquiry of consumer (Ask) is optimizing Google search so that can be easily search more information regarding products/services in Google. The results of this analysis also show that the most important element of online advertising that can facilitate the consumers in placement of order (Act) is naming an application that can placement of order. Moreover, the most important of element of online advertising that proving the opportunity to recommend to the others (Advocate) is providing the channel that customers can share and express their opinion in the advertising. The results of the hypothesis reveal that the consumer responses to online advertising of male are statistically different from female.

Keywords: Consumer Response, Online Advertising, Generation Z

Background

Online world has become a new kind of social communication and strongly embedded in the social lives of people at present time (Quinn and Oldmeadow, 2013). As such, online advertising is a new platform for marketers to create awareness and increase brand equity (Wei, Jerome, and Shan, 2010). This form of advertising can reach a worldwide customer population with low costs of setting up and to be accessible at all times and from everywhere. Indeed, numerous organizations view the internet as a formal component of the marketing communications budget and as an increasingly important medium for creating messages designed to change consumer perceptions and buying behavior (Chiagouris and Mohr, 2004). Many researchers have investigated the roles of online advertising in the business world, including helping brand and promote businesses (Geer and Ferguson 2001), increasing firm's value (Plangger 2012), and effecting buying intention (Hsiao, Yeh, and Tsai, 2013; Lim, 2015). Overall, research confirms that online advertising, and especially search engine advertising, affects both online and offline sales (Olbrich and Schultz, 2014). However, to generate favorable responses from consumers, online advertising elements are of great importance. The advertiser of a message should be familiar with types of appeals in order to be able to attract the audience or influence their behavior so that the audience can recognize the product, become willing to buy it, and finally remain loyal to their choice (Behboudi, Vazifehdoust, Najafi, and Najafi, 2014). Online advertising elements play a significant role in motivating the audience for a second online visit and generating favorable consumer response.

However, each generation has unique expectations, experiences, lifestyle, values, and demographics that influence their buying behaviors (Williams and Page, 2011), thus marketers need to understand consumer response and buying behavior of each generation. Gupta and Gulati (2014) defined generation Z as the "Digital Natives" which are bombarded with digital technologies and are considered to be tech-savvy. Growing up with technology make them dissimilar to preceding generations. They usually communicate and build relationships online more comfortably than middle and late adults (Thayer and Ray, 2006). Generation Z are those who was born in 1995 or later (Oster, 2014). They are characterized as confident, high self-esteem, awareness towards latest trends, early adaptors of technology, globally connected, acceptance towards diverse populations and have a concerned about environmentally safe products (Gupta and Gulati, 2014). They are accustomed to high-tech and multiple information sources (Williams and Page, 2011). They have never lived without the internet. As such, generation Z has gained the attention of marketers since they prefer sharing their opinions, feeling, and emotions online through various websites in the forms of likes or comments, which eventually effect the company's image (Gupta and Gulati, 2014). Although my studies have demonstrated that advertising appeals are capable of evoking a wide range of emotional responses from audiences (e.g. Göbel, Meyer, Ramaseshan, and Bartsch, 2017; Keshari and Jain, 2014), there is still a need to examine the extent to which individual attributes that will affect the consumer response to the online advertising, especially in Generation Z. This study, therefore, intends to investigate the consumer response to the online advertising of Generation Z in Bangkok and to compare the consumer response to the online advertising of Generation Z in Bangkok classified by individual attributes.

Literature Review

Online Advertising

Introducing of internet has significantly changed in daily media usage habits of millions of people of all ages. For a long time, television, radio, newspapers, and magazines have dominated the advertising media, but now, online advertising has been one of the most attractive channels due to its advantages of rich content provision, strong interactivity, precise targeting, and low operating cost (Peng, Zhang, Zhang, and Li, 2014). Obviously, online advertising has become a topic of increasing to academic research (Barrento, 2013; Chang, Rizal, and Amin, 2012; Duffett, 2015; Tseng and Huang, 2016; Veloso, Hildebrand, and Sresnewsky, 2017). In online advertising, advertisers communicate, interact with, and persuade online users in order to position a brand which allows a business to promote both consumer awareness and preference a customized and personalized way, and decrease the time needed to make a buying decision (Hanafizadeh and Behboudi, 2012, p.22 cited in Barrento, 2013). Online advertising has become a popular advertising platform because of its flexibility and ability to control over advertising content (Hanafizadeh and Behboudi, 2012). Presently, online advertising tools has also expanded significantly beyond the initial limited options of banner ads, websites, and directory listings. Advertisers now have at their disposal more than a dozen formats, including newer inventions such as advergames, mobile advertising, and retargeted advertising (Liu-Thompkins, 2018).

A study of Raj (2018) indicates the impact of online advertising on the purchase behavior of youth in Chennai City. This study reveals that the usefulness of the appropriate websites will motivate youth to purchase. In fact, the images of online advertising can generate the possibility of consumers' purchase intentions. The major drawback of incorporating pictures in online advertising is the time it takes to download them. Besides, animation with moving images and graphics enhances the presentation of persuasion messages. The use of music in advertising is one of the most common methods in getting consumer attention (Anisimova, Mllern, and Plachkova, 2014). Advertisers often use the right melody or song that can best connect a product and a brand to consumers' aspirations. Interestingly, Aqsa and Kartini (2015) found that internet users feel that the layout of the online advertisements that have appeared on internet is enough to disturb internet users. For that internet users expect that in designing the layout design of online advertising on the web need to consider how to position the layout of online advertising that they appear not to disturb the activities of internet users. The proper layout and graphics displayed can attract the consumers to view the online advertising (Aqsa and Kartini, 2015). Obviously, most of studies relating to online advertising elements only aim to examine the impact of its elements on purchase intention. This study, therefore, aims to examine the consumer response to online advertising.

Consumer Response to Advertising

While advertising is foremost communication tool used by marketers to persuade consumers to buy or try their products and services, consumer response is the reaction of consumers towards a specific stimulus (Keshari and Jain, 2014). Many studies have been conducted to examine the effect of advertising appeals on consumer response such as Moore, Harris, and Chen (1995), Dens and De Pelsmacker (2010), Lantos and Craton (2012), Keshari and Jain (2014), and Keshari and Jain (2016). Since online world has become a new kind of social communication, online

advertising has drawn the attention of marketing researcher and marketers. At first, the use of the internet as an advertising medium has been questioned due to the fact that consumers seem to avoid online advertisings (Pinho and Soares, 2015). However, the study of Hamouda (2017) indicate the effect of advertising value on consumers' attitude toward social media advertising and their behavioral responses.

Individual Attributes and Online Buying Behavior

According to the study of Pate and Adams (2013), Generation Z would be more likely to purchase items "liked" by "friends" on social networking sites. People who actually often click on social media advertisements have a positive reaction to such marketing instruments (Vinerean, Cetina, Dumitrescu, and Tichinelean, 2013). The study of Orchard, Fullwood, Galbraith, and Morris (2014) reveals that individuals with different profiles vary in their motivations for using social networking sites. Attitudes toward online marketing are positively related to buying intention (Hsiao et al., 2013). Also, demographic variables have been reported as significant variables influencing on online buying behavior and response. Also, demographic variables have been reported as significant variables influencing on online buying behavior. Males were found to use the internet for downloading and purchasing activities to a greater extent compared to females (Teo, 2001). The study of Comegys, Hannula, and Vไisไnen (2006) reveals that Finnish men have higher frequency in online purchase decisions and postpurchase behavior than women. On the other hand, the study of Sahney, Ghosh, and Shrivastava (2013) indicates that differences in gender have no significantly effect on consumer trust in online buying behavior. Whereas, the convenience to shop online comes out to be the most important factor for the female online shoppers (Raman, 2014). Pate and Adams (2013) study of the influence of social networking sites on buying behaviors found a significant relationship between age and purchasing items endorsed by celebrities. Moreover, the study of Park and Jun (2003) found the effect of cultural differences on internet buying behaviors. Besides, the findings of Wijesundara (2014) revealed that motivation of using social networking sites significantly differ across cultures. Obviously, individual attributes among message recipients may lead to wide variations in the manner in which consumer response to emotional online advertising appeals. Thus, the hypothesis formulated after review of the literature are given below:

H1: There is the effect of individual attributes on consumer response to online advertising of generation Z in Bangkok.

Methodology

Population and Samples

The target population of this study comprised online consumers who were born after 1995 and lived in Bangkok. Using Crochran (1997) with 95% confidence level to determine the sample size, at least 385 samples should be used in this study. Therefore, 400 questionnaires were distributed. Quota sampling technique was used for collecting data from 200 male and 200 female online consumers who were born after 1995 and lived in Bangkok.

Research Instrument

The method of self-administered structured questionnaire was used to collect the data. The first section of the questionnaire comprised of four multiple-choice questions asking about individual attributes. The second section focused on the five process of consumer response to online advertising. The five-point scale was used to measure consumer response.

Method of Analysis

Descriptive statistics were used to analyze the data, including percentage, frequency distribution, mean, and standard deviation (SD). The inferential statistics were used to test the hypothesis, including t-Test and Analysis of Variance (ANOVA).

Findings

Demographics of Respondents

A total of 400 questionnaires were distributed and 394 were returned (98.5% response rate). Of these samples, 200 were male (50.8%) and 194 were female (49.2%). The majority of respondents were in age group of 21-22 years old (57.4%). Most of the respondents were students (79.7%) and the majority of them had income less than 10,000 Baht (43.1%).

Consumer Response to Online Advertising

The analysis of consumer response to online advertising is presented in Table 1. The analysis reveals that the most important element of online advertising that can create awareness of products (Aware) is having advertising via Facebook (Mean=3.97, SD=0.67). The most important element of online advertising that can attract the consumers (Appeal) is showing the prominent feature of products/services in the advertising (Mean=3.84, SD=0.89). The most important element of online advertising that can response to the inquiry of consumer (Ask) is optimizing Google search so that can be easily search more information regarding products/services in Google (Mean=3.90, SD=0.86) and the most important element of online advertising that can facilitate the consumers in placement of order (Act) is naming an application that can placement of order (Mean=3.93, SD=0.88). Moreover, the most important of element of online advertising that proving the opportunity to recommend to the others (Advocate) is providing the channel that customers can share and express their opinion in the advertising (Mean=3.81, SD=0.84).

Table 1 Consumer Response to Online Advertising

Consumer Response	Mean	SD
1. Creating Awareness of Products/Services (Aware)	3.74	0.67
1.1 Having advertising via Facebook	3.97	0.86
1.2 Having advertising via Twitter	3.52	1.05
1.3 Having advertising via Instagram	3.75	0.97
1.4 Having advertising via YouTube	3.76	0.99
1.5 Having advertising via Website	3.69	0.93

Table 1 Consumer Response to Online Advertising

Consumer Response	Mean	SD
2. Attracting the Consumers (Appeal)	3.80	0.65
2.1 Using the celebrity in the advertising	3.81	0.87
2.2 Using the music in the advertising	3.74	0.84
2.3 Using the story or the content of the advertising	3.77	0.87
2.4 Using slogan or memorable words in the advertising	3.83	0.89
2.5 Showing the prominent feature of products/services in the advertising	3.84	0.89
3. Channel of Inquiry Response (Ask)	3.82	0.70
3.1 Optimizing Google search	3.90	0.86
3.2 Showing reviews from bloggers in the advertising	3.78	0.88
3.3 Choosing the Right Hashtags for Every Social Media Platform	3.76	0.94
3.4 Providing the channel that can inquire more information in the advertising	3.82	0.90
4.Placement of Order (Act)	3.89	0.76
4.1 Naming an application that can placement of order in the advertising	3.93	0.88
4.2 Having Facebook Live/Live in Instagram that can placement of order	3.89	0.89
4.3 Naming websites that can placement of order in the advertising	3.85	0.91
5.Recomending to Others (Advocate)	3.76	0.75
5.1 Providing the channel that customers can share and express their opinion in the advertising	3.81	0.84
5.2 Having a guarantee of online products from famous people in the advertising	3.75	0.90
5.3 Using Facebook Live, Live via Instagram that customers can communicate to the seller	3.71	0.93
Total	**3.80**	**0.56**

Testing of Hypothesis

The results of hypothesis testing using t-Test and Analysis of Variance (ANOVA) are shown in Table 2- Table 4.

Table 2 Comparison of the consumer response to online advertising classified by gender

Consumer Response to Online Advertising	Male		Female		t	Sig
	Mean	SD	Mean	SD		
Aware	3.63	0.68	3.85	0.64	-3.324	0.001
Appeal	3.60	0.67	4.00	0.55	-6.368	0.000
Ask	3.54	0.71	4.10	0.58	-8.505	0.000
Act	3.59	0.75	4.21	0.63	-8.892	0.000
Advocate	3.50	0.77	4.02	0.63	-7.353	0.000
Total	**3.57**	**0.56**	**4.03**	**0.45**	**-9.037**	**0.000**

Table 2 shows that in overall and every aspect, the consumer responses to online advertising of male are statistically different from female. The analysis indicates that male response to online advertising less than female.

Table 3 Comparison of the consumer response to online advertising classified by age

Consumer Response to Online Advertising	15-17 years old		18-20 years old		21-23 years old		F	Sig
	Mean	SD	Mean	SD	Mean	SD		
Aware	3.86	0.73	3.70	0.62	3.75	0.70	0.648	0.524
Appeal	3.85	0.62	3.77	0.60	3.81	0.68	0.217	0.805
Ask	3.91	0.66	3.80	0.74	3.82	0.68	0.275	0.760
Act	3.93	0.72	3.93	0.78	3.86	0.75	0.366	0.694
Advocate	3.80	0.83	3.79	0.75	3.73	0.75	0.269	0.764
Total	**3.87**	**0.56**	**3.80**	**0.54**	**3.79**	**0.57**	**0.196**	**0.822**

Table 3 shows that in overall and every aspect, generation Z who have different in age have no different in response to online advertising.

Table 4 Comparison of the consumer response to online advertising classified by income per month

Consumer Response to Online Advertising	Less than 10,00 Baht		10,000-15,000 Baht		15,001-20,000 Baht		More than 20,000 Baht		F	Sig
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Aware	3.60	0.75	3.76	0.56	3.87	0.60	4.00	0.62	5.880	0.001
Appeal	3.76	0.67	3.75	0.67	3.86	0.54	3.94	0.62	1.433	0.233
Ask	3.85	0.74	3.72	0.74	3.81	0.60	3.95	0.57	1.491	0.217
Act	3.94	0.93	3.83	0.69	3.79	0.66	3.98	0.76	1.052	0.369
Advocate	3.74	0.79	3.71	0.75	3.72	0.68	3.97	0.72	1.593	0.191
Total	**3.78**	**0.60**	**3.75**	**0.55**	**3.81**	**0.44**	**3.97**	**0.53**	**1.863**	**0.135**

Table 4 shows that in overall, generation Z who have different in income per month have no different in response to online advertising. When considering in details, it is found that generation Z who have different in income per month have statistically different in Aware to online advertising. The results of pairwise multiple comparison testing the difference between each pair of mean with LSD are as follows:

Generation Z who have income per month of less than 10,000 Baht have lower Aware to online advertising than those who have income per month of 10,001-15,000 Baht (Sig=0.041), 15,001-20,000 Baht (Sig=0.006), and more than 20,000 Baht (Sig=0.000).

Generation Z who have income per month of 10,001-15,000 Baht have lower Aware to online than those who have income per month of more than 20,000 Baht (Sig=0.040).

Discussions and Implications

The results of this study show that the most important element of online advertising that can create awareness of products (Aware) is having advertising via Facebook, followed by YouTube. This is supported by the study of Thailand Internet User Profile 2016 conducted by Electronic Transactions Development Agency (2016) which found that the most popular online activities carried out on mobile devices were communication through social network websites like Facebook, followed by viewing video clips on YouTube. Therefore, the entrepreneurs whose target

customer is Generation Z should invest in advertising more in Facebook and YouTube than other media. Moreover, the results of this study indicate that the most important element of online advertising that can attract the consumers (Appeal) is showing the prominent feature of products/services in the advertising. According to Baltas (2003), content provides consumers with written information about products and services can lead to effective banner advertisements. According to Adam (2003 cited in Wei, Jerome, and Shan, 2010), consumers are attracted to click on advertisements that contain knowledgeable information about products and services. In designing the online advertising, the prominent feature of product/services should be elaborated.

The results of this study also reveal that the most important element of online advertising that can response to the inquiry of consumer (Ask) is optimizing Google search so that can be easily search more information regarding products/services in Google. This is supported by the study of Thailand Internet User Profile 2016 conducted by Electronic Transactions Development Agency (2016) which found that the highest activities Thai people deal with on computers were searching Information. Thus, the entrepreneurs should find the right keyword and phrases that describe their products/services in order to increase the search engine rankings of their web pages so that they appear higher in search results, bringing more traffic to their website. Besides, the results of this analysis show that the most important element of online advertising that can facilitate the consumers in placement of order (Act) is naming an application that can placement of order. In designing the online advertising, the name of application that consumers can placement of order should be included. Furthermore, the most important of element of online advertising that proving the opportunity to recommend to the others (Advocate) is providing the channel that customers can share and express their opinion in the advertising. The entrepreneurs should therefore consider providing channel that customers can share and express their opinion.

This study also found that male response to online advertising less than female. This is supported by the study of Thailand Internet User Profile 2015 conducted by Electronic Transactions Development Agency (2016) which found that more female and transgender buyers than their male counterparts used online shopping channel. It is also supported by the study of Comegys et al. (2006) which reveals that Finnish men have higher frequency in online purchase decisions and postpurchase behavior than women. Moreover, this study found that generation Z who have different in income per month have statistically different in Aware to online advertising. In details, Generation Z who have lower income have lower Aware to online advertising than those who have higher income per month. This imply that those who have higher income will have a better chance to explore the online advertising than those who have lower income. This supported by the study of Orchard et al. (2014) which reveals that individuals with different profiles vary in their motivations for using social networking sites. Thus, in designing online advertising the profiles of the target customer should be considered. Understanding the effect of individual attributes on Generation Z's response to online advertising will help the marketers and businesses the appropriate marketing strategies suit for this generation. This research study only the consumer response of Generation Z, therefore, future research should compare the consumer response to online advertising among generations.

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