

Analyzing the Perception of Indian Consumers towards Various Media Vehicles of Advertisement

Harshmit Kaur Saluja

Research Scholar
School of Humanities and Social Sciences
Harcourt Butler Technical University
Kanpur, U.P., India

Dr. Vinod Kumar Yadav

Associate Professor
School of Humanities and Social Sciences
Harcourt Butler Technical University
Kanpur, U.P., India

Prof. K.M. Mohapatra

Professor and Dean
School of Humanities and Social Sciences
Harcourt Butler Technical University
Kanpur, U.P., India

Abstract

Advertising was a uni-directional instrument that necessitated as a part and parcel of increasing sale and this instrument most likely was using limited media vehicles with limited or no target segments and characteristics of segment. This was making it quite easier for marketers to plan and execute their agenda effectively. But, the scenario in marketing arena have changed with change in every aspect i.e., people, technology, environment and pace of change in all aspect. From, marketer controlled activity to customer-oriented process; advertising has covered long distance changing its nature, creature and future.

Research Gap

Advertising has been always seen from the point of view that it is advertiser-controlled. This may be true as in print media, radio media or to some extent in television media, as at that time the main aim was just to sell the product or service without knowing as to how much effect that advertisement has on consumer mind. To sell the product in such a competitive environment, there are lot of parameters that from customer point of view has to be seen that may be psychological, socio-economic, demographic etc. Because customers buying pattern is changing due to change in their lifestyle, attitudes etc. The most important factor for their change in attitude is their online activity which has changed the pace of advertisements. Hence, there came the need to study that how interactive advertisement is growing important due to change is consumer e-lifestyle which is changing their thought-process, attitude, behavior etc.

Objective of the Study

- To show the attitude of users towards various mediums of advertisement.
- To investigate the various factors contributing towards the preferable attitude of consumers towards interactive advertisement.

Research Methodology

Data were collected from all the age groups among the city of Kanpur. A total of 200 Questionnaires providing usable data were analyzed using Factor analysis and correlation-regression analysis to look at the perception of consumers.

Findings

The paper make contribution towards new knowledge and understanding of how Interactive Advertisement has become the need of marketers/ advertisers to gain consumer insight.

Implications

The present study contributes to the advertisement industry by evaluating various mediums that are available for advertisement. Advertisers from this study will be able to draw a comparative analysis of various medium considered in this study. This study will help the advertisers to design better advertising strategy to target consumers in a more customized way. The study will serve as a blueprint for the advertisers as the study shows the high impact of interactivity among consumers.

Keywords: Perception, Interactive Advertisement, Factor analysis

Introduction:

The growth and development in the I.T. sector has modified the life of everybody in some or the other way. Today, the life that individuals lead and examining this prior to 1990's they notice there's large gap altogether the manner faring. Prior, the advertisement industry used many media vehicles from stone-age to newspapers, magazines, and hoardings, banners to the era of Radio to the television era that all contributed to traditional medium of advertisements. The revolution has come in the advertisement industry with internet evolution that started paving the way for modern advertising. And since then the pace of advertising is continuing. The advertising has never developed before in such a way as it has grown since the internet revolution. But, as the time passed advertising was considered to be the advertiser's discretion to look into. The consumer's active and vigilant attitude towards advertising has forced the scenario to change. With the advent of new era technology, the complete focus is shifted from advertiser to viewer or consumer.

It is observed that Advertising has shifted from anonymity to identity and to complex identity. So, to promote products, brands, services, etc. by online and offline media there came the need for interactive advertising. Li and Leckenby (2000) in Paul A. Pavlov (2000) have catalyst interactive advertising as the "paid and unpaid presentation and promotion of products, services and ideas by an identified sponsor through mediated means involving mutual action between consumers and producers of the product or service." Interactive as the dictionary meaning says "influencing each other" which implies that it is two-way communication between advertiser and consumer. Though advertising is usually conceptualized as one-way communication in traditional means, the emergence of the Internet has opened newer avenues for advertising to change its way. It started becoming a two-way system from one-directional, i.e., interactive leading to change its media vehicle. The mobile world has enhanced the need of interactive advertising grow faster, and no one had ever forecasted with its dedicated application that offers all the features in a more instinctual, convenient and congenial way that advertising industry will one day be turning to be consumer-controlled from advertiser-controlled. It has been seen in past years that mobile has played a crucial role in molding and shaping the e-lifestyles of consumers.

With the appearance of web, main benchmark came with the large explosion of social media platforms like You Tube, Face Book, Twitter etc. that created customers the most contributors of the advert content through their completely different on-line activity. It expedited in giving rise to large quantity of user-generated content that become

helpful for analytic study of the user behavior (Paniagua and Sapena, 2014). The growing development and insurgence of Internet has led to a lot of changes in consumer's perception towards advertisement with the high-tech devices that are available in market i.e., tablets, smart phones, etc. mobile devices have become the top channel for media. (Paper article 2)

A host of contribution towards advertisement sector has no doubt become far more interesting, influencing, appealing, search-effective, etc. But, with the growing advent of internet and technology complexity further aroused as it required real time information exchange on anytime and anywhere basis. (Balasubramanian et. al., 2002) The focus of most of the studies has been to the developed countries and therefore little is known about the pattern of advertisement in developing countries such as India.

According to the with over 460 million internet users, India is the second largest online market, ranked only behind China. By 2021, there will be about 635.8 million internet users in India. With this kind of internet users growth India is now offering exciting opportunities for global marketers to reach target consumers. Therefore, the better understanding of the Interactive Advertising will facilitate in evaluating the consumers targeting strategies more accurately.

Moreover Interactive Advertising being a recent phenomenon, consumer perception, beliefs and attitude have been still evolving and changing. The findings will therefore be inclined towards the contributing factors towards the attitude of consumers towards the Advertisements.

The above statistics clearly show the role that interactive advertisement is playing.

Therefore, this study is an attempt to cover the recent phenomena i.e., interactive advertisement and also try to show its growing usage towards customers day by day. However the focus has always been for study of advertisement towards developed countries. Therefore, in this paper we have tried to know little about interactive advertisement in developing country such as India.

Therefore this research paper is trying to fulfill the following objectives:

- a) To show the attitude of users towards various mediums of advertisement.
- b) To investigate the various factors contributing towards the preferable attitude of consumers towards interactive advertisement.

The findings of this advertising study could be applied in

many cases for many users like advertisers, marketers, mobile advertising networks, website and mobile application developers. It is able to create better advertising strategy and better design which further helps in making advertisement customized and interactive. As a marketer, practitioner this study will be benefitting them as this will provide them a platform to understand the needs and demands of the today's consumers towards advertisement sector. Also, this will enable the organization to use IA techniques effectively and efficiently as by targeting a more customized approach.

This paper is organized in the following manner first the brief introduction about the advertisement and its need and growth with showcasing its objectives, then review of literature on advertisement. Further we proposed research question and hypothesis, then we prepared methodology that report the relationship between various factors that affect consumers attitudes and perception towards various medium of advertisements, then we presented significant finding and address the limitation and future research directives.

Literature Review

Huang et al. (2012) In the context of interactive advertising, Viral Video (VV) advertising is a most interactive platform as it involves video-based messages which they are released through the proper channel. Further, Belanche et al. (2016) reveals that online video advertisement has become a demanding marketing tool. The study has evolved that high-arousal ads are the one which is preferred by the consumer as they are being watched for a long time and are more effective. A study by Anusha (2016) says that Video advertisements are preferred and liked most by the consumers among various interactive advertisement platform.

Rodgers (2013) revealed that the role of the Internet was being examined among the consumer. The study evolved that the Internet created four levels among consumers. They were communicating, research, shop and surf. It further also reveals that consumer motives are one of the influencing factors for advertisement. Prior, Siddiqui (2008) had revealed diversity of online advertisers reflects high Internet penetration in the market. It has been defined that combining the user's profile with the situation is also the way through which advertisers can provide the target customer with the information they want.

Liu and Shrum (2002) explores that Interactive advertisement is multi-dimensional. It further draws a conclusion that is cognitive, social and personality characteristic and also both the person and situation that influence the interactively on advertisement effectiveness.

Sunder and Kim (2005) proposes that Interactivity has become the strong eve for persuading the consumer psychologically. Another finding also reveals that animation positively influences the attitude of consumers towards the ad, but it also has an adverse effect on product involvement (including product knowledge and purchase intention).

Keyzer et al. (2015) The role of response has increased after the advertisement has been interactive and personalized. Social network sites example Facebook has observed as the one having a positive effect on advertising by seeing the intention of the consumer.

Ham (2016) The study reveals that the digital knowledge of consumer is essential for their purchase intention and they also say that behavioral analysis of consumer is the dominant factor for studying the consumer online activity. It means that the importance of digital consumer rights and public policy is important for having consumer digital knowledge.

Campbell (2011) Everyday consumers are exposed to lots of advertising media, and therefore they have developed a sensitive understanding of the advertisement, and that is the form of being interactive

Grewalet al. (2016) It has explained that various environmental and technological factors, consumer's demographic profile, etc. help the advertisers to make an advertisement more useful by also considering the various market factors.

Pramataris (2001) In this study, it points out feedback as one of the crucial dimensions of interactivity

Calder et al. (2009) The research was to see the engagement in the context of advertising effectiveness and for this two types of engagement were advanced. They are personal and social-interactive engagement. And it was observed that social-interactive engagement offers the more appealing feature.

Rodgers & Thorson (2013) In this study, the model reveal that as the control has switched from advertisers to consumers so the need of interactive advertisement has grown and for it, two most important factor functions and structures need to be considered. That is the reason that function and structure should be such that which are able to engage consumer attention, frame in their memory and make their attitude inclined towards advertisement in such a way that consumer does not forget the advertisement but they should attend the advertisement form attitude towards ad, able to take decision on ad, explore the ad, e-mail advertiser, purchase the product, etc.

Antonova (2015) Interactive advertisement is more effective than non-interactive and it gives more freedom to involve in advertising characters and environment.

Cheung and To (2017) The in-app advertisement is the most growing feature of interactive advertising and is considered to be better than online advertising as it provides the options like swipe, sensor, and GPS which helps to make message small, engaged and uninterrupted.

Mollen & Wilson (2009) it basically shows that interactivity, flow and involvement are the distinct constraints of advertisement.

There are several problems associated with new technology. In this regard, Lombard and Duch (2013) explores that the new communication technologies were also creating some problems for the advertising industry and thus giving the challenge to make advertising more and more interactive and consumer-focused. It further exhibits that the features spatial presence, perceptual reaction, social realism engagement, social presence are a key factor

which makes advertisement consumer-centered by knowing their characteristics and thus making it interactive

There has been a plenty of work that has been done in the advertisement sector when people talk about the traditional advertisement. But when researchers study the interactive advertising, they observed that there is still a lot to work in this area. The present is an effort that helps in providing knowledge of the research work that cynosure on the locus of the advertisement and it transverses through the literature that is available and also explores further various factors that contribute towards the attitude of the consumer.

Research Framework And Hypotheses

The review of previous studies has summarized the basic factors that show a pathway towards various factors that show how advertisement has changed the complete view of advertising sector. In this we have proposed a model that shows the various factors that contribute towards consumers perception for advertisement.

Fig 1: Proposed model for Factors affecting consumers towards Interactive advertisement



Source: Own Compilation

Based on relationship between the factors towards IA developed in the above theoretical model, the following hypothesis is developed:

H1: There is no significant impact of interactivity on the medium of advertisement radio.

H2: There is no significant impact of interactivity on the medium of advertisement television.

H3: There is no significant impact of interactivity on the medium of advertisement print.

H4: There is no significant impact of interactivity on the medium of advertisement internet.

H5: There is no significant impact of interactivity on the medium of advertisement one-to-one.

Methodology

To analyze the factors that are contributing towards the attitude among consumers regarding interactive advertisement the primary data was collected by framing a questionnaire. The objective of this study was to know the consumer's perception about interactive advertisement. The target respondents for this study were basically internet users, especially the one who are often using internet for at least more than three hours in a day over the various channels of Internet available. In nutshell people who are familiar with internet like e-mail, websites, etc.

The data in this research was collected through a mail survey. Online Survey i.e., Google Forms was used as it helps in reducing the probability of missed answers. And also talking about interactive the medium internet was far better than the pen and pencil survey. The questionnaire were circulated on a various platforms like Gmail, social networks and various others websites. A total of 265 questionnaires were distributed and 200 of the respondents

answered properly.

Measure and Data Analysis

Based on research objectives, the information was collected through various secondary sources to navigate the questionnaire. The questionnaire focused on likert scale questions, demographic questions and people internet usage and preferred channel for advertisements. The questionnaire constructed had followed the guidelines of a questionnaire as to from being general to specific, from broad to narrow and from complicated to simple.

Based on the research objectives of our study, the information requirements were listed in a way to get through questionnaires. The information collected was revised again after additional secondary data collection and exploratory research.

The data that was collected was further analyzed depending upon the type of question and objective of the research. Here, each question was first analyzed by tabulating the data. Then the hypotheses was tested by various statistical techniques.

a) Demographic Profile

b) Factor analysis

c) Binary logistic regression Analysis

Demographic variables like gender, occupation, age, marital status, annual income, education etc. are measured in this survey. The summary of all these characteristics is described in Table 1. It can be clearly observed that most respondents are from 21-35 years old. Male respondents are more than female respondents. The majority of respondents is either graduate or post graduate and have income less than Rs. 5 lacs per annum. The time spent by most of the respondents over Internet is 3 to 6 hours per day.

Table 1: Demographic characteristics of the sample

Variables	Sub Variables	Frequency	Percentage
Gender	Male	118	59
	Female	82	41
Occupation	Business	24	12
	Government employee	15	7.5
	Private employee	38	19
	House wife	12	6
	Student	105	52.5
	Any other	6	3
Age	< 20 Years Old	41	20.5
	21-35 Years Old	132	66
	36-50 Years Old	21	10.5
	50-60 Years Old	6	3

Marital Status	Single	142	71
	Married	58	29
Annual Income	< 5 Lakh	158	79
	5-10 Lakh	30	15
	10-15 Lakh	07	3.5
	>15 Lakh	05	2.5
Education	Secondary	12	06
	Higher Secondary	36	18
	Graduate	74	37
	Post Graduate	58	29
	Above Post Graduation	20	10
Type of Education till 12th Student	Missionary	24	12
	Government	49	24.5
	Private	123	61.5
	Other than above	4	2
Medium of instruction till 12th standard	English	143	71.5
	Vernacular(local language)	57	28.5
Hours spend for internet per day	< 3 Hour	77	38.5
	3-6 Hour	87	43.5
	6-9 Hour	22	11
	9 Hour	14	7
Preferred source of acquiring information pertaining product or information	Radio	3	1.5
	Television	13	6.5
	Print Media	13	6.5
	Internet	162	81
	One-to-one	6	3
	Any Other	3	1.5

Factor analysis

Factor analysis is a statistical analysis that is used to describe the variability among observed and correlated

variables. The observed variables are expressed as the function of a number of possible causes so that we are able to find among them the most important variable.

Table 2: Descriptive statistics of Constructs

Items	Mean	Std. Deviation	Analysis N
The Effect Of Mobile Technology	4.390	.8069	200
The Effect Of Internet Technology	4.545	.6481	200
The Effect Of Printing Media Technology	4.260	.7972	200
The Medium Concerns For Ensuring the privacy of users	3.280	1.2488	200
The Medium Have Adequate security	2.970	1.3409	200
I Feel That Medium Implement security measures to protect the consumers personal data	3.280	1.2488	200

The Content Available On The medium are authenticate	3.295	1.3480	200
The Medium With Big-Data Analytics has improved customer targeting	4.740	.9886	200
The Medium With Big-Data Analytics has increased efficiency	4.520	1.3031	200
The Medium With Big-Data Analytics provides better product or service design	4.540	1.2793	200
Medium Provides The Correct information about the things I want to or look for purchase	3.675	1.2028	200
The Medium Provides Efficient advertisement for product or service	3.685	1.0054	200

Eigen value, the percentage of variance and item loading.
The KMO value equal to or greater than .50 indicates that

the sample is adequate for factor analysis

Total Variance Explained

Table 3: Variance explained of constructs

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.611	21.754	21.754	2.611	21.754	21.754
2	1.876	15.636	37.391	1.876	15.636	37.391
3	1.396	11.634	49.025	1.396	11.634	49.025
4	1.101	9.173	58.198	1.101	9.173	58.198
5	1.023	8.527	66.724	1.023	8.527	66.724
6	.967	8.058	74.782			
7	.775	6.462	81.244			
8	.696	5.797	87.040			
9	.646	5.384	92.424			
10	.514	4.282	96.706			
11	.395	3.294	100.000			
12	1.004E-013	1.037E-013	100.000			

Exploratory factor analysis has been conducted for data reduction and summarization to remove the items with less correlation to their respective components from the initial items after applying various statistical techniques. Data reduction was carried out using SPSS 21 through Principal Component Analysis (PCA) extraction method with Varimax rotation on the whole dataset. PCA has been used

for extraction because it is one of the best rotation procedures as it maximizes the number of items with high loadings on a component, thereby enhancing interpretability of the components

Extraction Method: Principal Component Analysis.

Table 4: Rotated factor matrix

Construct	Component					
	1	2	3	4	5	
The Effect Of Mobile Technology	-.096	.204	.672	-.021	.069	
The Effect Of Internet Technology	.073	-.047	.845	-.006	.007	
The Effect Of Printing Media Technology	.065	.080	.255	.201	.776	
The Medium Concerns For Ensuring the privacy of users	.963	.049	.022	-.009	.077	
The Medium Have Adequate security	.768	.083	-.049	-.044	-.137	
I Feel That Medium Implement security measures to protect the consumers personal data	.963	.049	.022	-.009	.077	
The Content Available On The medium are authenticate	.009	-.141	.015	.610	-.125	
The Medium With Big -Data Analytics has improved customer targeting	-.020	.727	.124	-.033	.078	
The Medium With Big -Data Analytics has increased efficiency	.041	.852	-.046	-.055	-.057	
The Medium With Big -Data Analytics provides better product or service design	.150	.706	.078	.034	.068	
Medium Provides The Correct information about the things I want to or look for purchase	-.091	.136	-.058	.763	.242	
The Medium Provides Efficient advertisement for product or service	.097	-.008	.370	.387	-.610	

Extraction Method:

Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Nexus between preferred medium and interactive advertisement

This section examines the interlink between preferred mediums for acquiring information of product and service, and interactive advertisement factors. The data of both

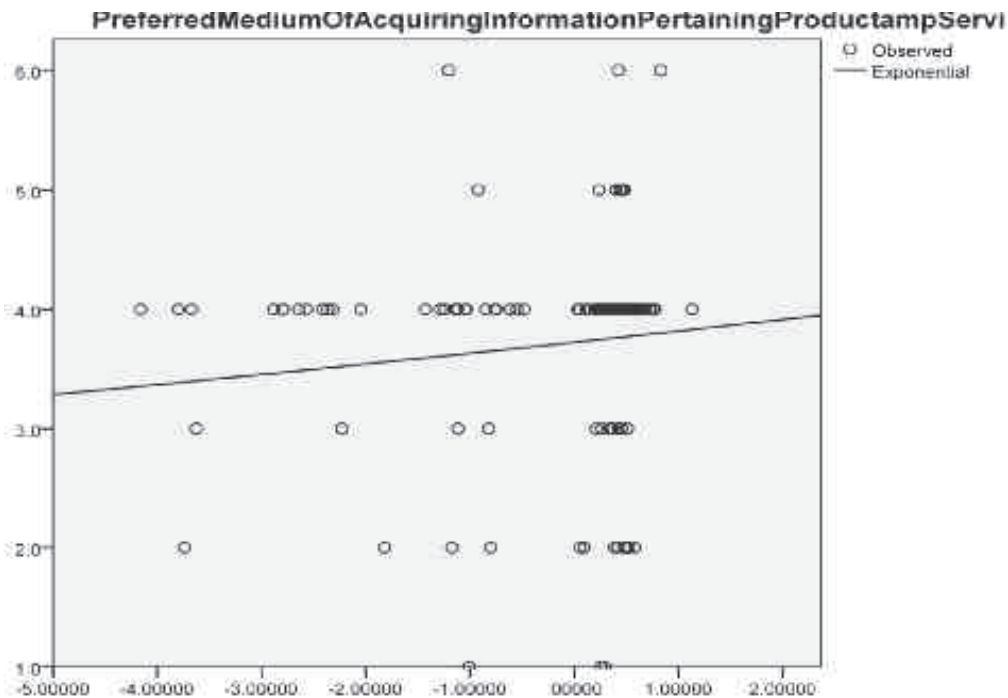
online and offline survey are used. Variable- The Preferred Mediums-is classified into six categories- 1.Radio, 2.Television, 3.Print Media, 4.Internet, 5.One to one, 6.Any other. Total twelve variables have been identified under interactive advertisement and each variable has five options of how to respond-viz-1.Strongly Disagree, 2. Disagree, 3.Neutral, 4.Agree, 5.Strongly Agree. These are then clubbed into five factors with the help of Principal component Analysis. Explanation of clubbing is as follows:

Sr. No.	Factors	Variables
1.	Privacy	1.The Medium Concerns For Ensuring The Privacy Of Users. 2.The Medium Have Adequate Security. 3.I Feel That Medium Implement Security Measure s To Protect The Consumers Personal information.
2.	Big Data	1.The Medium With Big Data Analytics Has Improved Customer Targeting 2.The Medium With Big Data Analytics Has Increased Efficiency 3.TheMedium With Big Data Analytics Provides Better Product Or Service Design.
3.	Technology	1.The Effect Of Mobile Technology 2.The Effect Of Internet Technology
4.	Customization	1.The Content Available On The Medium Are Authenticate 2.Medium Provides The Correct Information About The Products I want Or Look For 3.The Medium Provides Efficient Advertisement For Product Or Service
5.	-----	1. The effect of print media technology.

(A) Big Data and Preferred mediums:

A very interesting trend emerges when presented with the statement “Big Data Analytics” and accordingly estimates the responses for preferred medium sources. It is observed that advent of big data increases the use of online sources. The value of correlation coefficient between the preferred

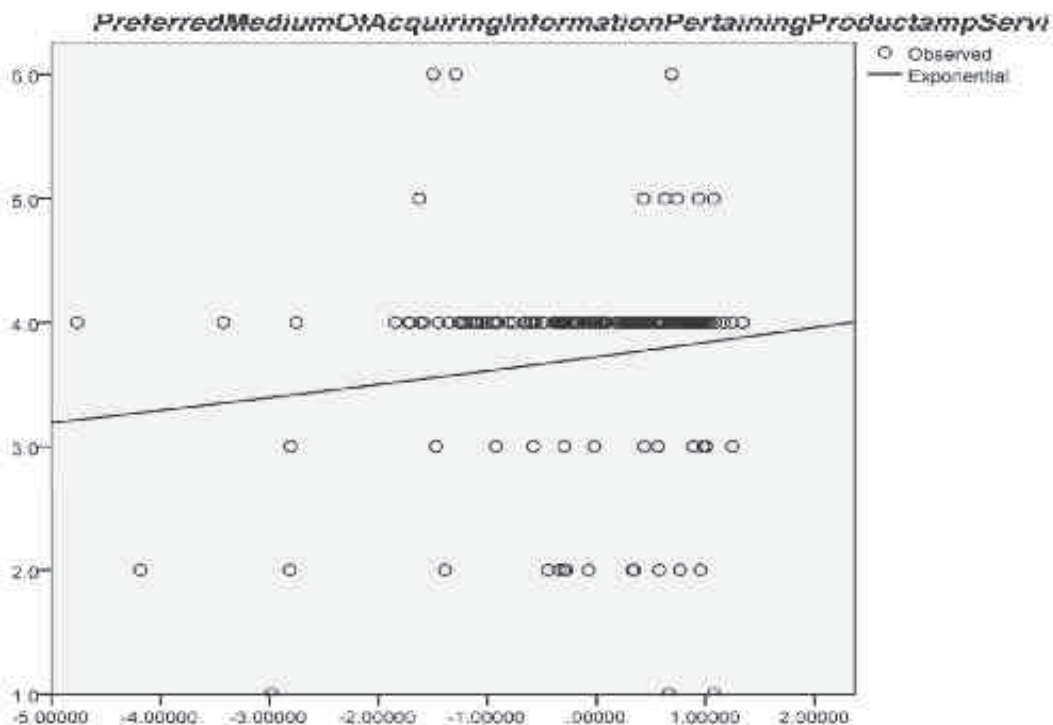
medium and big data analytics is .025. The above relationship is also depicted by drawing exponential curve in figure. The upward sloping curve shows positive relation between the preferred medium and big data analytics



Technology and Preferred mediums:

In the marketing era, advancement in technology influences the selection process of preferred online sources. In this section we estimate the preferred medium of online sources according to advancement in technology.

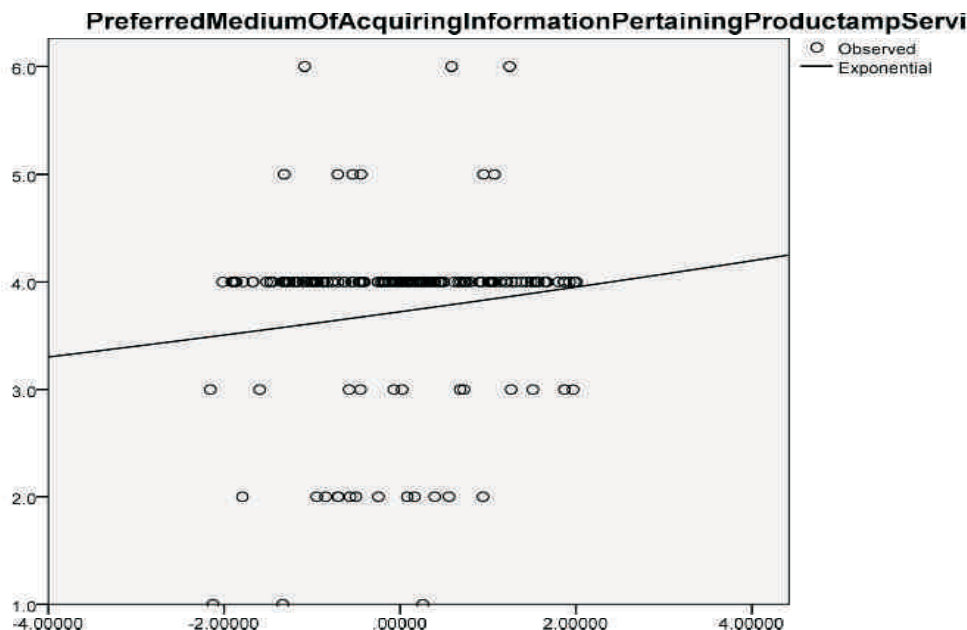
It is identified that with the advancement in technology, consumers are more prone to use online sources. The correlation coefficient (r) is .031. The graphical representation of the above correlation is depicted in figure and upward line confirms positive relationship.



(C) Customization and preferred mediums:

The choice of the person for using any online source is determined by visual appearance of the source. Visual appearance comprises of content availability, information,

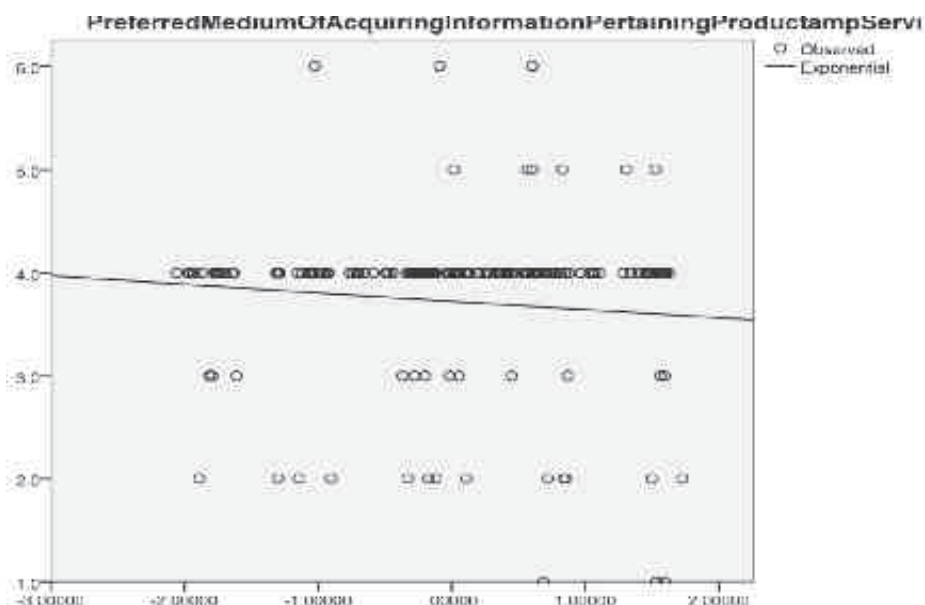
and advertisement of the product and services. Data shows that customization of the medium has positive impact on the usage of online medium. The value of correlation coefficient (r) is .030. This relation can also be seen from the graph.



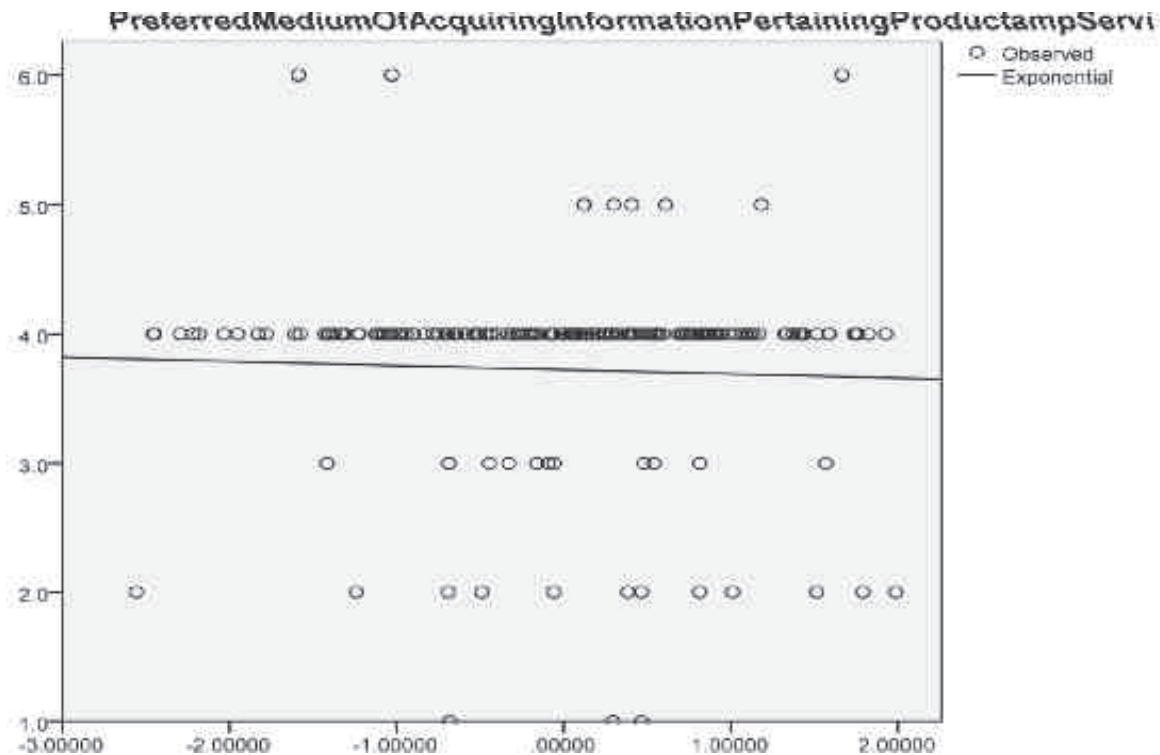
(D) Privacy and Preferred mediums :

Selection of preferred medium is estimated according to level of privacy. All the mediums are classified into six categories- 1.Radio, 2.Television, 3.Print Media, 4.Internet, 5. One to one, 6.Any other. The correlation coefficient (r) is estimated to be -.022 implying that there is

negative relationship between preferred medium and privacy provided by advertisement entities. This relationship is also explained in terms of exponential curve fitted on the basis of observed data as depicted in the figure. This authenticates that though usage of online sources has been increased, people are concerned for their privacy



E) Print Media and Preferred mediums:



Research Finding

The prime age group of our study is consumers between the age of 22-35 years old.

The respondents who possess graduate and post graduate are the key education level groups with high response.

Digital television and digital boards are in the market. But, still has not achieved the platform that consumers feel ease to use it. Therefore, in the terms of interactivity it is still not considered as interactive among consumers.

In such a competitive scenario and when the life has become so fast and digitally oriented one-to-one advertisement is considered to be time-consuming among consumers.

Radio was considered to be best medium for local audience to convey the information. But, now the study reveals that radio has lost its advantage in terms of being interactive.

Internet has been found most interactive media vehicles among consumers.

Conclusion

Due to the advancements in technology and rapid growth of internet advertisement industry got a major breakthrough. It has altogether a different experience and has significantly influenced the consumer by knowing and understanding their online activities.

Limitation

There are several limitation associated with the study. They are:

First the sample size is too small and therefore limits the explority of the findings. Further research will examine the broader profile of the consumers.

Secondly this study has only primarily tried to investigate the impact of various medium of advertisement on consumers across various demographic, economical, lifestyle, attitude and perception and internet usage.

Thirdly the research is conducted in Kanpur City only.

Lastly this study has only focused on Indian consumers further cross-cultural study will help us to enhance our understanding even deeper on consumer s attitudes and perception on IA.

In future the study can be conducted to understand various other influential factors for interactive advertisement.

Future Directions

To provide the greater degree of accuracy for future study can be assessed by increasing the sample size, and using various other relevant features and using more advanced statistical analysis tools.

This will help the study to be made generalize and also provide greater degree of accuracy in the research.

Implications

The present study contributes to the advertisement industry by evaluating various mediums that are available for advertisement. Advertisers from this study will be able to draw a comparative analysis of various medium considered in this study. This study will help the advertisers to design better advertising strategy to target consumers in a more customized way. The study will serve as a blueprint for the advertisers as the study shows the high impact of interactivity among consumers.

References

- Balasubramanian, S., Peterson, R. A., & Jarvenpaa, S. L. (2002). Exploring the implications of m-commerce for markets and marketing. *Journal of the Academy of Marketing Science*, 30(4), 348-361.
- Paniagua, J., & Sapena, J. (2014). Business performance and social media: Love or hate?. *Business Horizons*, 57(6), 719-728.
- Jinsong Huang, S. S. (2012). Attitude Toward The Viral Ad: Expanding Traditional Models to Interactive Advertising. *Journal Of Interactive Marketing*, 36-46.
- Daniel Belanche, C. F.-R. (2016). Understanding Interactive Online Advertising Congruence and Product Involvement In Highly and Lowly Arousing Skippable Video Ads. *Journal of Interactive Marketing*, 75-88.
- Anusha, G. (2016). effectiveness of online advertising. *international journal of research-granthaalayah*, 14-21.
- Rodgers, S. (2013). The interactive advertising model tested. *Journal of Interactive Advertising*, 22-33.
- Siddiqui, S. n. (2008). effectiveness of mobile advertising: the Indian scenario. *vikalpa*, 47-59.
- De Keyser, F., Dens, N., & De Pelsmacker, P. (2015). Is this for me? How consumers respond to personalized advertising on social network sites. *Journal of Interactive Advertising*, 15(2), 124-134.
- L.J. Shrum, Y. L. (2013). What Is Interactivity & is it Always such a Good Thing? Implications of Definition, Person and Situation for the Influence of Interactivity on Advertising Effectiveness. *Journal of Interactive Advertising*, 53-64.
- Kim, S. S. (2005). Interactivity And Persuasion : Influencing Attitudes With Information And Development. *Journal of Interactive Advertising*, 5-18.
- Paul A. Pavlov, D. A. (2000). Measuring the Effects and Effectiveness of Interactive Advertising. *Journal of Interactive Advertising*, 61-77.
- Ham, C.-D. (2016). Exploring How Consumers Cope With Online Behavioral Advertising. *International Journal Of Advertising*, 1-27.
- Campbell. (2000). Media and culture. *journal of interactive advertising*.
- Dhruv Grewal, Y. B. (2016). Mobile Advertising: A Framework and Research Agenda. *Journal of Interactive Marketing*, 3-14.
- Rodgers, S. (2013). The interactive advertising model tested. *Journal of Interactive Advertising*, 22-33.
- Antonova, N. V. (2015). The psychological effectiveness of interactive advertising. *Journal of Creative Communication*, 303-311.
- Bobby J Calder, E. C. (2009). An Experimental Study Of The Relationship Between Online Engagement And Advertising Effectiveness. *Journal Of Interactive Marketing*, 321-331.
- Cheng, J. M.-S. (2017). Consumer attitudes and interactive digital advertising. *international journal of advertising*, 501-525.
- Wilson, A. M. (2010). Engagement, Telepresence And Interactivity In Online Consumer Experience : Reconciling Scholastic And Managerial Perspectives. *Journal Of Business Research*, 919-925.
- Lombard, M. (2013). Interactive advertising and presence. *journal of interactive advertising*, 56-65.