THE IMPACT OF CREDIBILITY, INFORMATIVE, AND HEDONIC/PLEASURE ON YOUTH CONSUMERS' ATTITUDE TOWARDS ADVERTISING: STUDY OF MOBILE ADVERTISING

DAMPAK KREDIBILITAS, INFORMATIF, DAN HEDONIS / KENIKMATAN PADA PERILAKU KONSUMEN MUDA TERHADAP IKLAN: STUDI IKLAN MOBILE

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Abstract: The mobile media will be the primary focus of this study due to the rapid growth of mobile devices users each year and simply the huge number of mobile devices users which already in the billions of users. Because of this number of user, it results in huge number of advertisement delivered. That is why it is important to understand the consumers' attitude towards advertising. Based on previous research regarding attitude towards advertising, a questionnaire was created to identify the relationships between independent and dependent variables. 100 youth participated in the survey. The results show that, generally, youth mobile users have moderate attitude towards advertising. Users have neutral perception regarding the credibility of advertisement. The most important aspect is how informative the advertisement is and how entertaining that advertisement is. Recommendations are advertiser should provide useful information and try to be entertaining in advertisements.

Keywords: mobile advertising, credibility, informative, hedonic, pleasure, consumers' attitude

Abstrak: *Media mobile akan menjadi fokus utama dari penelitian ini dikarenakan pertumbuhan yang sangat cepat dari pengguna perangkat mobile setiap tahun, dan sudah mencapai miliaran pengguna. Jumlah pengguna yang besar itu menyebabkan banyak iklan yang muncul dalam perangkat mobile. Oleh karena itu sangat penting untuk memahami perilaku konsumen terhadap iklan. Kuesioner dibuat berdasarkan penelitian-penelitian sebelumnya untuk mengidentifikasi hubungan antara variabel independen dan variabel dependen. 100 pemuda berpartisipasi dalam survey. Hasil penelitian menunjukkan bahwa, secara umum, para pemuda pengguna perangkat mobile bersikap moderat terhadap iklan. Pengguna memiliki persepsi yang netral mengenai kredibilitas iklan. Aspek yang paling penting adalah seberapa informatif dan seberapa menghibur sebuah iklan. Rekomendasi yang diberikan adalah para pembuat iklan sebaiknya memasukan informasi yang berguna dan hiburan–hiburan dalam sebuah iklan.*

Kata kunci: iklan mobile, kredibilitas, informatif, hedonis, kesenangan, sikap konsumen

INTRODUCTION

Research Background

Marketing is showing its importance and prominent role in human's life. As a tool, marketing is indispensable for business. It acts as a bridge for business to the potential customers. One of the part of the Promotion that most people experienced is Marketing Communication. Marketing Communications are messages and ideas created by the marketer that used to communicate with the market through various media. Marketing communication includes advertising, direct marketing, packaging, branding, online presence, printed materials, PR activities, sales, sponsorships, presentations, trade show appearances and more. The most common use of marketing communication is without a doubt the advertising activities.

Advertising like mentioned before is one of the form of marketing communication, with the objectives of promoting and selling mostly products and services to the customers. The purpose of the advertising could also be a way for company to prove its existence without any particular sales objectives in mind.

Advertising needs a media in order to deliver the message to the audience. There are several advertising media that are commonly being used by marketers which are: Television, radio, printed media, internet, direct mail, billboard, and mobile device. All the media above have the ability to reach mass number of people, but each media above has their own advantages and disadvantages, it is up for the marketer to choose which media will reach their target market in an efficient manner.

The mobile media will be the primary focus of this study due to the rapid growth of mobile devices users each year and simply the huge number of mobile devices users which already in the billions of users, the user of Android OS alone already reached 1 billion user. Considering there are around 7 billion people on Earth, it is very appealing for marketer to take advantage of this media for advertising. Most people think that mobile advertising is closely related to internet or online advertising, while it is true for the most part, there are actually more than that. There are SMS and MMS advertising, which are mostly promotional offering delivered directly to the audiences' phone through SMS and MMS. There is also in-app advertising, which is a type of advertising where promotional banner pops up in specific time when the user using an application. Then of course the internet related advertising such as video advertisement that appears on video streaming website such as YouTube, and the common website banner that already adapted to the compactness of mobile devices. This allows for mobile devices users to be constantly exposed to advertisements, while opening applications, watching videos, and browsing the internet the users will always encounter advertisement. How the users feel and behave towards the bombardments of advertisements from their mobile device is crucial for the success for an advertisement.

When it comes to mobile devices, the youth or people with age from 15 – 25 years old tends to use their devices more than the older demographic. They use it for various social media such as facebook, twitter, instagram, path, and so on which are social media services that gain revenue primary from advertisement. In some cases some youth check their phone almost every 5 minutes just to see if there is anything new in their social media. Not only the social media watching video from YouTube is one way the youth taking advantage of their mobile device for entertainment. As mentioned before website such as YouTube implements ads before and while the videos are playing, it is amazing just how much advertisements will be exposed to the youth from just watching YouTube alone. And there's also game applications. Therefore mobile devices are excellent advertising media to reach out mass numbers of youth.

In conclusion, advertising is everywhere. Marketers are striving and competing with each other in the crowded mobile devices media to deliver the best possible advertisement that will communicate the message that they want to deliver. With the high numbers of youth nowadays that are constantly exposed to this large number of advertisements every day, it is important to study the attitude that the youth will have towards these advertisements. And it is important for the marketers to know how the youth will respond to advertisements from the perspectives of several variables. And thus "The impact of credibility, informative, and hedonic/pleasure on youth consumers' attitude towards advertising: case of mobile advertising" is the tittle of this study.

Research Objectives

There are some objectives that would be achieved through this research, they are:

1. To find out if credibility, informative, and hedonic/pleasure affect youth consumers' attitude towards advertising simultaneously.
2. To find out if credibility affects youth consumers' attitude towards advertising partially.
3. To find out if informative affects youth consumers' attitude towards advertising partially.
4. To find out if hedonic/pleasure affects youth consumers' attitude towards advertising partially.

THEORETICAL FRAMEWORK

Consumer Attitude towards Advertising

Fishbein (1967: 53) defines attitude as "a learned predisposition of human beings". Audience behavior towards the advertising can be indicated through consumers' favorable or unfavorable response towards a particular advertisement (MacKenzie and Lutz, 1989). Therefore Attitude towards Advertising is the response from consumers' after learning the advertisement and experience it, it can be favorable or unfavorable response.

Credibility

Adler and Rodman (2000) define credibility as the believability of the addressor and its perception in the listener's mind. In the context of advertising industry, MacKenzie and Lutz (1989) identify advertising credibility as consumers' general perception towards the truthfulness, reliability, trustworthiness and believability of an advertisement. Credibility in this case is perception in consumers' mind about how believable an advertisement is.

Informative

Advertising plays an important and legitimate role in delivering information (Rotzoll, Haefner and Hall, 1986). Rubin (2002) states that one of the most vital functions of advertising is to provide information. The main purpose of advertising is to communicate messages to the audience, when it comes to business information about product or services is very important. That is precisely why Informative is crucial for advertisement.

Hedonic/Pleasure

Bauer and Greyser's (1968) research stipulates that hedonic/pleasure is one of the experiences of advertisements, and the advertisement can touch on consumers' sentiment as well as nice to look at. Abd Aziz, Mohd Yasin, and Syed A. Kadir (2008) state that advertisement can be enjoyable and entertaining in attracting and maintaining attention given to customers' needs and wants . Pleasure in this case can come up from funny advertisement or advertisement with happy vibe, this kind advertisements can lead to favorable attitude towards advertising.
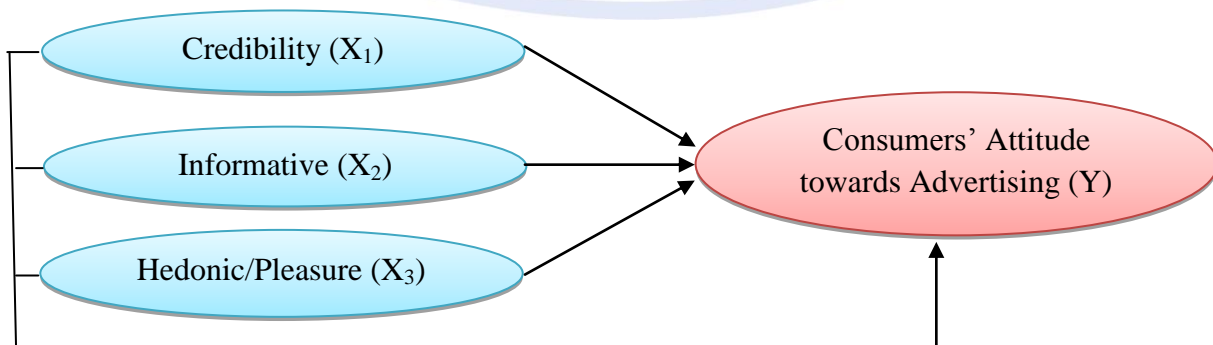
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2016

Research Hypothesis

Hypothesis is proportion of knowledge, which is based on theoretical framework, and as the temporary answer of research problem, which can be tested its truth based on empirical facts using statistical techniques.

H_1:   Credibility, informative, and hedonic/pleasure affect youth consumers' attitude towards advertising simultaneously.
H_2:   Credibility affects youth consumers' attitude towards advertising partially.
H_3:   Informative affects youth consumers' attitude towards advertising partially.
H_4:   Hedonic/pleasure affects youth consumers' attitude towards advertising partially.

RESEARCH METHOD

Type of Research

This research is causal type of research that is conducted to investigate the effect of variables on consumers' Attitude towards Advertising. The data required in this research is quantitative data. This research used Multiple Regression Method to analyze the data.

Place and Time of Research

The study is conducted in Manado, between February to March 2016.

Population and Sample

Population is generalized to the object or subject which has a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sugiyono 2005). In another literature, Sekaran (2003) stated population is the entire group of people, events or things of interest that researcher wishes to investigate. The population in this research refers to all the youth in Manado. In this case youth age range is 15 – 20 years old. According to Sekaran and Bougie (2010), sample is a subset of the population. The sampling method for this research is purposive sampling technique. Purposive sampling is confined to specific types of people who can provide the desired information, either because they are the only one who have it, or conform to some criteria set by the researcher (Sekaran and Bougie, 2010). The purposive sampling was applied in this research regarding to obtain information from youth that are nearby and easy to meet.

Data Collection Method

Some data are needed in order to define the solution of this research problem. For this current research, the researcher used primary data to make an appropriate result. Primary data is data originated by the researcher specifically to address the research problem. The researcher gets primary data from the result of questionnaires. Questionnaires are distributed directly to respondents.

Operational Definition of Research Variables

(X_1) Credibility
   Credibility refers to believability of the addressor and its perception in the listener's mind. Credibility is signed by (X_1) as dependent variable.
(X_2) Informative
   Informative refers to how much information consumer gets from an advertisement. Informative is signed by (X_2) as dependent variable.
(X_3) Hedonic/Pleasure
   Hedonic/Pleasure refers to one of the experiences that touch on consumers' sentiment as well as nice to look at. Hedonic/Pleasure is signed by (X_3) as dependent variable.
(Y) Consumer's attitude towards advertising
   Consumer's attitude towards advertising refers to the audience behavior towards the advertising.

Data Analysis Method Validity and Reliability Tests

To analyze the validity of questionnaire, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what ought to be measured. The validity test is the degree to which a test procedure accurately measures what it was designed to measure. To analyze the reliability of questionnaire, Cronbach's Alpha is used. Reliability test is established by testing for both consistency and stability of the answer of questions.

Multiple Linear Regressions

Cooper and Schindler (2001) stated that multiple regression analysis is a technique to observed value more than one X to estimate or predict corresponding Y value. Multiple regression is a descriptive tool used to develop a self-weighting estimating equation by which to predict values for a dependent variables, to control confounding variables to better evaluate the contribution of other variables, or to test and explain a causal theory.

The equation model of multiple regression analysis which used in this research can formulate as shown below:

$$\text{Whereas:} \qquad Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Y	=	Consumers' Attitude towards Advertisisng
a	=	Intercept
b_1, b_2, b_3	=	The regression coefficient of each variable
X_1	=	Credibility
X_2	=	Informative
X_3	=	Hedonic/Pleasure
e	=	Error

RESULT AND DISCUSSION

Multiple Linear Regression

Table 1. Multiple Linear Regression Output

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	2.023	1.655		1.222	.225
Credibility	.010	.145	.005	.068	.946
Informative	.689	.103	.534	6.665	.000
Hedonic/Pleasure	.408	.093	.339	4.403	.000

Source: Data Processed, 2016

The equation is **Y= 2.023 + .010X$_1$ + .689X$_2$ + .408X$_3$**

The interpretation of the equation is:
Constant 2.023 shows the influence of Credibility (X_1), Informative (X_2), and Hedonic/Pleasure (X_3), to the Attitude towards Advertising (Y).
Constant 2.023 shows the influence of Credibility (X_1), Informative (X_2), and Hedonic/Pleasure (X_3), to the Attitude towards Advertising (Y). It means that, in a condition where all independent variables are constant (zero), Attitude towards Advertising (Y) as dependent variable is predicted to be 2.023.
0.010 is the slope of Credibility (X_1) meaning if there is one unit increase in X_1, while other variables are constant then Y is predicted to increase by 0.010.
0.689 is the slope of Informative (X_2) means that if there is one unit increase in X_2, while other variable are constant then Y is predicted to increase by 0.689.

0.408 is the slope of Hedonic/Pleasure (X_3) meaning if there is one unit increase in X_3, while other variables are constant then Y is predicted to increase by 0.408.

Testing the Goodness of Fit: Coefficient of Multiple Correlations (R) and Coefficient of Determination (R^2)

Table 2. R and R^2 Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774[a]	.598	.586	2.52702

Source: Data Processed, 2016

The value of R is 0.774 indicating a strong positive relationship between independent and dependent variable. The value of R2 is 0.598 or 59.8% it means that Credibility, Informative, and Hedonic/Pleasure as independent variables are able to influence Attitude Toward Advertising as much as 59.8% while the rest 40.2% are caused by another factors.

Testing of Classical Assumptions
Multicollinearity

Table 3. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Credibility	.889	1.125
	Informative	.651	1.537
	Hedonic_Pleasure	.707	1.415

Source: Data Processed, 2016

Table 3 shows that the value of tolerance and VIF. The tolerance value of Credibility is 0.889, Informative 0.651, and Hedonic/Pleasure is 0.707 which means the tolerance value of all variables is more than 0.2. The VIF value of Credibility is 1.125, Informative is 1.537, and Hedonic/Pleasure is 1.415. All of the variables' VIF values are less than 10. Since all the tolerance value is more than 0.2 and VIF value is less than 10, this research is concluded to be free from multicollinearity.
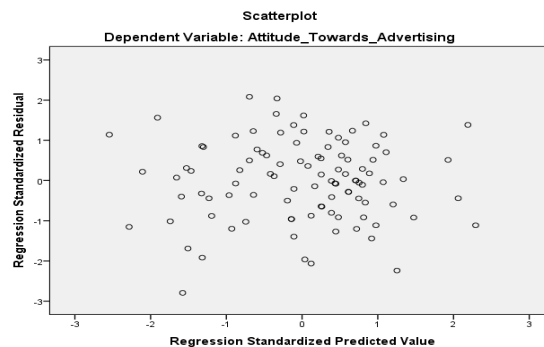
Heteroscedasticity

Figure 2. Heteroscedasticity Test
Source: Data Processed, 2016

Figure 2 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.
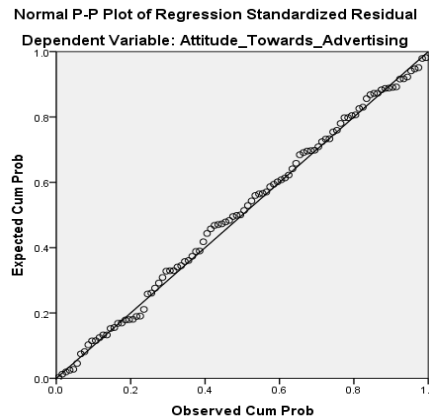
Normality

Figure 3. Normality Test
Source: Processed Data, 2016

Figure 3 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

Hypothesis testing

F-test

Table 4. Simultaneous Test Result

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	913.710	3	304.570	47.695	.000^b
	Residual	613.040	96	6.386		
	Total	1526.750	99			

Source: Data Processed, 2016

In Table 4, the F value is 47.695, the degree of freedom 1 (numerator) is 3 and degree of freedom 2 (denumerator) is 96 with level of significance is 0.05 ($\alpha = 0,05$) and the level of confidence is 95% then F_{table} is 2.76. The result is: F_{count} (47.695) > F_{table} (2.76). Since F_{count} is greater than F_{table}, H_o is rejected and H_1 is accepted which means the independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted. Because independent variables simultaneously influence the dependent variable, then the research H1 is also accepted.

T-test
Table 5. T-test Result

Variable	T_{count}	T_{table}	Description
Credibility (X_1)	.068	1.99	H_1 Rejected
Informative (X_2)	6.665	1.99	H_1 Accepted
Hedonic/Pleasure (X_3)	4.403	1.99	H_1 Accepted

Source: Data Processed, 2016

Credibility (X_1) does not significantly influences Attitude towards Advertising (Y). From the table above, T_{count} for each independent variable, which for Credibility (X_1) $T_{count} = 0.068$ and $T_{table} = 1.99$ which means $T_{count} < T_{table}$. Therefore, H_o is accepted and H_1 is rejected, that means Credibility (X_1) does not significantly influence Attitude towards Advertising (Y) which means the research's H2 is rejected. Informative (X_2) does not

significantly influences Attitude towards Advertising (Y). From the table above, T_{count} for each independent variable, which for Informative (X_2) T_{count} = 6.665 and T_{table} = 1.99 which means $T_{count} > T_{table}$. Therefore, H_o is rejected and H_1 accepted, that means Informative (X_2) significantly influences Attitude towards Advertising (Y) which means the research's H3 is accepted.Hedonic/Pleasure (X_3) does not significantly influences Attitude towards Advertising (Y). From the table above, T_{count} for each independent variable, which for Hedonic/Pleasure (X_3) T_{count} = 4.403 and T_{table} = 1.99 which means $T_{count} > T_{table}$. Therefore, H_o is rejected and H_1 accepted, that means Hedonic/Pleasure (X_3) significantly influences Attitude towards Advertising (Y) which means this research's H4 is accepted.

Discussion

The results show that, generally, youth mobile users have moderate attitude towards advertising. It is not like what most of the people would think that the attitude towards advertising is most of the time negative, it shows rooms for positive attitude towards advertising. Even though users most of the time do not perceive the content of the advertisements as credible and fully honest, advertisements provide valuable source of information about products and services, price, and current market trends to the users. It provides references for users in their buying process. The results also show that the users appreciate the creative process that is involved in making of advertisement. This finding is related to entertainment element of advertisements. It could be said that users feel amazed by the creativity that is used to create an advertisement. Another finding is that Informative emerged as the most significant predictors of attitude towards advertising, followed by Hedonic/Pleasure. This finding is in line with previous researches mentioned in literature review. The major finding however is Credibility is not a significant predictor of attitude towards advertising. This may be caused by advertisements having the image of not being truthful and honest in delivering information to the audience, and also the huge amount of advertisements that are being constantly exposed to the youth that spend lots of time on their mobile device could have caused a skeptical attitude to advertisements.

As mentioned before variable Credibility affects consumers' Attitude towards Advertising but not significantly. The results defy all previous researches mentioned in theoretical review. Theoretically Credibility should be a significant factor that affects consumers' attitude towards advertising. The explanation could be that, it appears the youth users in Manado don't know if they believe in advertisement or not. It can be seen from the result of questionnaire that have Neutral (3) came up as the most frequent answer for the Credibility section. One of the main reason is, most advertisements, even advertisements that come from major and big companies are still not very honest about the information within advertisements. Most major companies would bring a very appealing offers to the audience but only then to applied "term and conditions applied" in their advertisements.

From the result of this research, Informative is the most influential factor that affect Attitude. As mentioned above the youth in Manado choose to be neutral when it comes to believing advertisements. By neutral it means they don't want to immediately believe the advertisements, but also don't want to immediately dismiss the message of the advertisements. They see advertisement as a source of information of potentially good offer that needs to be dug further.

While not as influential as Informative, Hedonic/Pleasure factor still have significant impact to consumers' attitude towards advertising. Generally speaking, Hedonic/Pleasure variable is about triggering positive emotion primarily through entertainment. In a life full of stress, entertainment becomes a very important need in life. The reason why it is important to consider entertainment in advertisement is because fun and entertaining advertisement tends to stick in the audience mind, and therefore successfully delivering the advertisement's messages.

Conclusion

After examining the data collected, there are some conclusions based on the result of this research that has been conducted.

1. Credibility, Informative, and Hedonic/Pleasure affect simultaneously consumers' attitude towards advertising.
2. Credibility is the only independent variable that does not have a significant effect partially on Attitude towards Advertising as the dependent variable. The characteristic of Credibility does not have a substantial effect to Attitude towards Advertising.
3. Informative has a significant effect partially on consumers' Attitude towards Advertising. The characteristic of Informative has a substantial effect to Attitude towards Advertising.
4. Hedonic/Pleasure has a significant effect partially on consumers' Attitude towards Advertising. The characteristic of Hedonic/Pleasure has a substantial positive effect to Attitude towards Advertising

Recommendation

Based on the conclusions of this research, there are several recommendations that will be proposed as the original practical and theoretical benefit of this research.
1. It is recommended for advertisers to create advertisements that contains information that is useful for customer buying decisions. This research shows that informative is the most significant variable to affect attitude towards advertising.
2. It is recommended for advertisers to invoke the audience pleasure and happiness by creating advertisements that contains elements of entertainment.
3. It is recommended for future research that is similar with this topic to further add new variables and expand the scale of research in terms of samples.

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