

FACTORS DRIVING CONSUMER TO CLICK BANNER ADVERTISING ON THE WEBSITE

by:

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ABSTRACT

In this globalization era, internet become the part of people's life where there are many people spend their time on the internet start in social networking, news reading, shopping, streaming, downloading, online gaming and in fact many people earning money through Internet. Moreover, there are 2.4 billion internet users worldwide in 2012. It's fair if internet become one of the best places to advertise products or services. One of the best tools to advertise on the internet is banner advertising where banner advertising is effective when it got click from the internet users. The objective of this research is to analyze factors driving consumer to click banner advertising on the website especially the internet users in Manado City, Indonesia. The population in this research is the internet users in Manado City with sample as many as 115 respondents. This research used quantitative method where this research spread questionnaire to obtain the primary data. Because of this research is factoring and quantitative, this research used CFA (Confirmatory Factor Analysis) where the variables of this research is based on the previous research and theories. This research the researcher found there are five factors driving consumer to click banner advertising on the website. Those are: design, eye-catching, offer, trustworthy, and quality.

Keywords: *banner advertising/consumer*

INTRODUCTION**Research Background**

Internet is a part of people life, start from the social networking, news reading, shopping, video streaming, files downloading, online gaming and in fact many people earning money through Internet. With Internet also many people can save much time to find information rather than they come to the library or directly to the field because with internet many people just typing it in search engine and it could be found. Howard et al., (2002) concluded the Internet is expected to lead to changes in how people communicate, how they work, and how they spent their leisure. The evidence suggests that the Internet has blended into the rhythms of everyday life: the Internet is used at work, in schools, in universities, and hospitals. It is used for a wide variety of purposes, such as surfing for information, playing online games, and chatting. For the internet users worldwide in 2012, Pingdom.com state that on the internet in numbers 2012 there are 2.4 billion of internet users worldwide in 2012 (pingdom.com).

Hou & Rego (2002) concluded if the internet is playing a more and more important role in the field of marketing. And it has confirmed if internet is one of the best places to advertise or market our product and service. Kozlen (2006:25) concluded if banner advertising had a value for many people. It has confirmed if banner advertising is worth and value able, and people can see right now in 2013 since Kozlen concluded if banner advertising had a value for many people, banner advertising is still existed. Moreover, start in a small blog until in a famous website like Facebook, there is a banner advertising. It means banner advertising is still one of the best tools to advertise on the internet.

Research Objective

The objective of this research is to know the factors that drive consumer to click banner advertising on the website.

THEORETICAL FRAMEWORK**Theories****Marketing**

Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return Kotler and Amsrong (2012:5).

Online Marketing

Online marketing is efforts to market products and services and build customer relationships over the Internet. Internet is a vast public web of computer network that connects users of all types around the world to each other and an amazingly large information repository (Kotler and Amsrong 2012:508).

Banner Advertising

Banner advertising are commonly served through a centralized ad server; however, they may also be embedded directly in the webpages. Even if they are embedded, they can be rotated through a variety of scripting methods or from features within the web design application (Brown 2006:176).

Factors of banner advertising got click**Website Reputation**

If we advertise on a popular website, visitors will see our brand and marketing message over and over (Hockenberry 2010:283). And the good news for marketers is, people are spending more time online, and a popular website may have a million or more visitors every day (Scott 2013:15).

Curiosity

The true power of the banner advertisement is its ability to create mystery, because most people have a real curiosity about what they will find on the other side of the door, or in this case the banner (Stephenson 2007:404).

Repetition

Successful advertising is all about frequency and volume. If we advertise for only a couple days, then that's not enough time to properly evaluate its effectiveness. Repetition is the key because people may need to see an advertisement a few times before they're motivated to click it (Wooldridge & Schneider 2010:374).

Incentives

A growing area of online advertising is incentives programs. These programs reward the prospect or customer for providing information, taking an action, or making a purchase (Silverstein 2001:142).

Emotional Appeals

A popular method of gaining attention and generating action from any type of advertising is through the use of an emotional appeal (Holbrook & Batra 1987).

Color play

The amount of color used in advertising has been shown to affect ad effectiveness in traditional media (Gronhaug et al., 1991). Use of bold colors in banner ads is effective (Manzoor 2010:200).

Product Involvement

Cho (2003) conducted an internet experiment that looked at the impact of product involvement on clicking banner ad at a website. He found that those with high product involvement significantly more likely to click on a banner ad than those with low involvement.

Congruity

Banner advertisement and website congruity effects on consumer website perceptions, results showed that brand managers need to consider the nature of the banner ad and the web knowledge of the target market when making decisions about the placement of banner ads on the website (Newman et al., 2004).

Endorsement

Internet companies often supplement informational advertising with at least some elements of persuasive advertising as part of their marketing efforts. For instance, a website promoting a particular brand of athletic shoes may include an endorsement of that specific brand by a well-known celebrity athlete (VanHoose 2011:200).

Animation

Compared with static banner ads, animated banner ads were found to be effective in terms of attention getting capability and click through rates (Yoo 2007:135).

Position

Find out the best positions on page and which achieve the best click-through rates from the advertisement because position of banner ads is important (Morley & Lees 2008:161). Banner at top of page about twice as likely to be noticed (Manzoor 2010:200).

Multiple Banner

Running multiple banner modules is a common solution when we need to show more than one ad on a page, or to show ads in different positions. Clever use of multiple banner modules (Shreves 2013:43).

Graphics

Graphics is one of the most important elements to create banner advertising (Brolhorst 2001:154).

Bright Colors

Bright color combinations are effective in banner advertising (Alexander 2000:57). Bright colors grab attention and draw the eye to the banner ad; hence they can dramatically increase the response to our banner ad Stephenson (2007:405).

Discount

To make people clicked the banner advertising is offer a discount offer on banner advertising because people are always looking for good deals. We could offer a percentage discount, buy one get one free discount, etc (Oswald 2009:27).

Size

Larger display ads tend to be more popular among big advertiser. The best known type is the so-called banner ad that stretches across the top of a web page (Miller 2012:16). Bigger banner ads get more attention and we should fit ad message to content of page (Manzoor 2010:200).

Catchy Words

Web promotion tries to raise the interest and curiosity of the viewer by presenting catchy words to motivate the viewer to click the banner ads (Vurro 2010:8). People love getting something for nothing, which is why the word free is the most powerful word in marketing (Morris 2009:204).

Font

To create banner ad effectiveness, everything from the color of our banner ad to the style of the font should be carefully considered to create an appealing banner ad (Nelson 2011:14).

Image

The great thing about storing the banner ad information in a database is the fact that the web developer only need specify which image should be displayed and where the image should go when clicked (Nicholson 2004:257).

Avoid Crowded Place

Users are generally not happy to spend too much time on a page that looks like a hodgepodge collage of ads. They will simply not pay attention. A banner ad is most effective when it's alone on a certain page (Moga & Tulbur 2010:20).

Previous Research

Hershberger (2002) found that incentives, emotional appeals, and color play are affecting the banner advertising effectiveness. Hussain (2005) found that multiple banner and product involvement in banner advertising increasing the banner advertising clicked. Brigham (2011) found that the endorsement on banner advertising and the congruity of website with the product in banner advertising are affecting the banner advertising effectiveness. Josephson (2005) conclude if the location or position of banner advertising is definitely the strongest variable in determining whether viewers look at banner advertising and affecting how long they look at them. Kozlen (2006) found there are eight elements that affecting the banner advertising effectiveness there are graphics, bright colors, discount, size, logo, interactivity, sales, and video.

Website Reputation (X1), Curiosity (X2), Repetition (X3), Incentives (X4), Emotional Appeals (X5), Color play (X6), Product involvement (X7), Congruity (X8), Endorsement (X9), Animation (X10), Position (X11), Multiple banner (X12), Graphics (X13), Bright Colors (X14), Discount (X15), Size (X16), Catchy words (X17), Font (X18), Image (X19), Avoid crowded place (X20)

Confirmatory Factor Analysis

Figure 1. Conceptual Framework

Source: Literature Review

RESEARCH METHOD**Type of Research**

Type of this research is exploratory research. Exploratory research generates insights that will help define the problem situation confronting the researcher or improve the understanding of customer motivations, attitudes, and behavior that are not easy to access using other research method (Hair et al., 2010:36).

Place and Time of Research

The research was conducted in Manado, North Sulawesi Indonesia. This research was conducted from June to August 2013 where the questionnaire of this research starts spread on July 2013.

Population and Sample

Population is all the inhabitants of a given country or area considered together. The population of this research is the internet users in Manado City. Sample is representative of the population and the survey's margin of error can be calculated. This research uses nonprobability sampling technique and convenience sampling design. The sample size of this research is 115 respondent because as a general rule, the minimum is to have at least five times as many observations as there are variables to be analyzed (Hair et al., 1998).

Data Collection Method

Data can be obtained from primary data and secondary data. Primary data is collected specifically to address the problem in question and is conducted by the decision maker, a marketing firm, a university or Extension researcher, etc. Unlike secondary data, primary data cannot be found elsewhere. Primary data may be collected through surveys, focus groups or in-depth interviews, or through experiments such as taste tests. And

secondary data is information that has already been collected and is usually available in published or electronic form. Secondary data has often been collected, analyzed, and organized with a specific purpose in mind, so it may have limited applications to specific market research (Curtis 2008:). This research spread questionnaires to collect primary data. The researcher browses information through internet, marketing books and marketing journals to collect the secondary data.

Operational Definition and Measurement of Research Variables

Operational Definition of Research Variables

1. Website Reputation: The reputation of the website that we want to advertise.
2. Curiosity: Curiosity of the internet users to the banner advertising.
3. Repetition: Repetition of the banner advertising.
4. Incentives: Incentive that banner advertising offer (coupons, free trial).
5. Emotional Appeals: The banner advertising appeals.
6. Color play: The compatibility of banner advertising color.
7. Product involvement: The product involved in banner advertising (product looks, spec.).
8. Congruity: Advertising in a same category website or congruent
9. Endorsement: Celebrity endorsed banner advertising.
10. Animation: Animation of the banner advertising.
11. Position: Position of the banner advertising in the website.
12. Multiple Banner: The number of banner advertising in one page.
13. Graphics: The graphics of the banner advertising.
14. Bright Colors: Used bright colors in banner advertising.
15. Discount: Involving discount in banner advertising.
16. Size: Size of the banner advertising in the website page.
17. Catchy words: Using catchy words in banner advertising.
18. Font: Font in banner advertising.
19. Image: The image used in banner advertising.
20. Avoid crowded place: Avoid website with a lot of banner advertising from competitor.

In this research, variables will be measured using Likert scale. Which Likert Scale is a balanced rating scale with an odd number of categories and a neutral point (Grover & Vriens 2006:88). Likert-format items were presented with 5-point scales, where 1 = "strongly disagree," 2="disagree," 3 = "neither disagree nor agree," 4="agree," and 5 = "strongly agree".

Data Analysis Method

Validity is the technical term used to describe the degree of coherence between the concepts of interest linked through the questions in the questionnaire (or other observations or measurements) to the empirical phenomena under consideration. The anti-image correlation must be more than 0.5 then the data is valid. Reliability is conducted by taking samples from a population within the range that the factors of design and manufacturing process are the same. Cronbach's alpha is a common measure used for estimating the reliability of indicators. Consequently, cronbach's alpha was computed and the results were compared with .7 level recommended as a cut-off point indicating that scales were reliable, although as previously detailed, a reliability between .5 and .6 is considered suffice (Nunnally 1967).

Factor Analysis Model

Factor analysis method is used to identify a set of underlying factors that describe respondent attitudes towards a product and to identify a new smaller set of uncorrelated variables for use in subsequent regression or cluster analysis. There are two types of factor analysis there are exploratory factor analysis and confirmatory factor analysis. Confirmatory factor analysis is a technique for modelling data using already identified latent variables, whereas exploratory factor analysis is a technique for initial identification of the latent variables (Hutcheson & Sofroniou 1999:218). This research used confirmatory factor analysis.

RESULT AND DISCUSSION
Result

All variables in this research are valid. The MSA value of website reputation is .817. Value of curiosity is .832. Value of repetition is .856. Value of incentives is .734. Value of emotional appeals is .906. Value of color play is .867. Value of product involvement is .824. Value of congruity is .779. Value of endorsement is .626. Value of animation is .888. Value of position is .894. Value of multiple banner is .867. Value of graphics is .888. Value of bright colors is .872. Value of discount is .750. Value of size is .880. Value of catchy words is .806. Value of font is .899. Value of image is .866. Value of avoid crowded place is .866. The result of reliability test indicates that the cronbach's alpha is .894 and it indicates the scale is reliable because of the cronbach's alpha value is more than .7 that is .894.

Result of Factor Analysis

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is an index used to examine the appropriateness of factor analysis. High values (between 0.5 and 1.0) indicate that factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate. And Bartlett's test of sphericity is a test statistic used to examine the hypothesis that the variables are uncorrelated in the population. The significant of Bartlett's test of sphericity value less than .05 indicate that factor analysis is appropriate (Malhotra 2006:574). In this research, the KMO measure of sampling adequacy is 0.852 and the significant of Bartlett's test of sphericity is .000. Because the value of KMO measure of sampling adequacy is more than 0.5 and the significant of Bartlett's test of sphericity is not more than .05, so the variables and the existed samples can be analyzed to the next test of factor analysis. The core process of factor analysis is to extract the set of variables to form one or more factors. All twenty variables passed the validity test, but only fifteen of them performed as factors based on the rotated component matrix test. The remaining five variables were not included are: curiosity, emotional appeals, color play, congruity, and position. The fifteen variables were formed to five factors as the result of the analysis. The result of the analysis are as follows.

Table 1. Formed Factors

Factor	Variable	Factor Loadings
1	Graphics	.733
	Bright Colors	.724
	Font	.594
	Image	.615
	Multiple Banner	.697
2	Repetition	.682
	Size	.626
	Avoid Crowded Place	.705
3	Incentives	.848
	Discount	.806
	Catchy Words	.694
4	Website Reputation	.619
	Product Involvement	.811
5	Endorsement	.843
	Animation	.568

Source: Data analysis result

Discussion**Design**

Design factor are consists of graphics, bright colors, font, image, and multiple banner where every variable plays important part to make the banner advertising effective. First variable of design factor is graphics. Graphics is one of the most important elements to create banner advertising (Brolhorst 2001:154). A good banner advertising is banner advertising with had a good graphic and it would make our banner advertising noticed by the internet users in the website page. Second variable of design factor is bright colors. Bright colors

grab attention and draw the eye to the banner ad; hence they can dramatically increase the response to our banner ad (Stephenson 2007:405). Using bright colors in banner advertising design is important enough to grab internet user's attention to make the banner advertising effective. Third variable of design factor is font. The right selection of font in a banner advertising design can set the appropriate mood ad (Moga & Tulbur 2010:10). There is no point if we create a banner advertising with very good looking or design but the internet users can't read the message or what we offer to them because of the font is too small or the background of font is not compatible with the font. Fourth variable of design factor is image. The great thing about storing the banner ad information in a database is the fact that the web developer only need specify which image should be displayed and where the image should go when clicked (Nicholson 2001:257). Image can attract internet user's attention where to create banner advertising effectiveness, image selection is important. And the fifth variable of design factor is multiple banner. Running multiple banner modules is a common solution when we need to show more than one ad on a page, or to show ads in different positions. Clever use of multiple banner modules (Shreves 2013:43). Multiple banner or more than one banner advertising in a website page had plus value for the advertiser because with multiple banner we can add more design to the banner and it means we can provide more information in our banner advertising about the product or service that we advertised to the internet users.

Eye-Catching

Eye-catching factor are consists of repetition, size, and avoid crowded place where every variable plays important part to make the banner advertising effective. First variable of eye-catching factor is repetition. Branding campaigns use a wide variety of formats and media, from magazine ads to billboards to television to web banners. And repetition is the key because conventional advertising wisdom says that a positioning message is not effective until the prospective customer has seen it ten times (Pite 2003:49). To be noticed by the internet users, it's important for the banner advertising had repetition in several pages of the website to make the banner advertising be effective. Second variable of eye-catching factor is size. Bigger is indeed better when it comes to banner ads (Piersall 2011:15). To create banner ad effectiveness, everything from the color of our banner ad to the size and style of the font should be carefully considered to create an appealing banner ad (Nelson 2011:14). Bigger banner advertising is better to get noticed by the internet users. Third variable of eye-catching factor is avoid crowded place. Placed banner ads in website that do not have a lot of other banner ads on them so our banner ads become more effective (Vieira 2008:193). Put banner advertising in website with not have any other banner advertising is important.

Offer

Offer factor are consists of incentives, discount, and catchy words where every variable plays important part to make the banner advertising effective. First variable of offer factor is incentives. Including a good incentives offer in banner ad message can go a long way to increasing the click through rate and subsequently increasing sales (Stephenson 2007:405). Incentives offer in banner advertising is important because it can increase the banner advertising click. Second variable of offer factor is discount. Words like free, act now, and discount in banner ad are proven attention-getters (Cunningham & Brown 2010:235). Discount in banner advertising is important to make the banner effective because people are always looking for good deals. Third variable of offer factor is catchy words. Web promotion tries to raise the interest and curiosity of the viewer by presenting catchy words to motivate the viewer to click the banner ads (Vurro 2010:8). Word free is the strongest word that we can use in a banner ad (Moga & Tulbur 2010:7). Put the catchy words in banner advertising would make the banner advertising effective.

Trustworthy

Trustworthy factor are consists of website reputation and product involvement where every variable plays important part to make the banner advertising effective. First variable of trustworthy factor is website reputation. If we advertise on a popular website, visitors will see our brand and marketing message over and over (Hockenberry 2010:283). And the good news for marketers is, people are spending more time online, and a popular website may have a million or more visitors every day (Scott 2013:15). Put banner advertising in famous website is important because famous website not only just have many visitors, but the internet users also will have confidence to click the banner advertising because every internet users don't want to be trapped in fake banner advertising or moreover a virus. Second variable of trustworthy factor is product involvement. Product involvement motivates attention, several studies show that product involvement increases the amount of

attention on ads (Hawkins 2010:336). Product involvement in banner advertising will attract the internet user's attention.

Quality

Quality factor are consists of endorsement and animation where every variable plays important part to make the banner advertising effective. First variable of quality factor is endorsement. Adding a celebrity endorsement in banner ads will always help to establish credibility (Carus 2013:12). It's important to adding celebrity endorsement in banner advertising because celebrity are attractive, likeable, and trustworthy in advertisement (Leslie 2011:45). Adding endorsement in banner advertising make the banner advertising had more quality. Second variable of quality factor is animation. Animated banner advertising can comprise several different images in a sequence to attract the viewer's attention, the different layers help to build an image that can lead the viewer to a state of action – clicking on to the advertisement (Leadley & Forsyth 2004:343). Animated banner is important to make the banner advertising effective.

CONCLUSION AND RECOMMENDATION

Conclusion

There are fifteen variable that drive consumer in Manado City to click banner advertising on the website, and the fifteen variable formed to be five factors. The five factors that drive consumer in Manado City to click banner advertising on the website are design, eye-catching, offer, trustworthy, and quality. There are five variables that are not formed a factor and the five variable also are not significant influence to consumer in Manado City to click banner advertising on the website. The five variables are: curiosity, emotional appeals, color play, congruity, and position.

Recommendation

Based on the result of this research where to make the banner advertising be effective or to make the banner advertising to be clicked by the internet users, there are five factors driving consumer in Manado City to click banner advertising on the website, those are: design, eye-catching, offer, trustworthy, and quality. For the Manado internet advertiser, it's better for us to use the five elements or the result factors of this research if we want to advertise product or service on the internet especially by using banner advertising on the website. Which design consist of graphics, bright colors, font, image, and multiple banner. Eye-catching consist of repetition, size, and avoid crowded place. Offer consist of incentives, discount, and catchy words. Trustworthy consist of website reputation and product involvement. Quality consist of endorsement and animation.

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