Factors Affecting Consumers Attitudes towards a brand that uses Digital Advertising

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ABSTRACT

This research focus is to analyze digital consumers millennial in Indonesia attitude toward a brand that uses digital advertising in Indonesia or a brand attitude. This research proposes three antecedent's variable that are entertainment, personalization, and trust to the digital influencer. The analysis was based on online questionnaires with 430 data respondents. Data in this research was analyzed using SEM Lisrel. The analysis result indicates that a brand attitude has a positive and significant effect on purchase intention, entertainment doesn't have an impact on a brand attitude, while trust to digital influencer and personalization have an impact on a brand attitude, and trust to digital influencer doesn't have an impact on purchase intention.

Key words : brand attitude, digital advertising, entertainment, personalization, digital influencer

1. INTRODUCTION

Over the past decade, integrated marketing communication plays a major role in the process of developing and sustaining a brand in the mind of consumers (1). Along with the development of information technology and the internet, integrated marketing communication also entering a new phase, especially for advertising. Information technology and the internet bring a new phase for digital advertising. These past few years digital advertising has been growing significantly. Digital advertising worldwide spend reached 279.56 billion US$ in 2018 and it will continue to grow (2). Digital advertising in Indonesia has also been growing significantly. Digital advertising spends in Indonesia reach 294.1 million US$ in 2015 and projected to reach 327,38 million US$ in 2019 according to PubMatic (2,3). Despite the significant growth of digital advertising in Indonesia, brands in Indonesia still prefer to invest more in tv advertising than digital advertising, TV advertising spending still a majority than digital advertising in Indonesia (3). However, digital advertising has potential opportunity to grow. Indonesia is one of the countries with the highest internet users, Indonesia has 4.38 billion internet users in 2018, and 3.48 billion active social media users in 2018 (4).

Consumers attitude is an important and useful predictor for consumers behavior, and have an important role in the effectiveness of advertising (5,6). Consumers attitude is an important concept in advertising literature and has been a focus of attention for a long time (6). Consumers attitude also an important concept in branding literature (7). Thus, this research proposes consumers attitude toward a brand that uses digital advertising as the main dependent variable. Understanding Indonesia digital consumers attitude is important to increase the effectiveness of digital advertising in Indonesia especially the millennial segment of Indonesia digital consumers. The millennial segment is the digital consumer's segment with the highest internet penetration in Indonesia according to APJII (8,9). This research focuses on millennial consumers attitude toward the brand that uses digital advertising in Indonesia as the main research problem. This research analyzes variables that have significant effect toward consumers attitude toward a brand that uses digital advertising in Indonesia, and the effect of consumers attitude toward a brand that uses digital advertising in Indonesia toward consumers purchase intention.

Earlier research by Tsang et al (10) reported that there is a positive and significant relationship between entertainment and consumers attitude toward advertising. Another research by Hsu et al (11) found that trust to blogger has a positive significant effect toward consumers attitude toward online shopping. Another research by Xu (12) found that personalization was one of the variables that have a positive

and significant effect on consumers attitude toward mobile advertising. Variable entertainment, trust to a digital influencer, and personalization is used as antecedent's variable in this research model.

This research aims to analyze factors or variables that have a positive and significant effect on digital consumers millennial in Indonesia attitude toward a brand that uses digital advertising in Indonesia, which shortened to a brand attitude, and its effect toward consumers purchase intention. This research also aims to analyze variables that have a significant effect on a brand attitude, this research proposes variables entertainment, trust to digital influencer and personalization as antecedents' variables in this research. Novelties from this research are the implementations of entertainment, personalization, and trust to the digital influencer as antecedents of a brand attitude.
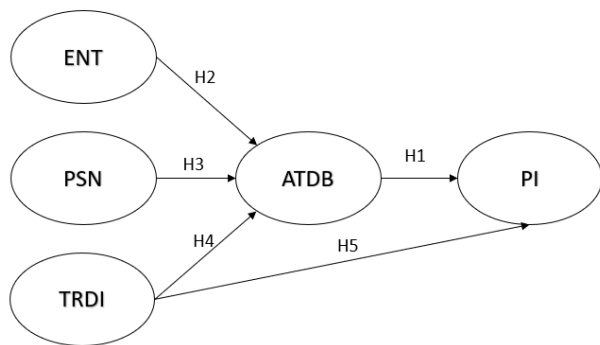

Figure 1: Research Model

ATDB	:	a brand attitude
PI	:	purchase intention
ENT	:	entertainment
PSN	:	personalization
TRDI	:	trust to digital influencer

2. LITERATURE REVIEW

2.1 Brand Attitude

Consumers attitude have been an important concept and focus attention in advertising literature (6,10). Consumers attitude was based on the theory of reasoned action (TRA) by Ajzen and Fishbein (10,13,14). The Theory of Reasoned Action (TRA) proposes that the attitude influence behavior through intention (13–16). According to TRA, intention defined as the strength of a person's conscious plan to perform the target behavior (13,15). Fishbein defined attitude as a "learned predisposition of human beings" (17). While according to Kotler, "an attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea" (18). In the relationship with the concept of a brand, Mitchell, and Olson (19) define consumers attitude toward the brand as an individual internal evaluation of the brand. In this research variables, consumers attitude toward the brand that uses

digital advertising in Indonesia is shortened to a brand attitude. From past research, this research defines a brand attitude as consumers enduring favorable or unfavorable evaluation on the brand that uses digital advertising.

Many researchers have found that consumers attitude have a significant effect on purchase intention. Past research by Xu (12) found that attitudes toward mobile advertising have a significant and positive effect on purchase intention. Research by Saadeghvaziri et al (20) found that consumers attitude toward web advertising has a significant and positive effect on purchase intention. Research by Yang et al (21) also found that consumers attitude toward online video advertisement has a significant effect on purchase intention.

From past research, thus this research proposes a hypothesis:

H1 – A brand Attitude has a significant and positive effect on purchase intention.

2.2 Entertainment

A consumers pleasure, enjoyment and involvement during interaction with the digital advertisement will lead to their perceptions of positive effect and mood (22,23). Entertainment is one of the factors that influence the effectiveness of digital advertising by establishing an emotional link between consumers and a brand (24). Entertainment in this research was developed from hedonic variable by DuCoffe (25,26). Entertainment in this research was based on TRA which entertainment was developed as one of consumers belief toward digital advertising. According to Wang and Sun (24), the hedonic/ pleasure of online advertising refers to the view that digital advertising can be fun, pleasant, and entertaining. DuCoffe (26) defines hedonic as the ability to fulfill an audience needs of escapism, diversion, aesthetic enjoyment, or emotional enjoyment. This research defines entertainment as the ability of digital advertisement to deliver contents which are interesting, entertaining, aesthetically attractive.

Entertainment is an important predictor and crucial in the effectiveness of digital advertising. There are many past researches that use entertainment as an antecedent variable toward consumers attitude. Research by Tsang et al (10) concluded that entertainment has a significant and positive effect toward consumers attitude on mobile advertising. Xu (23) in his research, concluded that entertainment has a significant and positive influence toward consumers attitude on mobile advertising. Zedan and Salem (22) in their research also found that entertainment has a positive and significant influence toward consumers attitude on SMS advertising.

From past research, entertainment has positive and significant effect toward consumers attitude on digital advertising (12,22,27), thus this research developed hypothesis that entertainment has a positive and significant effect on a brand attitude.

H2 – Entertainment has a significant and positive effect on a brand attitude

2.3 Personalization

Digital advertising offers new opportunities for a brand, marketer by placing their promotional message efficiently on the digital environment (23). The use of personalization will help a brand achieving consistently competitive advantage (23,28). Consumers as digital advertising users are receptive to advertising that is personalized and relevant to their lifestyle. Variable personalization in this research was developed based on TRA as one of the variables of consumers belief toward digital advertising. Personalization in this research was based on personalization that developed by Xu (12). According to Xu (23), personalization refers to sending advertising messages to mobile devices such as mobile phones through the wireless network, based on customers user demographics (e.g. income), user preference (e.g. preferred product), context (e.g. location, user activities), and content (e.g. a brand name) factors. This research defines personalization as the ability of digital advertisement to sending advertising messages through digital media, based on costumer's user demographics (e.g. income), user preference (e.g. preferred product), context (e.g. location, user activities), and content (e.g. a brand name) factors.

There are several past researches proved that personalization has a positive and significant effect on consumers attitude. Research by Xu (23) proved that personalization has a significant positive effect on consumers attitude on mobile advertising. Research by Fatima and Abbas (29) proved that consumers show a positive attitude towards digital advertisement which considered personalized.

Based from past research, personalization has a positive and significant effect on consumers attitude towards digital advertising (12,29), thus this research developed hypothesis that personalization has a positive and significant effect on a brand attitude ad H3.

H3 – Personalization has a significant and positive effect on a brand attitude

2.4 Trust to Digital Influencer

Consumers usually depend on recommendations, opinion, suggestions from others in order to reduce the risk of uncertainty when buying products or services (11,18). Digital influencer was based on an opinion leader in two-step flow theory by Katz and Lazarsfeld (30). According to two-step flow theory, a certain group of people recognized as opinion leaders, which they interpret media information that they receive and then pass it to others, thus increasing its influence (30,31). In this research, digital influencer refers to group or individual who acts as an opinion leader, who is active in interpreting media information that they receive, and then passes it to others in form of digital content media, thus increasing their influence in their digital environments. From marketing, and advertising perspective, a digital influencer can be viewed as a type of electronic word of mouth (eWOM) (11).. Trust to digital influencer was based on the concept of trusting belief by McKnight and Chervany (32). According to McKnight and Chervany(32,33), trusting belief is when one believes that the other party has one or more characteristics beneficial to oneself. Trust to a digital influencer in this refers

to consumers willingly believe to digital influencer based on characteristics, contents which beneficial to consumers.

There are several past researches proved that trust has a positive and significant effect on attitude. Research by Suh and Han (34) stated that trust has a significant and positive effect toward consumers attitude on using internet banking. Research by Hsu et al (11) proved that trust has a significant and positive effect toward consumers attitude on shopping online.

Based on past research, trust has a positive and significant effect on consumers attitude (11,34), thus this research developed hypothesis that trust to digital influencer has a positive and significant effect on a brand attitude as H4.

H4 – trust to digital influencer have significant and positive effect toward a brand attitude

There are also several past researches proved that trust has a positive and significant effect on the intention. Research by Suh and Han (34) stated that trust has a significant and positive effect on the intention to use internet banking. Research by Hsu et al (11) proved that trust has a significant and positive effect toward consumers intention to shop online.

Based on past research, this research proposed hypothesis:

H5 - trust to digital influencer have significant and positive effect toward purchase intention

3. METHODOLOGY

3.1 Measurement development

A questionnaire with 5 Likert scales was employed to collect data for this research. Items from previous research were modified for adaptation in this research context.

In this research, the measures of a brand attitude were based on several past research by Keng et al and Myers et al (35,36). The measures of purchase intention were based on research by Saadeghvaziri et al (20), Kim and Han (37), Zedan and Salem (22), Martins et al (38). The measures of personalization were based on research by Xu (23), Saadeghvaziri and Hosseini (6), Kim and Han (37). The measures of entertainment were based on research by Ling et al (39), Kim and Han (37), Martins et al (38), Saadeghvaziri et al (20), Wolin et al (25), Chowdury et al (40), Cho et al (41). The measures of trust to digital influencer were based on research by Hsu et al (11), Doyle et al (42).

3.2 Subjects

The population for this research is the millennial segment of Indonesia digital consumers. To achieve the desired result the data was collected from respondents belonging to the millennial segment with age between 18 to 38 years. The nature of this research is the quantitative study, the primary data was collected through an online questionnaire survey from October 2018 until January 2019. The questionnaire was distributed on Kaskus.co.id, which is a popular internet forum in Indonesia. In total, 430

respondent's data were gathered, there were no missing data in the sample.

Demographic data showed that there were 51% female respondents in the collected. Most respondents were between the age of 17 and 20. All the respondents were internet users. Most of the respondents use the internet for more than 7 hours a day

4. RESULTS

Structural Equation Model (SEM) was used in this research to perform both measurement and structural model analyses simultaneously. Data were analyzed using SEM Lisrel.

4.1 Measurement model analysis

Confirmatory Factor Analysis (CFA) was conducted to validate the measurement model analysis. There were three measurements in CFA to validate the measurement model analysis: overall goodness of fit for the model, discriminant validity and discriminant reliability (43).

Kline (20,44) recommended the following cut off criteria for overall good model fit: Comparative Fit Index (CFI) > 0.9, Standardized Root Mean Square Residual (SRMR) < 0.10, Goodness of Fit Index (GFI) > 0.90, Incremental Index of Fit (IFI) > 0.90, Root Mean Square Error of Approximation (RMSEA) < 0.08. The result of the overall goodness of fit for the model analysis from this research are: RMSEA: 0.039 (<0.08); IFI: 1.00 (>0.90); CFI: 1.00 (>0.90); SRMR: 0.063 (<0.10); GFI: 0.91 (>0.90). Based on the result of the overall goodness of fit for the model, and the recommended following cut off criteria, indicates that the overall measurement model for this research is acceptable.

Discriminant validity and discriminant reliability were measured using three criteria: all the factor loadings from indicators > 0.70, composite reliability (CR) > 0.70, and average variance extracted (AVE) > 0.5. The results from the data collected are listed in Table 1.

From Table 1, all the factor loadings > 0.7, all the CR > 0.70, and all the AVE > 0.5, therefore the validity and the reliability from the constructs in this research were good. Thus, overall the measurement model analysis in this research was good.

Table 1: Result of measurement of model analysis

Construct	Items	Loadings	CR	AVE
ATDB	ATDB1	0.87	0.86	0.785
	ATDB2	0.76		
	ATDB3	0.76		
	ATDB4	0.75		
PI	PI1	0.83	0.913	0.858
	PI2	0.88		
	PI3	0.88		
	PI4	0.84		
ENT	ENT1	0.78	0.821	0.777
	ENT2	0.82		
	ENT4	0.73		
PSN	PSN1	0.83	0.91	0.848
	PSN2	0.83		
	PSN3	0.86		
	PSN4	0.87		
TRDI	TRDI1	0.82	0.884	0.847
	TRDI2	0.87		
	TRDI3	0.85		

4.2 Structural model analysis

The structural model analysis was used to analyze the relationship between variable from data collected. The results of the structural model analysis are shown in Table 2

Table 2: Result of structural of model analysis

Hypothesis	t-value	Standardized	Conclusion
H1 ATDB → PI	15.30	0.88	Significant
H2 ENT → ATDB	1.44	0.10	Not significant
H3 PSN → ATDB	5.37	0.48	Significant
H4 TRDI → ATDB	3.42	0.22	Significant
H5 TRDI → PI	1.18	0.05	Not significant

In the structural model analysis, the t-value need to be equal or above 1.96, then the relationship between variables can be called significant. From Table 2, t-value of H1 is 15.30 which is above 1.96, thus H1 is significant, it means that a brand attitude has a significant and positive effect toward purchase intention. T-value of H2 is 1.44 which is below 1.96, thus H2 is not significant, it means that entertainment

doesn't have significant effect toward a brand attitude. T-value of H3 is 5.37 which is above 1.96, thus H3 is significant, it means that personalization has a significant and positive effect toward a brand attitude. T-value of H4 is 3.42 which is above 1.96, thus H4 is significant, it means that trust to digital influencer has a significant and positive effect toward a brand attitude. T-value of H5 is 1.18 which is below 1.96, thus H5 is not significant, it means that trust to digital influencer doesn't have significant effect toward purchase intention

5. DISCUSSION

5.1 Discussion

A brand attitude found to be key determinants of purchase intention in this research. This result is consistent with previous studies by Saadeghvaziri et al (20) for consumers attitude toward web advertising. These result also consistent with previous studies by Xu (12) for mobile advertising in China. This result also consistent with previous studies by Zedan and Salem (22). This result revealed that positive attitude from digital millennial consumers in Indonesia toward a brand that uses digital advertising will affect their purchase intention on that a brand product or service. Digital advertising proved to be effective to attract positive response form digital millennial consumers in Indonesia.

Entertainment doesn't have an effect on a brand attitude. This result is contradictory with several past studies. This result contradicts past studies by Xu (23) which stated entertainment was a predictor for consumers attitude on mobile advertising in China. This result also contradictive against past studies by Tsang et al (10) which stated that entertainment has a significant effect toward consumers attitude on digital advertising in Taiwan. This results also contradictive against past studies by Zedan and Salem (22) which stated that entertainment effect positively toward consumers attitude on SMS advertising in Palestine. Past studies found that entertainment has a positive and significant effect on consumers attitude toward advertisement (10,12), while in this research the dependent variable is consumers attitude toward a brand that uses digital advertising, not consumers attitude toward advertising. Maybe variable consumers attitude toward digital advertisement can be added as a mediating variable between entertainment and a brand attitude for future research.

In this research, personalization has a significant and positive effect on a brand attitude. This result is consistent with several previous studies. This result is consistent with studies by Xu (23) which stated that personalization has positive and significant effect toward consumers attitude on mobile advertising in China. This result also consistent with past research by Fatima and Abbas (29), which stated that personalization has positive and significant toward consumers attitude on advertising. This result proved that digital consumers millennial in Indonesia have positive response toward a brand digital advertising that relevant to their preference, needs, demographic. Digital consumers millennial in Indonesia attracted to digital advertising that relevant to them.

Trust to digital influencer have a significant and positive effect on a brand attitude. This result is consistent with several past studies. This result is consistent with research by Hsu et al (11) which stated that trust to blogger has significant and positive effect toward consumers attitude to shop online. This result also consistent with research by Suh and Han (34) which stated that trust has a significant impact on consumers attitude on acceptance the internet banking. This result proved that digital consumers millennial in Indonesia have a positive response. A digital influencer is a new phenomenon that trending in Indonesia millennial segment. Digital consumers millennial in Indonesia have positive response toward a brand that uses digital influencer that they trust.

On the other hand, trust in digital influencer doesn't have an effect on a brand attitude. This result is contradicted with several past studies. This result is contradicted with research by Hsu et al (11) which stated that trust to blogger has significant and positive effect toward consumers attitude to shop online. This result also contradicted with research by Suh and Han (34) which stated that trust has a significant impact on consumers attitude on acceptance the internet banking. When a brand uses digital influencer as part of their marketing strategies, the digital influencer doesn't directly affect digital consumers millennial purchase intention, however, the digital influencer effect digital consumers millennial in Indonesia purchase intention through their attitude toward a brand first. Digital influencer endorsed recommendation content effect positive response from digital millennial consumers in Indonesia toward endorsed a brand first, then affect their purchase intention.

5.2 Theoretical Implications

One of the theoretical implications from this research is expanding the implementation of entertainment and personalization as antecedents of a brand attitude. Entertainment was developed as antecedents of consumers attitude toward digital advertising(25), this research implements entertainment as antecedents of consumers attitude toward a brand that uses digital advertising (a brand attitude). Personalization was developed as antecedents of consumers attitude toward digital advertising(23), this research implements personalization as antecedents of consumers attitude toward a brand that uses digital advertising (a brand attitude). The implementation of entertainment and personalization as antecedents of a brand attitude is one of the novelties from this research.

Another theoretical implication from this research is expanding the implementation of trust in a brand attitude. Trust in digital influencer was developed from trust in blogger (11), which is antecedents of customers attitude toward online shopping. This research implements trust in digital influencer as antecedents of consumers attitude toward a brand that uses digital advertising (a brand attitude). The implementation of trust to the digital influencer as antecedents of a brand attitude is one of the novelties from this research.

This research expanding implementation of Theory of Reasoned Action in digital advertising by implementation and analyzation of consumers attitude toward a brand that uses digital advertising, and consumers belief toward digital advertising like entertainment and personalization. This research also expanding implementation of Two Step Flow Theory in the role of a digital influencer as an opinion leader and a part of digital advertisement

5.3 Managerial Implications

From a strategy standpoint, the influence of digital influencer toward a brand attitude should not be ignored. Marketers, agencies should effectively use digital influencer in their marketing strategies, especially if targeted on millennial generations. Brand managers should have a full understanding of digital influencer that relevant to their brand so that they can use digital influencer effectively in their marketing strategies. From a strategy standpoint, this research also gives insight about several factors from digital advertising that affect consumers response toward a brand. Brand managers, marketers, agencies should not overlook the role of digital influencers, personalization in their marketing strategies. This paper also gives insight about the importance of digital advertising in a branding for consumers millennial segment.

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