

Assessing the Attitude and Belief towards Online Advertisement in Pakistan and China Mainland

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Abstract : The purpose of the proposed paper is to determine if the perception of online advertisement formed due to attitude and belief vary among two different countries or not. Specifically, it seeks to find out how people from China and Pakistan perceive online advertisement. Public attitude and belief towards advertising have been a focus of attention to explore a path to a better strategy of advertising. The 'belief' factor was analyzed through 4 items, i.e., product information, entertainment, and increase in economy' whereas, the 'attitude' factor was analyzed thorough questions based on 4 items, i.e. 'overall, I consider online advertising a good thing'; 'overall, I like online advertising'; 'I consider online advertising very essential'; and 'I would describe my overall attitude toward online advertising very favorably'. As such, it provides theoretical basis to explain similarities and differences of beliefs and attitude towards advertising across the two countries. Given its mixed method approach, both quantitative and qualitative method is used to carry out research. A questionnaire-based survey and focus group interviews were conducted. The sample size was of 500 participants. For analysis survey copies were then collected from which 497 were received whereas focus group interviews were collected from both nations. The findings showed that the belief factor among both countries had no significant relation with the perception of online advertisement. However, the attitude had a significant relation with the perception about online advertisement. Also it was observed that despite of different backgrounds, perception about online advertisement based on beliefs and attitude were found largely to be similar. Implications and future studies are provided.

Keywords : attitude, belief, online advertisement, perception

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