

Measuring internet users' perception towards web advertising with special reference to Uttar Punjab

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Abstract

The aim of this research paper is to investigate the determinants of consumers' attitude towards web advertising such as materialism, informative, hedonic, annoying behavior and credibility. These factors influence the internet user's attitude towards web advertisements in Punjab. Data was gathered from 400 internet users collected from four cities (Amritsar, Jalandhar, Ludhiana and Patiala) of Punjab. A questionnaire consisting of 28 items was developed to measure the construct and its dimensions. The first draft of the questionnaire was subject to a pilot testing through a focus group for an expert evaluation. A structured questionnaire on five point rating (Likert scale) was administered by way of personal interview. Appropriate statistical analyses such as frequencies, descriptive, factor analysis, and analysis of variance were used according to respective objectives and descriptors.

Keywords: Materialism, Informative, Hedonic, Annoying behavior and Credibility.

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