

HOW ONLINE ADVERTISING INFLUENCES VIETNAMESE CONSUMERS' ATTITUDES AND ITS IMPACT ON PURCHASE INTENTION?

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Abstract

The internet and online advertising development have changed the relationship between advertisers, agencies, media, and consumers. Businesses spending increasing budgets on online advertising requires a better understanding of users' perceptions of online advertising since this media property can influence customer attitudes' toward online advertising. The aims of this research are: (1) to identify factors of online advertising that affect Vietnamese consumer attitudes toward online advertising, (2) to measure the level of impact of the factors on attitudes and purchase intention, and (3) to propose some managerial implications to have better Vietnamese consumer attitudes toward advertising. By combining qualitative and quantitative research, the author has found five factors affecting Vietnamese consumers' attitudes toward online advertising, ranked in decreasing influence: Irritation, Personalization, Credibility, Informativeness, and Entertainment. The Irritation factor is the only factor that negatively affects the online advertising attitude. Additionally, online advertising attitudes are also found to influence purchase intention positively. This research contributes to applying the online advertising model and effectively provides advertisers, marketers, publishers, and online advertising-related companies with influential criteria for effective advertising.