The Impact of Beliefs and Attitudes among Job Seekers' Reactions in Clicking on Ads and Applying for a Job via the Internet

Faizan Iza Zainuddin*, Suriani Abdul Hamid

Faculty of Management and Economics, Universiti Pendidikan Sultan Idris, Tanjong Malim, Malaysia

*Corresponding author: liliputih8@yahoo.com

Abstract

With the development of the internet, online career advertising becomes one of the alternative methods that generate faster and effective job opportunities compared to the conventional method. However, there emerge issues of fraud and credibility pertaining to the organization that offers jobs through online career advertising. This matter has somehow undermined the confidence of job seekers who wish to apply for jobs through the internet. Consequently, the authors have tried to understand the effects of beliefs on attitudes towards job seekers reactions in clicking and applying for job via the Internet by using Pollay and Mittal (1993) model. The information obtained is expected to benefit the advertisers and the department of Human Resources to ensure that the information in the career advertisement is trustworthy and capable of attracting potential job seekers to apply for jobs, while saving time and costs of advertising. These are efforts of an organization in facing a market rivalry that's increasingly stiff and competitive.

Keywords: Online advertising; attitude towards online advertising; belief towards online advertising; consumer reaction; recruitment website; internet media

Abstrak

Dengan perkembangan internet, pengiklanan kerja dalam talian menjadi satu kaedah alternatif untuk menjana peluang pekerjaan dengan lebih berkesan berbanding kaedah konvensional. Walau bagaimanapun, timbul isu-isu penipuan dan kredibiliti sesebuah organisasi yang menawarkan pekerjaan dalam internet, telah menggugatkan keyakinan pencari kerja. Oleh itu, penulis telah cuba untuk memahami kesan kepercayaan ke atas sikap pencari kerja untuk mengklik iklan kerja dan memohon kerja secara talian dengan menggunakan,model Pollay dan Mittal (1993). Maklumat yang diperolehi dijangka memberi faedah kepada pengiklan dan jabatan Sumber Manusia untuk memastikan bahawa maklumat dalam iklan kerja tersebut boleh dipercayai dan mampu menarik pencari kerja yang berpotensi untuk memohon pekerjaan, selain berupaya menjimatkan masa dan kos pengiklanan. Ini sebagai antara usaha sesebuah organisasi bagi menghadapi persaingan pasaran yang semakin sengit dan berdaya saing.

Kata kunci: Pengiklanan dalam talian; sikap terhadap pengiklanan dalam talian; kepercayaan terhadap pengiklanan dalam talian; reaksi pengguna; laman web pengambilan; media internet

■1.0 INTRODUCTION

The advertising industry is experiencing rapid growth throughout the world in recent years and the situation is no different in Malaysia. This is an indication that by 2020 the advertising industry will be able to be one of the significant extensions of economic development in Malaysia. This development is actually been driven by the nature of advertisements that influence the public mind in making purchasing decisions and so on. Besides persuading consumers to purchase products or services, advertisements also act as a source of information about a product or service in the market. Advertising is defined as a mode for introducing goods, services, employment opportunities, inspirations and information to the public. In addition, advertising is also a social activity that indicates major changes in values, beliefs and consumer behaviour and purchasing patterns that will influence their lifestyles (Pollay & Mittal, 1993).

The advertising industry currently registers increased expenditure (adex) every year. In 2012, the adex rose 6.3 per cent or RM11.37 billion in 12 months, which ended in December 2012. The existence of advertising directly affords numerous benefits to society. One of the functions of advertising is that of a pathway for career advertising for potential individuals and those who are looking for jobs. Career advertising is the initial communication between the job seeker and the organization and it is one of the processes involved in recruitment. Recruitment is an activity undertaken by an organization with the aim of identifying and attracting potential job seekers (Breaugh & Starke, 2000). The recruitment process is very important because of it's implications towards the selection of new employees. The Chartered Institute of Personnel and Development (CIPD) (2007) reported that 84 percent of organizations face difficulties during the recruitment process. This reflects the limitations inherent in the labour market, which requires organizations to choose appropriate methods or alternatives for obtaining the necessary labour market. Hence, the problem can be reduced with the emergence of the internet media.

In 2012, the number of internet users in Malaysia was among the highest compared to other countries with 16,902,600 users (Internet World Stats, 2013). In fact, the increase in advertising is accredited to the increase in broadband penetration rate from 15% in 2000 to

65.7% in 2009 (Internet World Stats, 2009). In addition, there are a lot of business opportunities created since the expansion of online advertising in Malaysia. The increase in broadband penetration has given an advantage to advertisers in the form of a source for offering careers. At present, the increasing use of internet usage has prompted companies to advertise job vacancies in recruitment websites like, Monster.com.my. In fact, the development of online recruitment has helped reduce the application costs for prospective employers and job seekers (Cappeli, 2001; Zusman & Landis, 2002). Online recruitment is the latest method used by the Human Resource Department and has shown some remarkable success in such a short time (Galanaki, 2002). Online recruitment or e-recruitment is defined as any process that is undertaken by the organization using web-based tools such as organization websites or intranets. The privilege of adapting web recruitment is that this method gives a lower advertising rate compared to the conventional recruitment methods (Kim & O'Connor, 2009).

Table 1 below shows the highest and fastest search in *Google Zeitgeist Malaysia* for 2011. Based on the table, the 'vacancy' search was listed as the seventh fastest search performed by internet users in Malaysia. This gives an impression that job seekers are more confident of using the internet media as a job search tool.

Table 1 The fastest and highest search in Google Zeitgeist Malaysia

No.	Search
1	Facebook
2	Angry Bird
3	'Maharaja Lawak'
4	iPhone 5
5	Samsung Galaxy
6	iPad2
7	**Job Vacancy**
8	Android
10	Aishiteru

Source: *Google Zeitgeist Malaysia* (2011)

However, the abundance of job seekers applying for jobs through internet has made it difficult for recruiters to find talented job seekers. At the same time, surfaces the issue of trust and privacy that has affected the online recruitment process, which has raised anxiety and doubt among potential applicants regarding the safety of private and confidential information in online recruitment (Kerrin & Kettley, 2003). Consequently, many companies in Malaysia post job vacancies on websites whilst being ignorant in the related field of online recruitment and effective strategies in attracting potential applicants. Thus, consumers' attitudes and beliefs towards online advertising has become an important aspect to advertisers for them to better understand thinking and behavior of consumers towards the advertising media (Haque & Shameem Al Mahmud, 2007). Therefore, efforts have been made to identify applicant's attitudes and beliefs towards online career advertising as a career searching tool.

Recent studies in online advertising mainly focused on beliefs, attitudes and reactions towards online advertising in general, rather than specific types of Web advertisements (Ayesha, 2013). Therefore, future research should be focused on specific web advertising such as career advertising. This way, the information obtained will be beneficial to the advertiser or department Human Resources and also as an effort to ensure that the career advertisement that is displayed attracts the attention of potential job applicants.

■2.0 OPERATION DEFINITION

Various definitions have been given for the word attitude. Attitude is an important concept in marketing research and information systems. Fishbein and Ajzen (1975) defined attitude as "a tendency learned by human beings". Based on this tendency, "an individual would respond to an object or idea and a number of things or opinions". Kotler (2000) stated that "an attitude is a person's expression of favour or disfavour towards evaluations, emotional feelings and a tendency to act toward some object or idea". An attitude towards advertising is generally defined as "a tendency to react consistently either in favour or disfavour towards advertising in general" (Lutz, 1985, pg.53).

Beliefs are defined as "assumptions about the characteristics of an object and the type of action that needs to be taken regarding that object" (Fishbein, 1967, pg.257). According to Pollay and Mittal (1993), belief is "a descriptive statement about the characteristics of objects' (for example, advertising is true) or impact (for example, advertising lowers prices), meanwhile, attitude is a summary evaluation of the object (for example, advertising is a good or bad thing).

Reaction is the receiver's action after seeing, hearing, listening or reading a message (Belch & Belch, 2001). Public reaction can be seen from reactions such as awareness, understanding, attitude change, feelings or attracted to try a product. This is the most important aspect in the development process of effective communication.

Online advertising refers to advertisements in websites, email, pop-ups, newsletters and other (Cheng, Blankson, Wang & Chen, 2009). Meanwhile, online career advertising is an announcement on the internet a post of employment (Cambridge Dictionary, 2013). A job advertisement should focus on the person a company is trying to attract and the details of the job vacancy.

■3.0 SIGNIFICANCE OF THE RESEARCH

The findings of this study are expected to provide additional knowledge to the researchers on understanding the attitudes and beliefs of consumers towards online advertising. However, this study focuses on attitudes and beliefs towards online career advertising. Not many studies on this topic have been carried out in Malaysia. The findings from this study will contribute for the literature on human resources management and marketing and they also give a true picture of the job seeker's attitudeof the department of human resources about the effectiveness of third party advertising (e-recruitment). At the same time, job seekers can obtain numerous benefits from the production of

quality career advertisements, such as facilitating their career searching process by enhancing a more accurate matching career with the job seekers education level. Besides that, online advertising is able to save time and money of job seekers compared to using the traditional method. In fact, it increases the confidence level of job seekers to continue using the internet media as a career searching tool. Advertisers and organizations will always ensure that the career advertisements displayed are trusted and capable of attracting job seekers to apply for jobs. Finally, referring to the existence of the internet's function as a marketing tool, this study will produce a unique and effective advertising media compared to the traditional method.

■4.0 CONCEPTUAL FRAMEWORK OF THE RESEARCH

The conceptual framework of the research that is built specifically for this study aims to describe the role of several factors related to the belief, attitude and reaction factors of job seekers towards online career advertisement. The conceptual framework of this is the combination of the Hierarchy Effect Theory and Reason Action Theory. This conceptual framework is also built based on previous studies that showed the relationship between beliefs, attitudes and reaction factors towards advertisements in general and also belief factors, attitudes and reaction factors towards online advertisement. Refer to the Figure 3.1 below is the suggested Conceptual Framework for the research
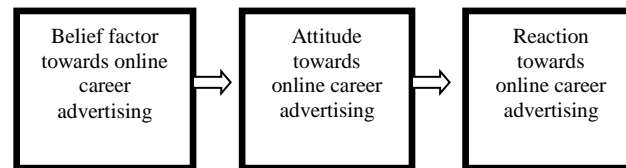

Figure 3.1 conceptual framework of the research

■5.0 BELIEF FACTORS TOWARDS ONLINE CAREER ADVERTISEMENT

Fishbein's definition of belief pertaining to objects is consistent with the description of belief by most of the researchers in the study on advertising (Bauer & Greyser, 1968; Korgaonkar, Karson, & Akaah, 1997); Muehling, 1987; Pollay & Mittal, 1993).

Under the definition of belief pertaining to an object (Fishbein & Raven, 1962), users may have different ideas about various relationships between online advertising and other types of advertising media. For example, some people might agree that online advertising is important and able to assist the local economy. On the contrary, the public may not agree and think that online advertising only gives benefits to the advertiser and companies. According to Pollay and Mittal (1993), "belief is a descriptive statement about properties of objects (for example, 'adverting is true') or impact" (for example, 'advertising lowers prices'), meanwhile, attitude is a brief evaluation of the object (for example, 'advertising is a good or bad thing').

Previous studies have shown that a person's belief about advertising is a multidimensional construct. For example, Baeur and Greyser (1968) had identified two underlying dimensions of consumer belief, which are economy and social. Then, the Pollay and Mittal (1993) model presented seven factors of belief that underlie consumer belief and other factors that are classified into two categories. The first category is labeled as personal use, which consists of factors including product information, social role and image, and hedonistic or pleasure seeking. The second category is labeled as social impact, which includes destruction of values, falsification or absurdity, economic well-being and materialism. Among seven belief factors, product information has explained the role of advertising as an important conveyer of information that contributes to market efficiency. Social role and image reflects the belief that advertising influences individual lifestyles and formation of social status and image. Hedonistic or pleasure seeking refers to the view that advertising is something exciting, fun and entertaining. Something good for the economy reflects the view that advertising accelerates the acceptance of consumer products and new technology, encourages use of a maximum work force, reduces the average cost of production, encourages healthy competition among manufacturers and improves the average standard of living of consumers (Belch & Belch, 2007). Notwithstanding its benefits for consumers and the whole society, advertising is often criticized for promoting materialism, corrupting values, and misleading audiences.

Particularly, there are many studies done on beliefs towards advertising by stating that advertising has various dimensions of beliefs as shown in the Table 2. Nevertheless, based on previous studies, the study by Pollay and Mittal (1993) is found to be in-depth, but the study looks at advertising belief factors in general, not specifically at any advertising media. Therefore, this study has used the same model that has been modified by Korgaonkar *et al.*, (2002) and Sun and Wang (2010) to obtain a better understanding about job seekers' beliefs towards online career advertising.

Belief factors in this study were adopted from studies by Sun and Wang (2010) and Pollay and Mittal (1993).The findings of Sun and Wang (2010) show that these factors have a positive relationship with attitudes towards advertising. However, the value destruction factor shows a negative relationship with attitude towards online advertising. Hence, these factors will be used in this research. Sun and Wang (2010) had used four belief factors pertaining to online advertising in their studies. The factors are entertainment, information, economic well-being and destruction of values. Meanwhile, Brackett and Carr (2001) has adapted the model by adding variables Ducoffe (1996) credibility and the credibility of the determining factors of internet advertising in the research. Thus, credibility factor have added in this study. The selection of these beliefs factors is due to a high statistical value and shows a positive relationship between belief factors and attitudes towards online advertising over other belief factors.

Table 2 Dimensions of belief towards advertising (past research)

No.	Dimensions of Belief	Researchers
1	Sources of information	Ling, Piew & Chai, 2010; Sun & Wang, 2010; Eze & Lee, 2012; Karson, McCloy,& Bonner, 2006; Wanmo, 2010; Chittihawon *et al.,* 2011; Lee & Lee, 2011; Zhang, 2011
2	Materialism	Eze, & Lee, 2012; Sun & Wang, 2010; Karson,McCloy.& Bonner, 2006
3	Falsification and fraud	Muehling, 1987; Ford, Smith, & Swasy, 1990
4	Ethics in Advertising	Triff, Benningfield, & Murhpy,1987
5	Sexuality	Larkin, 1977
6	Entertaining	Ling, Piew & Chai, 2010; Eze & Lee, 2012; Sun & Wang, 2010; Priya, Baisya & Sharma, 2010; Wanmo, 2010; Lee & Lee, 2011; Zhang, 2011
7	Social comparisons and self-image	Karson, McCloy, & Bonner, 2006
8	Annoyance and disturbance	Ducoffe, 1995; James & Kover, 1992; Wanmo, 2010; Chittihawon *et al.,* 2011; Zhang, 2011
9	Credibility	Ling, Piew & Chai, 2010; Sun & Wang, 2010; Priya, Baisya & Sharma, 2010; Wanmo, 2010; Zhang, 2011
10	Economy	Ling, Piew & Chai, 2010; Eze & Lee, 2012; Sun & Wang, 2010; Karson, Cloy. & Bonner, 2006
11	Attack	Chittihawon *et al.,* 2011
12	Privacy	Zhang, 2011
13	Value destruction	Karson, Cloy. & Bonner, 2006; Sun & Wang,
14	Interactive	2010, Zhang, 2011

Source: From previous studies

5.1 Information

In the context of advertising, information can be defined as "the capability of the advertiser to inform the consumer about alternative products in order to obtain satisfaction upon purchasing" (Ducoffe, 1996). The quality of the information in the company's website directly influences the consumer's perceptions towards the company and the company's products. However, the information can also interfere with the advertiser's ability to convey information if the information is unable to influence the consumer. As Internet is one of the advertising media, mostly increases the total amount of information made available for recruiters and job seekers. At the same time, it is able to improve their ability to filter the application and job opportunities. Both these aspects are able to reduce the job searching cost and increase the efficacy of job searching (Pissarides, 2000). In addition, this service offers the firms and workers instant access to larger numbers of job offerings compared to the traditional method. In fact, it has the potential to facilitate the exchange of detail information about workers and job characteristics (Skuterud, 2002). Mittal (1994) concluded that the perception of advertising information is the most important contributor to the consumer's overall attitude towards online advertising. Pollay and Mittal (1993) found that product information is a significant predictor of attitude towards advertising. This is supported by Sun and Wang (2010) who found that information has a positive relationship with attitude towards online advertising.

5.2 Entertainment

Ducoffe (1996) defines entertainment as the "ability to fulfill the needs of the audience for esthetic or emotion excitement". The element of entertainment in advertising can fulfill the consumers' need for esthetic excitement and tranquility (Ducoffe, 1996). In career advertisement, advertisements form an important part in the recruitment process. The way advertisements are delivered also play an important role. For example, the advertisement's message must be able to achieve its initial purpose; technical and professional expressions should be avoided; use appropriate 'catch-words' or phrases that can attract the attention of qualified candidates and the message should be synchronized with the media. Besides that, good cooperation is encouraged between advertising media experts such as liaison officers and the department of human resources management. Based on previous research it was found that enjoyment (entertainment value) has a positive impact on attitudes towards advertising (Ling, Piew & Chai, 2010; Eze & Lee, 2012; Sun & Wang, 2010; Priya, Baisya & Sharma, 2010; Wanmo, 2010; Lee & Lee, 2011; Zhang, 2011).

5.3 Good for the Economy

Advertising has many good efficient aspects on society. Belch and Belch (2008) claim that an appropriate concept of the economy reflects the view of the development in the advertising industry. This creates the use of products and new technology by consumes, encourages full

employment, reduces the average production costs, increases the production, creates healthy competition and increases the average standard of living. Internet usage can increase the total information available to recruiters and job seekers and at the same time is able to improve their capability to vet the online applications and job opportunities (Nielsen Global Survey, 2009). Both of these aspects are able to reduce the job search costs and increase productivity (Pissarides, 2000). The use of online recruitment is generally not a cost to job seekers and cheaper for the firm than the traditional printed advertisement (Kuterud, 2002). According to previous studies based on literature review, there exist a good determinant for the economy which has a positive relationship with attitude towards advertising (Yang, 2000; Ling, Piew & Chai, 2010; Eze, Lee, 2012; Sun & Wang, 2010; Karson, McCloy & Bonner, 2006).

5.4 Credibility

Advertising credibility is defined by MacKenzie (1989) as "to what extent the consumers consider the brand in the advertisement as something that is reliable and true". Advertising credibility is an important matter because it is closely related to the value of web advertising. Advertising credibility is affected by different factors, mainly the credibility of a company and message bearer (Gold Smith, 2000). Besides that, it is also influenced by the advertising media. For example, Yang (2007) found that messages on internet achieve less credibility than printed messages except for messages delivered by an established brand. From the career aspect, most of the career websites offer more user friendly services compared to other advertising media (Fister, 1999; Cappelli, 2001; Freeman, 2002). This shows that online career advertising is capable of producing a positive attitude if the job seekers are confident in the credibility of the company that offers the career.

5.5 Value Destruction

Shown studies on advertising and information systems have shows that advertising in both traditional media and the internet is easily ignored by the audience or is perceived to be of little value. Consumers tend to view online advertising as something negative when they believe that online advertising can undermine the social value system. Advertising is criticized for creating materialism, insecurity and greed in the society. It creates a need and desire that cannot be complied by consumers (Wang & Sun, 2010). In understanding the difference in values of the companies that are found in the empirical studies, it can be reflected in the organization's career advertising. An impression of the appropriate values in job advertisements is important. The ASA model (Schneider, 1987) claims that a realistic job and a clear picture about the organization in the job advertisement allows the applicant to eliminate inappropriate work environments. This is to ensure only qualified applicants are needed to apply for the job. Dasgupta (2005) argues that unsuitable marketing campaigns might lead to inaccurate perceptions by potential workers. This is related to what that sector has to offer in terms of employment. This may be due to the organization's lack of knowledge about the labor market and there being several factors that favor certain sectors and inadvertently making the advertisement unacceptable by some job seekers.

In conclusion, studies about the beliefs factors as mentioned as above have focused on online advertising in the sale of a product or service, but less focuses about career advertising aspects. Therefore, this research will focus on studying the beliefs factors (information, entertainment, good for the economy, destroying the credibility and value) of career ads.

■6.0 ATTITUDE TOWARDS ONLINE CAREER ADVERTISING

Before a detail explanation about consumer attitudes towards online career advertising, must be understandable the attitude towards advertising in general (Korgaonkar *et al*., 2001). Attitude towards advertising in generally is defined as "a predisposition to respond in a consistently favourable or unfavourable manner to advertising in general" (Lutz, 1985, pg. 53). This concept shows consumer attitude towards advertising and not attitude towards certain advertisements or attitude towards advertising through certain medium (Burns, 2003). Understanding consumer attitudes towards advertising would initially cause the marketer and advertiser to emphasize on advertisement planning. Wang, Zhang, Choi and D'Eredita (2002) agreed with the statement that without effective communication about the product, the advertiser faced a difficult situation in achieving consumer targets. This may be because consumers have their own evaluation towards advertising in general. In fact, this evaluation will influence their attitudes and beliefs towards advertising (Alwitt & Prabhaker, 1992).

Many researchers have investigated consumer attitudes towards advertising in general for decades (Andrew, 1989; Bauer & Greyser, 1968; Durvasula, Andrews, Lysonski, & Netemeyer, 1993; Mittal, 1994; Muehling, 1987; Pollay & Mittal, 1993; Reid & Soley, 1982; Ashill, Nicholas & Yavas, 2005; Zhang & Wang, 2005; Wang, Sun, Lei & Toncar, 2009). Consumer attitudes towards advertising are one of the indicators that influence effectiveness of advertising because the consumer's cognitive capability towards advertising is shown in their thoughts and feelings, which would later influence their attitudes towards advertising (Mackenzie and Lutz, 1989). Though, previous studies show that attitude of people towards advertising becomes more negative from time to time. According to Zanot (1981) in his study, the perception of 38 civilians regarding the attitude of civilians towards advertising since the beginning of 1930s shows that civilian's reaction increased negatively in 1960s and 1970s. In fact, these changes were also confirmed by other researchers (Muehling, 1987; Andrews, 1989).

At the same time, the source of the study discovered that the number of researchers doing research about the attitude towards advertising in general had decreased in 1990s. One of the causes of this decrease is because researcher's focus had changed towards measuring the attitude towards advertising in particular mediums (Bauer & Greyser ,1968) like television, website, billboards, magazines and so on. In fact, attitude towards certain mediums had shown a visible increase in various advertising mediums in a few decades. As a result, attitudes toward advertising in certain mediums have become an important topic in research, as well as studies on attitudes towards advertising in general. Furthermore, the belief dimension that determines the attitude towards advertising in general has been used to explore the attitude towards advertising in certain mediums (Burns, 2003).

Therefore, many researches about attitudes towards advertising in certain medium have been studied including television (for example, Aaker & Bruzzone, 1981; Alwitt & Prabhaker, 1992; Biel & Bridgwater, 1990; Mittal, 1994; Priya, Baisya & Sharma, 2010; Chittihawon *et al.,* 2011; Ping Zhang, 2011), internet (for example, Burns, 2003; Chen & Wells, 1999; Cowley, Page, & Handel, 2000;

Ducoffe, 1996; Schlosser *et al*., 1999;. Wang *et al*., 2002, Sun & Wang, 2010; Eric & Bonner, 2006), direct marketing (for example, Korgaonkar *et al*, 1997), billboard (for example, Bhargava, Donthu, & Caron, 1995; Donthu, Cherian, & Bhargava, 1993), mobile (for example, Wanmo Koo, 2010) and video cassettes (for example, Lee & Katz, 1993; Lee & Lee, 2011). Those studies were performed as an effort from the advertiser and marketer to understand the perception of consumers towards advertising in various media (Pollay, 1986).

In the early phase of the study, researchers focused on attitudes towards television advertising. However, changes in the wants of consumers had caused the researchers to change course from the study on attitudes towards online advertising. Online advertising is the online industry that has been developed and is one of the new sources in advertising media. In fact, the internet will be able to make advertising important in the future (Brackett & Carr, 2001). However, an increase in online advertising has caused boredom and annoyance among the public (Burns, 2003). This happens because in the traditional media, involvement of the government in the advertising industry is at a certain level and with a control on the content of the advertising message that creates a certain effect in forming attitudes towards advertising (Calfee & Ringold, 1998; Pollay & Mittal, 1993; Rotzoll, Haefner & Sandage, 1986; Wills & Ryans, 1982, Priya, Baisya & Sharma, 2010; Chittihawon *et al*, 2011). In contrast, it is different from online advertising, where there is no specific regulation that can monitor the content of advertising messages on the internet. This causes the emergence of issues related to privacy and beliefs of consumers that gives an impact towards their attitude. Thus, various studies have been performed to measure the attitude towards online advertisement by taking certain theories from previous studies about attitude towards advertising in general (Burns, 2003; Ducoffe, 1996; Cowley *et al*., 2000; Schlosser *et al*., 1999;. Wang *et al*., 2002; Sun & Wang, 2010; Karson, Cloy & Bonner, 2006; Ping Zhang, 2011).

In conclusion, studies about the attitudes as mentioned as above have focused on online advertising to sells products or services, but less focuses about career advertising aspects. Therefore, this research will focus on studying the attitudes of career ads

■7.0 RELATIONSHIP BETWEEN THE BELIEF FACTORS, ATTITUDE AND REACTIONS TOWARDS ONLINE CAREER ADVERTISING

Consumer belief and attitude factor towards advertising becomes an important indicator of the effectiveness of advertising (Mehta, 2000). As of now, there exist two views on the relationship between consumers' beliefs and their general attitude towards advertising. The first view sees that the two constructs of beliefs and attitudes as equivalent and similar between concept and operation (Mehta, 2000; Schlosser & Shavitt, 1999; Yang, 2004) as well as Brackett and Carr (2001).

In later studies, the second perspective revealed the Pollay and Mittal (1993) model to be more influential. Pollay and Mittal (1993) argue that belief is a specific statement about characteristics of objects and attitude is the summative evaluation of objects. This was supported by Fishbein (1963) who had stated that attitudes can be explained by belief, evaluating the properties and consequences of the Reason Action Theory by Fishbein (1963). The Kernel Fishbein theory claims that belief and attitude are different and belief usually functions as a determinant of attitude. Stemming from belief, attitude operates at a different level of cognitive abstraction. Specifically, attitudes toward online advertising (ATOA) are the summation of the proper assessment of visible characteristics and consequences to the products (Brackett & Carr, 2001). Consistently, researchers argue that ATOA have both cognitive and affective backgrounds (Ducoffe, 1996; Shimp, 1981). Belief in advertising, as a result of consumer benefit and cost derived from advertising, primarily serves as a predictor of cognitive ATOA. In addition, a person's belief plays a more important role in creating ATOA.

Past studies have explored the consumer's general attitude towards advertising in the traditional media environment. Bauer and Greyser (1968) for the first time determined that economic and social circumstances as being the two underlying dimension of the consumer's attitude and belief. Then, researchers have identified the difficulty in delving into the consumer's attitude and belief towards advertising and suggested a more complicated model. Among them, the Pollay and Mittal (1993) model was the most influential model. Consumer attitude towards advertising is formed based on their belief. Pollay and Mittal (1993) suggested seven factors of belief that underlie the consumer's belief and these factors are classified into two categories. The first category was, labeled as personal use, consists of factors including product information, social role and image and hedonistic or pleasure seeking. While the second category was labeled as social impact, includes destruction of values, falsification or absurdity, economic well-being and materialism.

Previous studies have explored consumer attitude towards advertising in traditional media environment. With the advancement in technology, studies on attitudes towards advertising have been extended to the internet arena. Attitudes towards online advertising (ATOA) is an assessment by consumer that also gives an impact towards products (Brackett & Carr, 2001). For example, Wolin, Korgaonkar, and Lund (2002) had tested the Pollay and Mittal (1993) belief model and discovered that belief factors like product information, hedonistic pleasure and social role and image have a positive relationship with attitudes towards online advertising. Meanwhile, materialism, fraud or absurdity and value destruction have negative relationship with attitudes towards online advertising. This is supported by Wang and Sun (2010) who used five online belief factors such as information, credibility, entertainment, economically sound and value destruction. The finding showed that all the belief factors gave a positive impact towards attitude, except the value destruction factor that showed a negative impact towards consumers. This explained that belief and attitude factors towards online advertising are different for each individual and is influenced by several social and psychological characteristics (Seitel, 2007).

Moreover, consumer's attitudes and beliefs towards online advertisement also influence the consumers' purchasing behavior. This is explained by Mitchell and Olson (1981) who suggested the basic theory of Fishbein, which studies attitudes towards advertising. Wang and Sun (2010) claimed that attitudes towards advertising affects the response of consumers to advertising and finally influences the consumers buying habits. This is based on the conceptual model by Lavidge and Steiner (1961) who claims that a person's belief is a predictor to the attitude and eventually leads to behavior. This is supported by a study done by Korgaonkar and Wolin (2002) who found that positive attitudes towards online advertising had led to frequent purchasing on the internet and at the same time was able to increase the level of spending on the internet. Meanwhile, Stevenson, Bruner and Kumar (2000) also found that negative attitudes towards online advertising are also associated with the intention to purchase. Consumers will not purchase if they have negative attitudes towards online advertising. The response to purchase online is often regarded as an effective measure to show the effectiveness of advertising.

In conclusion, the factors of beliefs and attitudes effect the reaction to click on ads and make purchases online. Similarly, in terms of employment, where the researcher expects the beliefs factors and attitudes will affect the reaction to click on ads for jobs and apply for

jobs online. This is because job seekers will be interested and motivated to apply for the job if the ad features the work in accordance with their needed. Below is little description in the context of employment-related advertising.

■8.0 RECRUITMENT ADVERTISING

Recruitment advertising, also known as Recruitment communications and Recruitment agency, includes all communications used by an organization to attract talent to work within it. Recruitment advertisements may be the first impression of a company for many people, and the first impression the firm makes goes a long way to determining interest in the job opening being advertised. Recruitment advertisements typically have a uniform layout and contain the following elements: the job title heading and location, an explanatory paragraph describing the company, including the employer brand, a description of the position, and entry qualifications.

Cable and Turban (2001) states that job information related to the extent to which the individual having knowledge of certain aspects in employment in an organization they are interested in applying. Cable and Turban (2001) quoting the job title and job description (including type of work to be done) for example, information about the job applied by individual which appropriate of his/her position. As a job ad is the information, individuals can decide whether to apply for a job or not with an organization, it is important that organizations are able to understand the differences of job seekers as a determinant of response characteristics of an effective career ad.

Aware increasing use of the internet, the company began to advertise and post jobs on the internet. Leonard (2000) reported that 75 percent of Fortune 500 companies post jobs to their corporate sites, and less than a year later, Capelli (2001) reported that 90 percent of large companies of the United States use the Internet to recruit. In addition, more than 75 percent of human resource professionals are now using online job boards to replace of the traditional recruiting methods (HR Focus, 2000). It is clear that the recruiting and job search-based internet is now a major trend, reflecting the increasing of use the Internet for commercial purposes (Lawrence & Giles, 1999; Spink & Jansen, 2004; Spink, Jansen, Wolfram, & Saracevic, 2002).

There are a variety of e-recruitment resources available to job seekers and recruiters such as internet job boards, niche job portals, e-recruiting consortium and corporate careers website. According to Dixon (in Tong and Sivanand, 2005), there are two forms of e-recruitment, which are corporate companies using their own website for recruiting applicants and the other is where the company provides information regarding job offers in the e-recruitment service or third party e-recruitment or online job boards such as Monster.com.my, JobStreet.com Malaysia, and others. Third party e-recruitment facilitates the recruitment process of applicants rather professionally for their customers. Using third-party e-recruitment has shown an increase in number of matching between firms and applicants. In fact, third-party e-recruitment business agencies have grown to be one of the top online businesses besides airline ticket bookings, such as in the United State and Europe. This business pattern later developed throughout Southeast Asia and the Asia Pacific region (Labanyi, 2002; Galanaki, 2002; Fisher, 2001; Gomolski, 2000). Thus, the researcher of this study only focused on third-party e-recruitment career advertisements such as online job boards. Researchers only choose an online job board is because it can be classified as advertising in electronic newspapers and also one of the advertising media often emphasizes the aspects of career. These boards are used as an intermediary tool between recruiters and job seekers with the intention of advertising and seeking suitable job opportunities (Furtmueller, Wilderom, & Dick, 2009).

In the literature of organizational behavior and human resource, advertising career aspects are less to get the attention of researchers (except, Belt & Paolillo, 1982; Breaugh, 1992; Rafaeli & Oliver, 1998). Understanding of the career advertising is a method to approach the issue of necessity, where the job market shows a need (Cullen, 2004). It is an advanced research methods which analyze the content of the ads have been extensively investigated in the last two decades. It reflects the contribution of research to understand the demands of employers and job opportunities.

This, for current study, the researcher tested the effects belief factors on attitudes towards advertisement and reaction towards online adverting. However, this study was focused on the belief factor and attitude towards reaction of online advertising. It is based on previous studies that show similarity between advertising for consumers and online recruitment. For example, those who have feelings toward advertisements will also have the attitudes affected towards the advertised product and this is just as well for the recruitment source, which with the same way will affect the attitude of job seekers towards the organization (Barber, 1998; Coulter & Punj, 1999; Muehling & McCann, 1993). The internet recruitment website is a form of job advertising in an organization. Therefore, individual attitudes toward recruitment websites will influence their attitudes toward an organization and influence them to apply for the job. For this study, there are five belief factor variables being investigated, which are information, entertainment, credibility, economic well-being and value destruction. In fact, the researchers also expect all the belief factors to influence the job seekers attitudes towards online career advertisement and subsequently influence the job seekers reaction to click on the advertisement and apply for the online job.

■9.0 CONCLUSION

Based on the latest findings from previous studies, it clearly shows that reaction towards advertising is determined by several important elements like beliefs and attitudes towards online advertising. Researchers also expect, it will affect the aspect of the job ads. Beliefs and attitudes are not only aspects that affect the efficacy of advertising, in fact it can influence the consumer to continue on and apply for the job. At the same time, based on literature review, many studies have been done in developed countries; hence the researcher suggests that further research be carried out in developing countries. The assessment aspect of the job seekers should be emphasized to ensure that the advertiser and marketer understand the actual wants of the peoples. Therefore, such information is expected to benefit the advertiser or the department of Human Resources and thus ensure that the information in career advertisements can be trusted and is able to attract potential job seekers to apply for jobs and can save the time and costs of advertising. This is seen as an effort by an organization to face an increasing intense and competitive market rivalry.

References

A Aaker, D. A., & Bruzzone, D. E. (1981). Viewer Perceptions of Prime-time Television Advertising. *Journal of Advertising Research*, 21(5), 15–23.

Haque, A., Mahmud, S., Tarofder A. K., & Ismail, A. (2007). Internet Advertisement in Malaysia: A study of Attitudinal Differences. *The Electronic Journal of Information Systems in Developing Countries*, 31, 1–15.

Alwitt, L., & Prabhaker, P. (1992). Functional and Beliefs Dimensions of Attitudes to Television Advertising: Implications for Copy Testing. *Journal of Advertising Research*, 32, 30–42.

Alwitt, L. F. and Prabhaker, P. R. (1992). Functional and Belief Dimensions of Attitudes to Television. *Journal of Advertising Research*, 32(5), 30–42.

Andrews, J. C. (1989). The Dimensionality of Beliefs Toward Advertising in General. *Journal of Advertising*, 18(1), 26–35.

Ashill, Nicholas J. and Yavas, Ugur (2005). Dimensions of Advertising Attitudes: Congruence between Turkish and New Zealand Consumers. *Marketing Intelligence and Planning*, 23(4), 340–349.

Ayesha, L. B. (2013). Black Generation Y Students' Attitudes towards Web Advertising Value. *Mediterranean Journal of Social Sciences*, 4, 155–164.

Barber, A. E. (1998). *Recruiting Employees: Individual and Organizational Perspectives*. Thousand Oaks, CA: Sage.

Bauer, R. A. & Greyser, S. A. (1968). *Advertising in America: The Consumer View*. Boston: Harvard University.

Belch, G. E., & Belch, M. A. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. New York: McGraw-Hill.

Belt, John A., & Joseph G. P. Paolillo (1982). The Influence of Corporate Image and Specificity of Candidate Qualifications on Response to Recruitment Advertisements. *Journal of Management*, 8(Spring), 105–112.

Bhargava, M., Donthu, N., & Caron, R. (1995). Improving the Effectiveness of Outdoor Advertising: Lesson from a Study of 282 Campaigns. *Journal of Advertising Research*, 34(2), 46–55.

Biel, A. L., & Bridgwater, C, A.(1990). Attributes of Likable Television Commercials. *Journal of Advertising Research*, 30(June/July), 38–44.

Brackett, L. K., & Carr, B. N. (2001). Cyperspace Advertising vs, Other Media: Consumer vs Mature Student Attitudes. *Journal of Advertising Research*, 41(5), 32–32.

Breaugh, J. A. & Starke, M. (2000). Research on Employee Recruitment: So Many Studies, So Many Remaining Questions. *Journal of Management*, 26(3), 405–34.

Breaugh, J. A. (1992). *Recruitment: Science and Practice*. Boston: PWS Kent.

Burns, K. S. (2003). Attitude Toward the Online Ad Format: A Reexamination of the Attitude Toward the Ad Model in an Online Advertising Context. Ph.D. Dissertation. Unpublished. University of Florida.

Cable, D. M., & Turban, D. B. (2001). Establishing the Dimensions, Sources and Value of Job Seekers' Employer Knowledge During Recruitment. In G. R. Ferris (Ed.), Research Inpersonnel and Human Resources Management (pp. 115–163). New York: Elsevier Science.

Calfee, J. E., & Ringold, J. D. (1998). Consumer Scepticism of Advertising: What Do the Polls Show? *Advances in Consumer Research*, 15, 244–48.

Chartered Institute of Personnel Development (CIPD). (2007). *Recruitment and Retention 2007*. London: CIPD.

Chen, Q., & Wells, W. D. (1999). Attitude Toward the Site. *Journal of Advertising Research*, 39(5), 27–37.

Cheng, J. M., Blankson, C., Wang, E. S. & Chen, L. S. (2009). Consumer Attitudes and Interactive Digital Advertising. *International Journal of Advertising*, 28(3), 501–525.

Chittithaworn, C., Md. Aminul Islam, & Thooksoon ,O. (2011). Belief Dimensions and Viewer's Attitude towards TV Advertising in Thailand. *International Journal of Marketing Studies*, 3(1), 95–102.

Coulter, K. S., & Punj, G. (1999). Influence of Viewing Context on the Determinants of Attitude Toward the Ad and the Brand. *Journal of Business Research*, 45, 47–58.

Cowley, E., Page, K., & Handel, R. H. (2000). Attitude Toward Advertising Implications for the World Wide Web. In *Proceedings of Australian & New Zealand Marketing Academy Conference*, 463–467.

Cullen, John.(2004). LIS Labour Market Research: Implications for Management Development. *Library Management*. 25, 138–145.

Dasgupta, I. (2005). The Myths about Working for Charity. *Third Sector*, 367, 19.

Donthu, N., Cherian, J., & Bhargava, M. (1993). Factors Influencing Recall of Outdoor Advertising. *Journal of Advertising Research*, 33(3), 64–72.

Ducoffe, R. H. (1995). How Consumers Assess the Value of Advertising. *Journal of Current Issues and Research in Advertising*, 17(1), 1–18.

Ducoffe, Robert H. (1996), Advertising Value and Advertising on the Web. *Journal of Advertising Research*, 36, 21–35.

Durvasula, S. J., Andrews, C., Lynsonski, S., & Netemeyer, R. G. (1993). Assessing the Cross-national Applicability of Consumer Behavior Models: A Model of Attitude Toward Advertising in General. *Journal of Consumer Research*, 19, 626–635.

Eze, U. C. & Lee, C. H. (2012). Consumers' Attitude Towards Advertising. *International Journal of Business and Management*, 7(13).

Fishbein, M. (1963). An investigation of the   relationships between beliefs about an object and the attitude toward the object. *Human Relations*, 16, 233-40.

Fishbein, M. (1967). A Consideration of Beliefs, and Their Role in Attitude Measurement. In M. Fishbein (Ed.). Readings in Attitude Theory and Measurement. New York: John Wiley & Sons, Inc.

Fishbein, M., & Raven, B. H. (1962). The AB Scales: An Operational Definition of Belief and Attitude. *Human Relations*, 15, 35–44.

Fishbein, M., and Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Resaerch*. Reading. MA: Addison-Wesley.

Fisher, S. (2001). The Road to Profitability. *InfoWorld*, 23(28), 32.

Fister, S. (1999). On Recruiting; Good, Fast and Cheap? *Training*, 36(5), 26–28.

Ford, G. T., Smith, D. B. & Swasy, J. L. (1990). Consumer Scepticism of Advertising Claims: Testing Hypotheses from Economics Of Information. *Journal of Consumer Research*, 16, 433–441.

Freeman, R. B. (2002). The Labour Market in the New Information Economy. *Oxford Review of Economic Policy*, 18, 288–305.

Furtmueller, E., Wilderom, C. & Müller, R. M. (2010). Online Resumes: Optimizing Design to Service Recruiters. *European Conference on Information Systems*. 1–12.

Galanaki, E. (2002). The Decision to Recruit Online: A Descriptive Study. *Career Development International*, 7(4), 243–51.

Gappelli, P. (2001). Making the Most of On-line Recruiting. *Harvard Business Review*, 79, 139–146.

Google Zeitgeist Malaysia. (2011). Available at https://www.google.com/press/zeitgeist2010/regions/my.html.

Gold Smith, R. (2000). The Impact of Corporate Credibility and Celebrity on Consumer Reaction to Advertisements and Brands. *Journal of Advertising*, 29(3), 43–54.

Gomolski, B. (2000). E-business Matters: The Five Success Factors Needed to Survive the Dot-Com Shakeout (industry trend or event). *InfoWorld*, 22(47), 102.

HR Focus (2000). Online Recruiting: What Works, What Doesn't. *HR Focus*, 3, 11–13.

James, W. L. & Kover, A. J. (1992). Observations: Do Overall Attitudes towards Advertising affect Involvement with Specific Advertisements? *Journal of Advertising Research*, 32(5), 78–83.

Karson, E., McCloy, S. & Bonner, G. (2006). An Examination of Consumers' Attitudes and Beliefs Towards Web Site Advertising. *Journal of Current Issues & Research in Advertising,* 28, 77–91.

Kerrin, M. & Kettley, K. (2003). E-recruitment: Is it Delivering? Institute of Employment Studies Report 402.

Kolter, P. (2000). *Marketing Management*. Englewood Cliffs, NJ: Prentice Hall.

Korgaonkar, P. & Wolin, L. (2002). Web Usage, Advertising, and Shopping: Relationship Patterns. *Internet Research: Electronic Networking Applications and Policy*, 12, 191–204.

Korgaonkar, P., K., Karson. E.J. & Akaah, I. (1997). Direct Marketing Advertising: The Assents, The Dissents, and The Ambivalent. *Journal of Advertising Research*. 37(5), 41–55.

Kuhn, P. & Skuterud, M. (2004). Internet Job Search and Unemployment Durations. *The American Economic Review*, 94(1), 218–232.

Ling, K.C., Piew, T.H., & Chai, L.T., (2010). The Determinants of Consumers' Attitude Towards Advertising. *Canadian Social Science*. 6(4), 114–126.

Labanyi, D. (2002). E-recruitment Services Continue to Prosper as More People Go Online to Find A Job. *The Irish Times*, 51.

Larkin, E. (1977). A Factor Analysis of College Student Attitudes Towards Advertising. *Journal of Advertising*, 6(2): 42–46.

Lavidge, R. & Steiner, G. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*, 25: 59–62.

Lawrence, S. & Giles, C. L. (1999). Accessibility of Information on the Web. *Nature*, 400, 107–9.

Lee, J. & Lee, M. (2011). Factors Influencing the Intention to Watch Online Video Advertising. *Cyberpsychology Behaviour and Social Networking*. 14(10).

Leonard, B., (August, 2000). Online and overwhelmed. *HR Magazine*, 45(8).

Linda, F. A., & Andrew, A. M. Conceptual Framework. In Psychological Processes and Advertising Effects. (eds). Hillsdale, NJ: Erlbaum. 45–63.

Luiz. Richard J. (1985). *Affective and Cognitive Antecedents of Attitude Toward the Ad: A Conceptual Framework*. In Psychological Processes and Advertising Effects: Theory. Research, and Application, eds. Linda F. Alwitt and Andrew A. Mitchell. Hilisdale, NJ: Eribaum. 45–65.

MacKenzie, S. B. & Lutz, R. L. (1989). An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53, 48–65.

MackenZie, S. R. (1989). An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53(April, 1998), 48–65.

Mehta, A. (2000). Advertising Attitudes and Advertising Effectiveness. *Journal of Advertising Research*, 40, 67–72.
Mitchell, A. A. & Olson, J. C. (1981). Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude? *Journal of Marketing Research*, 18, 318–332.
Mittal, B. (1994). Public Assessment of TV Advertising: Faint Praise and Harsh Criticism. *Journal of Advertising Research*, 34(1), 35–53.
Muehling, D. D. (1987). An Investigation of Factors Underlying Attitude-toward-the- Advertising in General. *Journal of Advertising*, 16(1), 32–40.
Muehling, D. D., & McCann, M. (1993). Attitude Toward the Ad: A Review. *Journal of Current Issues & Research in Advertising*, 15, 25–58.
Nielsen Global Survey. (2009). The Nielsen Company.
Pissarides, C. (2000). *Equilibrium Unemployment Theory*. 2nd Edition. Cambridge MA, The MIT Press.
Pollay, R.W. & Mittal, B. (1993). Here's the Beef: Factors, Determinants and Segments in Consumer Criticism of Advertising. *Journal of Marketing* 57(3), 99–114.
Priya, P., Baisya, R., & Sharma, S. (2010). Television Advertisements and Children's Buying Behaviour. *Marketing Intelligence*. 28(2), 151–169.
Rafaeli, Anat, and Amalya L. Oliver. (1998). Employment Ads: A Configurational Research Agenda. *Journal of Management Inquiry*, 7(December), 342–358.
Reid, L. N. & Soley, L. C. (1982). Generalized and Personalized Attitudes Toward Advertising's Social and Economic Effects. *Journal of Advertising*, 11(3), 3–7.
Rotzoll, K. B., Haefner, J. E., & Sandage, C. H. (1986). *Advertising in Contemporary Society*. West Chicago, IL: South-Western Publishing Company.
Schlosser, A. & Shavitt, S. (1999). Survey of Internet Users' Attitudes Toward Internet Advertising. *Journal of Interactive Marketing*, 13(3), 34–54.
Schneider, B. (1987). The People Make The Place. *Personnel Psychology*, 40, 437–454.
Seitel, Fraser. (2007). *The Practice of Public Relations*. 10th edition. New Jersey, Prentice Hall.
Shimp, T. (1981), Aad as a Mediator of Consumer Brand Choice. *Journal of Advertising*. 10(2), 9–15.
Kim, S.& O'Connor, J. G. (2009). Assessing Electronic Recruitment Jmpiementation in State Governments: Issues and Challenges. *Public Personnel Management*, 38(1), 49–65.
Spink, A. & Jansen, B.J. (2004). *Web Search: Public Searching of the Web*. Kluwer, New York, NY.
Spink, A., Jansen, B.J., Wolfram, D. & Saracevic, T. (2002). From E-sex to E-commerce: Web Search Changes. *IEEE Computer,* 35(3), 107–11.
Stevenson, J., Bruner II, G.C. & Kumar, A. (2000). Webpage Background and Viewer Attitudes, *Journal of Advertising Research,* 40(1/2), 29–34.
Tong, Y. K, & Sivanand, C.N. (2005). E-recruitment Service Providers Review: International and Malaysian. *Employee Relations*, 27(1), 103–117
Triff, M., Benningfield, D. B., & Murhpy, J. H. (1987). Advertising Ethics: A Study of Public Attitudes and Perceptions. In F. Leasley (Eds.). In *Proceedings of the American Academy of Advertising*, 50–54.
Wang, C., Zhang, P., Choi, R., & D'Eredita, M. (2002). Understanding Consumers Attitude Toward Advertising. In *Proceedings of the Eighth Americas Conference on Information Systems*, 1143–1148.
Wang, Y., & Sun, S. (2010). Examining the Role of Beliefs and Attitudes in Online Advertising a Comparison between the USA and Romania. *International Marketing Review*, 27, 87–107.
Wang, Y., Sun, S., Lei, W., & Toncar, M. (2009). Examining Beliefs and Attitudes Toward Online Advertising Among Chinese Consumer. *Journal of International Direct Marketing*, 3(1), 52–66.
Wanmo, K. (2010). Generation Y Attitudes Toward Mobile Advertising: Impacts of Modality And Culture. Proquest: United states.
Wills, J. R., & Ryans, J. K. (1982). Attitudes Toward Advertising: A Multinational Study. *Journal of International Business Studies*, 13(3), 121–29.
Yang, C. C. (2000). Taiwanese Students' Attitudes Towards and Beliefs About Advertising. *Journal of Marketing Communications*, 6, 171–183.
Yang, K. (2004). A Comparison of Attitudes towards Internet Advertising among LifestyleSegments in Taiwanǁ. *Journal of Marketing Communications*, 10, 195–212.
Zanot, E. (1981). Public Attitudes Toward Advertising. In H. Keith hount (Ed.). Advertising in a New Age, Provo, Utah: American Academy of Advertising.
Zhang. P, (2011). What Consumers Think, Feel, & Do Toward Digital Ads: A Multi-Phase Study. In *Proceedings of the European Conference on Information System (ECIS),* 1–4.