

The Impact of Consumers' Belief Factors Affecting on Attitude towards Online Advertising

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At present with the technological development, internet usage and online activities of people have been expanded rapidly. Hence, it has converted to a part of peoples' ordinary activity. People spend more time on internet. Thus marketers, advertisers and companies have recognized this behavior of consumers as an opportunity to integrate internet into their marketing strategies. With this novel focus, a new concept called digital marketing, has been developed in the world. But the effect of online advertising depends on the factors that affect to customers' attitude toward online advertising. It would not make any sense for advertisers to put effort in online advertising without identifying the impact on customers' attitude. The purpose of this study is to examine some factors that have an influence on customers' attitude towards online advertising in restaurant industry in Colombo.

The research model of this study is based on 5 factors, namely Information, Entertainment, Credibility, Economy and Value to identify the level of impact. Random sampling technique was used to extract 150 respondents from Colombo district as the sample. Results showed the value belief factor has a low impact. Other four belief factors have moderate and high influence on customers' attitude towards online advertising in the restaurant industry.

This research study provides some insights to companies, marketers and advertising agencies that may attract current and potential consumers' positive attitude toward online advertising.

Keywords: Attitude, Belief factors, Online Advertising, Restaurant industry