JOMON VARKEY VELLAYIL – VERONIKA KELLER

Consumer Attitude Toward E-Advertising from an Intercultural Perspective

Abstract

The internet has now become an integral part of human life leading people rely on internet based services to reach the right decisions and seeking enjoyment. Marketers are increasingly promoting internet-based marketing communication because of its high effectiveness, creative options, and low-cost investment. So it is necessary to understand the users' attitude toward marketing communication such as e-advertising. The aim of this study is to analyze the significant relation between e-advertisement appeals, attitude, and purchase behavior based on nationality. An electronic questionnaire was used for data collection from seven countries India, Pakistan, Morocco, South Africa, Brazil, Laos and Cambodia where culture and beliefs are basically different. Altogether 270 responses were analyzed by cross-tabulation. Study results explain that there are statistically significant relations between e-advertising's appeals (information, credibility, privacy, irritation), attitude (negative attitudes towards a company because of an irritating ad), purchase behavior (negative purchase behaviors due to irritating advertising) and nationality. Internet communities are diverged so findings might be considered for advertising campaigns across multiple countries.

Keywords: advertising appeals, consumer attitude, e-advertising, nationality

INTRODUCTION

The marketing environment is changing constantly, most business organizations operate in a complex and competitive environment whereas demands are continuously changing due to short term time horizon of product competence, technological expansion, globalization and economic development, pace of lifestyle changes, etc. Business longevity and revenue generation continue to be a challenging goal for marketers so they explore the possibility of getting a mass audience for the marketing of products or services.

The aim of the paper is to get a better understanding concerning the relation between current consumer attitudes toward e-advertising and nationality. Advertisements, especially internet based media, are the major and the most important elements in the marketing communication mix. Digital advertising spending worldwide stood at an estimate revenue of 194.6 billion U.S. dollars in 2016. This data is going to increase constantly in the upcoming years, reaching an estimated

level of 335 billion U.S. dollars by 2020 (Guttman, 2019). According to an IAB internet advertising revenue report (2019) mobile internet access has exceeded mobile connection speeds, and more powerful mobile devices allow users to receive widespread advertising along with video ads without any interruption. According to the Kemp's Digital 2019 report, out of a world population of 7.676 billion 5.112 billion people are unique mobile users, 4.338 billion people are internet users, 3.484 billion people are active social media users, and 3.256 billion people use social media on a mobile device.

Cyber community is heterogeneous so their attitude and perception are relatively diverse so their acceptability 'likes' and attitudes has to be changed over the time. Previously, many studies have analyzed consumer attitudes toward online advertising in separate mediums and with different formats, including many ad formats within one medium, etc. However, most studies and findings seems to be re-checked with the current era because most studies are done in an age where internet experience was growing but now internet activity has become more common for all, so the user's attitude should be different than in the previous period. The success of an advertising campaign keenly depends on consumer attitude and perception. Consumer favorable attitude shows the way of advertising success.

General research objective is to analyze the relation of consumer attitude toward e-advertising based on culture. After the literature review the result of an online empirical study is presented. Overall research conducted based on significant factors for attitude formation toward e-advertising like advertising appeals – importance, informativeness, credibility, entertainment, irritation, privacy –, attitude and purchase behavior based on nationality.

1. ATTITUDE TOWARD ONLINE ADVERTISING

Internet-based communication is the latest and greatest medium for communication. According to Srivastava and Mishra (2012) online advertising is also known as e-advertising. Usman et al. (2010) explained that e-advertising is a form of promotion that uses the internet to deliver marketing messages to attract customers. In regard to Papadopoulos (2009) and Bruntha et al. (2019) internet advertising, also called online advertising, takes many forms, from traditional banners to rich media ads.

Fishbein, M. (1967, 890) defined an attitude as "*a learned inclination of human beings*". Likewise, Bamoriya and Singh (2011) defined attitude toward advertising as a response to advertising, either in a favorable or unfavorable manner. Fishbein and Ajzen (1975) emphasized that attitude is the one of the most prominent factors which affects the buying decision and determines consumers' intention and behavior. According to Mehta (2000) the consumer's attitude toward advertising is one of the most influential indicators since the consumer's cognitive ability toward advertising is reflected in their thoughts and feelings, which in turn influences their attitude (Mackenzie–Lutz, 1989). Marketers need to understand the

buying behavior of consumers when designing ads for the desired impact. Ads play an important role in creating the image of a product in the minds of consumers.

Consumer engagement with ad messaging has been found to be one of the most important personal attributes influencing ad message processing (Grimes, 2008). Advertisers use rational or emotional appeals or both together to express or translate their creative ideas. Rational appeals are informative and more effective than emotional appeals for new and intangible products in the market. Normally, demonstration, testimonial, problem solution, slice of life ads, dramatization advertising, and comparative advertising tools are being used in rational appeal advertisements while emotional ads mainly consist of non-verbal elements such as images and emotional stimuli (Pelsmacker et al., 2018). Emotional appeals do not necessarily evoke emotions in all people. Humor, eroticism, warmth, fear, shock tactics, and music are the tool commonly being used in advertising with emotional appeal (Pelsmacker et al., 2018). Ads need to be attractive and communicate relevant information to customers. Mehta (2000) argued that people who have a more favorable attitude toward advertising are more likely to be convinced by advertising. Advertising stimuli generate a number of intermediate processes such as creating attention, carrying over information, evoking acceptance of the message, credibility, positive affective reactions about the ad and the brand, activation, and purchase intention.

1.1. CULTURAL DIFFERENCES IN ATTITUDE

People that live in different cultures usually differ in their beliefs, previous experiences, attitudes, values, etc. Different values might lead to different needs and different consumption behavior. Tajeddini and Trueman (2012) stated that culture has a positive impact on customer orientation, innovation and company performance. Guo et al. (2006) cited that cultural classifications of Hofstede have a major influence on the adoption of innovation across regions. People in different regions have different cultural values, which can have a profound impact on information processing to advertising. Therefore, attitudes toward online advertising varies all over the world depending on the adoption of innovation and technology (Guo et al., 2006). Zarantonello et al. (2014) denoted that religious beliefs and cultural practice affect the liking of elements used in advertisements.

Usman et al. (2010) argued that perception of advertisements depends on cultural acceptance as well as new trends and fashion. Valaei et al. (2016) argued that individualism has a strong positive relation and long term orientation has lower side positive relation in terms of attitude toward online advertising and attitude toward online brands. Power distance and attitude toward online advertising are positively correlated but there is a negative relationship between masculinity and attitudes toward online brands. In addition, uncertainty avoidance does not show a positive effect on attitude toward online advertising and attitude toward online brands.

Abbas (2017) noted that in a Pakistani based research that television is the most inspiring medium for advertising. Another cross cultural research study performed in Warwick, Beijing and Hong Kong. Guo et al. (2006) revealed that generally all people have more negative attitudes toward online advertising compared to other media. The researchers found more negative attitudes in Warwick (UK). Respondents from Beijing have more positive attitudes than people from Hong Kong. Among the three cities there have been significant positive attitudes toward online advertising considering economic, regulatory and personal beliefs but social and ethical factors are insignificant.

1.2. DETERMINANTS OF ATTITUDE TOWARD E-ADVERTISING

Advertising appeal is the management and arrangement of ads to attract customers functionally in a creative manner. People remember and like the characteristics of creative ads. Ang et al. (2007) observed that novelty, meaningfulness and connectedness create favorable attitudes toward advertisements. Deep processing of advertising content promotes higher recognition and recall of brand and message elements. Repeated advertising appeal influences consumers to follow the product or service, shape their attitudes and manipulate their bias or ideas. Advertising appeal has a positive relationship between the behavioral intention and attitude. Syed et al. (2018) and Simola et al. (2013) empirically confirmed that in the case of web advertising, the effectiveness of an ad is highly dependent on its content and design. Visual complexity of ad design attracts viewers' attention to a certain extent.

1.2.1. INFORMATIVENESS

Informativeness refers to the degree of usability and effectiveness of the information contained in an online advertisement. Kotler and Keller (2016) state that consumers show a positive attitude toward advertising since they can learn about new products, specific product benefits and comparative product information, etc. According to Ling et al. (2010) providing information is the one of the most vital parts of advertising. Users want to have quick access to information related to their current desirable content and the information-seeking factor acts as a positive predictor for the formation of consumers' attitudes toward online advertising. Thangam (2018) acknowledged that 'web usage' has an effect on attitude to web advertising. People's attitude is positive toward web advertising, which is informative.

1.2.2. CREDIBILITY

Ling et al. (2010) highlighted that credibility is a believable perception which originates from the onlooker's mind but the source of credibility is the degree to which a source is considered as an expert and unbiased source. According to

Buda and Zhang (2000) when a message is perceived as credible, consumers will pay more attention to the message and it will be more persuasive. The credibility of an ad is especially affected by factors such as the company's credibility and the message's credibility (Park et al., 2011). Zha et al. (2015) denoted that advertiser credibility is a key determinant and affects the formation of attitude and behavior.

1.2.3. ENTERTAINMENT

Deep processing of advertising content promotes higher recognition and recall of brand and message elements. Vieira (2013) argues that pleasure and arousal are the fundamental components of consumer sentiment and effective responses to marketing stimuli and consumers' reactions toward advertising. Similarly, Weera-pat et al. (2017) found that entertainment regularly supports advertising, which plays an important role in effectively capturing the attention of consumers, and the high entertainment rate of advertising influences the reduction of irritation. As a result, people usually respond to entertaining ads, which have a positive impact on the attitude.

1.2.4. IRRITATION

The internet medium incorporated with social media and mobile devices is used to create a direct communications line, through the placement of advertisements, with customers and prospects. Consumers are less likely to be tempted by ads that appear to be annoying, offensive or manipulative (Brehm, 1966). According to Saxena and Khanna (2013) when a person feels uncomfortable about advertising because of personal or social reasons, they become irritated by ads. Liu et al. (2012) came to the conclusion that advertising exploits techniques that annoy, offend, disturb for a short time, insult, or manipulate consumers are irritating. People react negatively when they perceive that their freedom of choice is threatened. Due to irritation of information (incorrect time, channels, target groups) negative feelings can arise. Irritation affects consumer attitudes that may lead to a general reduction of advertising effectiveness and the value perceived by audiences (Luo, 2002).

Cho et al. (2016) stated that marketers need to target potential customers at the right time and place, thereby giving potential customers the impression that they are buying an advertised product. Delivering advertising messages is only for current consumers or for those who want to receive advertising information because they need permission from their customers and to avoid customers who feel that advertising messages are annoying and irritating.

Nabizadeh and Gharib (2012) emphasized that irritation negatively affects the attitude toward internet advertising. The attitude can be negative even after getting permission if messages are irreverent and useless.

1.2.5. PRIVACY

Haq (2009) defined that one of the most serious problems facing individuals is the privacy of personal information. Privacy refers to the amount of personal information that others do not know. Consumer privacy has always been a critical issue in marketing, but with the rise of internet-based commerce and transactions it has become increasingly important in recent years. Privacy affects decisively the attitude to advertising (Rust et al., 2002).

Tucker (2014) argued that advertisers use personal data to target and personalize ad messaging as they did earlier, even after the introduction of restricted regulatory norms to manage privacy settings policy. Survey from the Open Data Institute (ODI) in 2019 shows that nearly 9 out of 10 people (87%) feel it is important or very important that organizations they interact with use data about them ethically.

1.3. RESEARCH ON ADVERTISING APPEALS

Zha et al. (2015) say that credibility on traditional media is most likely to transfer to web based media. Truthful and believable advertised information leads to a favorable attitude of consumers toward web advertising. Specific, definite and tangible facts on web advertising lead consumers to purchase a product or evaluate alternatives. They pointed out that credibility, perceived information and entertainment are important factors influencing attitudes toward web advertising.

In a Malaysian based study Li-Ming et al. (2013) found that consumers have a more positive attitude toward online advertising. They found that usability, credibility and information are important factors in attitude formation. However, in research based in China, Romania and U.S Wang, Sun and Thompson (2010) enlightened that five conviction factors such as information, entertainment, economy, credibility, and value corruption were seen as noteworthy indicators of frame of attitude toward online advertising.

Li-Ming et al. (2013) have emphasized that consumers click and read online advertising to search for information. Javid et al. (2012) have a similar opinion when advertising-related information is kept up-to-date on a product available in the market, so useful information creates positive perception and a positive attitude toward online advertising. In another study on Indian millennial attitudes to online advertisements, Bruntha et al. (2019) illustrated that online advertisements are more informative, if up-to-date product information that is useful for purchasing decisions is shared. Incentive based ads and animated ads have a more attention grabbing format. Respondents prefer to watch video advertisements rather than other ads.

Nabizadesh and Gharib (2012) concluded that informativeness, credibility and entertainment positively affect the attitudes toward internet advertising. Furthermore, Wang et al. added that not only information seeking, entertainment and credibility, but also economy and value corruption are significant predic-

tors of attitudes toward online advertising. Similarly, Panda and Mishra (2012) explored results that content of relevant information, visual appeal, reputation of a company, intrusiveness, and trustworthiness positively affect consumer attitudes toward internet advertising. They concluded that the emotional contents like joy and surprise, directly or indirectly, caused a smart attention concentration. Le and Vo (2017) emphasized in a Vietnamese based research that positive attitude toward traditional banner ads contain high informative value and negative attitudes toward pop-up ads with irritating attitude.

Liu et al. (2012) claimed in a Japanese vs. Austrian comparative study that users' cultural background strongly influences perception of visible advertising elements and they explicated that impact of 'credibility and information' on the perceived value of advertising is higher for Japanese than Austrians. Besides that, they found irritation higher for the Japanese sample than Austrian sample. High level of uncertainty avoidance and a more sensitive nature reflects the Japanese culture so advertisers should focus on providing advertising that best fits their real needs and interests by incorporating more specific considerations for cultural differences.

Punyatoya and Durgesh (2011) in an Indian research highlighted the factors - message truthfulness and believability, attractive content, consumer perception of customized or personalized message and ability to use a mobile phone - that significantly affect positive attitude formation and acceptance of mobile advertising. Cho et al. (2016) confirmed that for Vietnamese customers' entertainment, information and credibility are the most significant factors to have an influence on positive attitude toward mobile advertising, while irritation causes a negative attitude toward mobile advertising. They also mentioned that attitudes toward mobile advertising have a positive effect on Vietnamese consumer buying decisions. Similarly, Ünal et al. (2011) illustrated that advertisements with entertaining, informative, reliable, personalized, and prior permission based ads have a positive effect on creating attitudes toward mobile advertisements.

According to Tsang et al. (2004) entertainment was the most significant of the factors affecting respondents' attitudes toward mobile advertising, followed by credibility and irritation. On the contrary Cheng et al. (2009) maintained that internet and mobile-phone-based advertising are not very entertaining so it is reducing customer attraction toward advertising. Customized ads with a high entertainment valued message can create attraction and positive attitude toward advertising.

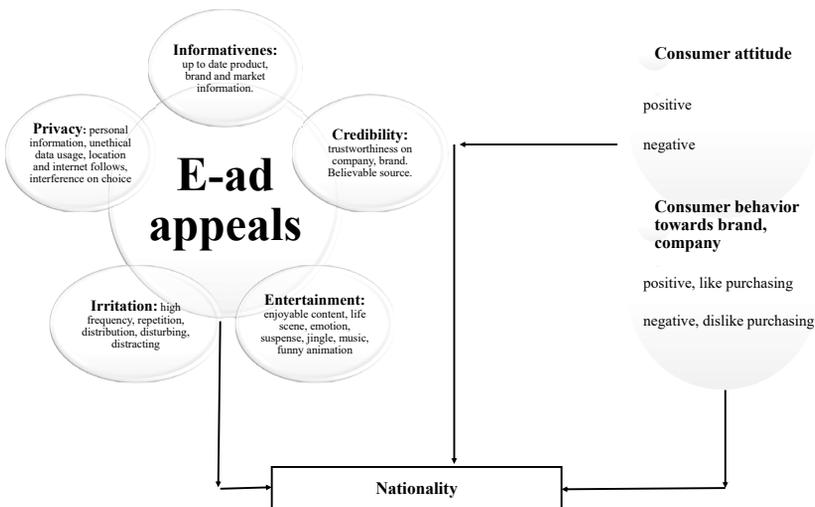## 2. RESEARCH METHODOLOGY AND OBJECTIVES

The specific objective of this study is to analyze the significant relation of e-advertising attitude determinants based on nationality (Figure 1).

The following research questions were defined:
- Are there any significant relations between '*informativeness* in e-advertising' and consumers' nationality?

- Are there any significant relations between '*credibility* in e-advertising' and consumers' nationality?
- Are there any significant relations between '*entertainment* in e-advertising' and consumers' nationality?
- Are there any significant relations between '*irritation* to e-advertising' and consumers' nationality?
- Are there any significant relations between '*privacy* handling in e-advertising' and consumers' nationality?
- Are there any significant relations between 'consumer general *attitude* toward e-advertising' and consumers' nationality?
- Are there any significant relations between 'consumer *purchase behavior* due to e- advertising' and consumers' nationality?

Figure 1 The proposed conceptual framework of the research

Source: Own compilation

2.1. RESEARCH DESIGN

The main objective of the study is to examine the significance relationship in consumer attitude toward online advertising based on nationality. In this study research design includes three parts: data collection, measurement and analysis.

2.1.1. QUESTIONNAIRE DESIGN

For the data collection a structured questionnaire was prepared according to the factors correlated to consumer attitude with respect to previous literature studies.

The questionnaire was designed in such a way that the statements were properly understood in the English language.

The questionnaire contained 28 questions with matrix, multiple choice, and dichotomous types.

The overall questionnaire consisted of three sections where questions in the first part were related to participants' interaction and convenience with internet and usage measured on nominal and ordinal scales. In the second section all questions were related to the respondents' attitude toward online advertisements. Attitude statements were measured on nominal scales (disagree, partially agree, agree). The third section of the questionnaire focused on the demographic profile of the participants and was measured on nominal scales.

2.1.2. SAMPLE COLLECTION

After developing the questionnaire, the next step was to obtain samples of research responses from selected countries; hence a structured electronic questionnaire was distributed to suitable citizens of each country through email and social media (Facebook) and personal contacts with the help of colleagues in selected countries within a 10-day time span (26 March 2020 to 4 April 2020). Responses were received individually from the participants and kept in accordance with the criteria for further analysis.

For the informational data collection seven countries were considered: South Africa, Brazil, Pakistan, Morocco, Laos, Cambodia and India where different religious beliefs and customs exist. In this section we will give a short description of the analyzed countries according to Hofstede's dimensions[1]. There is no data for Cambodia and Laos. South Africa's scores are for the white population, but the majority of the population is Black African. That is why the data of India, Brazil Pakistan and Morocco are considered. In terms of *power distance* Brazil (69)[2], India (77)[3] and Morocco (70)[4] are hierarchical societies. Pakistan has an intermediate score (55). India (48) has both *collectivistic* and *individualist* traits. Individuals are influenced by various social networks such as family, extended family, neighbors, work groups, etc. Morocco (46) also has intermediate scores with no special orientation toward individualism or collectivism. Brazil (38) is a collectivistic country where extended family and loyalty and long term business relations are extremely important. Pakistan (14) is considered to be a collectivistic society, where loyalty is a principal. Brazil (49), Morocco (53) and Pakistan (50) have very intermediate scores on the *masculinity* dimension. India (56) is considered

[1] https://www.hofstede-insights.com/country-comparison/brazil,india,morocco,pakistan/
[2] In Brazil it is important to show respect to the elderly. Status symbols of power are very important in order to indicate social position and communicate the respect that could be shown.
[3] In India communication is top down and directive in its style.
[4] In Morocco centralization is popular, subordinates expect to be told what to do and the ideal boss is a benevolent autocrat.

to be rather a masculine society in terms of visual display of success and power. The focus is on success and achievements and material assets. Considering *uncertainty avoidance* Brazil (76) has relatively high scores. Brazilians show a strong need for rules and regulations. At the same time Brazilians are very passionate and emotional people. They put an emphasis on the quality of life, they like chatting with colleagues, enjoying a long meal or dancing with friends. Morocco (68) and Pakistan (70) also have very high preference for avoiding uncertainty. India (40) has low scores considering uncertainty avoidance. India is traditionally a patient country. Considering *long term orientation* Brazil (44), Pakistan (50) and India (51) can be characterized by both short and long term orientation. Moroccan (14) culture is very normative. Brazil (59) is an *indulgent* society. People enjoy their lives, they are optimistic and spare time is important for them. India (26), Morocco (25) and Pakistan (0) are restraint societies so they are cynical and pessimistic. They control the fulfillment of their desires (www.hofstede-insights.com).

Convenient and collective sampling has been conducted from nearly all countries to obtain adequate number of responses. A total of 289 responses were accepted only from listed countries where the structured questionnaire was distributed. Finally, 19 uninvolved, incomplete responses were removed from the final dataset for further analysis. The sample was not a representative, one the authors would like to emphasize this study is an exploratory one and the main conclusions are true for this sample only. The sample can be characterized with the following demographics (Table 1).

The aggregate data was collected in Google Form and then converted to an Excel sheet separately, and each response and queries were coded using an adequate numbering system and imported to SPSS software for further statistical analysis. To answer the research questions multivariate statistical analyses were conducted. To analyze the connection between e-advertising appeals, attitude purchase intention and nationality Chi-square analysis was conducted. The authors took into consideration the expected value and the condition of variables measured on nominal scales Cramer's V was considered to check the measure of association.

Table 1 Basic demographics of the sample

Demographic profile of the respondents (N=270)								
Variable		**F***	**%**	**Variable**		**F***	**%**
Gender	Male	134	49.63	**Educational qualification**	undergraduate	44	16.30
	Female	136	50.37		Bachelor	138	51.11
	Total	**270**	**100**		Master	58	21.48
Age group	Young (18-34 years)	236	87.41		Other	30	11.11
	Middle (35-55 years)	34	12.59		**Total**	**270**	**100.00**
	Total	**270**	**100**	**Religion**	Hindu	59	21.85
Nationality	Indian	81	30.00		Christian	70	25.93
	Brazilian	29	10.74		Buddhist	70	25.93
	Cambodian	26	9.63		Muslim	71	26.30
	Laotian	44	16.30		Total	270	100.00
	South African	27	10.00	**Net monthly income**	< 1000$	196	72.59
	Pakistani	50	18.52		> 1000$	45	16.67
	Moroccan	13	4.81		Not Prefer to say	29	10.74
	Total	**270**	**100**		**Total**	**270**	**100.00**

Internet usage by respondents
Daily usage: 98.7%
Usage longevity above 2 years: 98.44%; *F* = *frequency*

Source: Own compilation

3. RESULTS OF THE EMPIRICAL RESEARCH

3.1. RESEARCH RESULTS

In order to analyze the connection between e-ad appeals, attitude, purchase intention and basic demographics cross tabulation (Chi-square analysis) was conducted. The relationship with informativeness, credibility, entertainment, irritation, privacy, attitude, purchase intention and nationality were analyzed. Significant relationships in the case of informativeness, credibility, irritation, privacy, negative attitude and negative purchase intention due to irritating e-ads were found. However, the strength of associations (Cramer's V) were below the average level (Table 2).

Table 2 Significant results of cross tabulation

Significant factors	Nationality Based	
	Pearson Chi-Square Value	Cramer's V
Informativeness of e-advertising	37.92	0.26
Credibility in e-advertising	33.69	0.25
Irritation to e-advertising	30.18	0.24
Privacy handling in e-advertising	43.70	0.28
Negative attitudes because of irritating e-advertising	51.65	0.31
Negative purchase behaviors due to irritating advertising	29.99	0.24
Chi-Square Critical Value	**21.03** *Significance value: 0.05* *N=270*	

Source: Own compilation

Larger percentages of respondents fully and moderately agree that they would like to watch e-advertisements that are sufficiently *informative*. South African (70.37%) and Cambodian (65.38%) respondents prefer to watch sufficiently informative e-advertisements than other nationalities. Few respondents would not like to watch e-advertising that is informative. The respondents from Laos (20.45%) and Cambodia (19.23%) are most pronounced with this opinion. The percentage of respondents from Pakistan (0.00%) and Brazil (3.45%) is the lowest among those who do not prefer to watch informative advertising.

Large percentages of respondents have more *faith* to some extent toward e-advertisements than traditional advertisements. More Cambodian (46.15%) and Pakistani (54.00%) respondents strongly believe in e-ads than others but Moroccans (69.23%) and Brazilians (58.62%) are in the top of the moderately believer group to e-advertising. A considerably large number of respondents don't believe in e-advertising: South Africans (37.04%), Indians (34.57%) and Laotian (27.27%).

Out of 270 respondents 67.41% of respondents fully agreed and 24.81% respondents partially agreed with the statement they like and prefer to watch e-advertising containing humor, suspense, emotion, life scenes, pleasant memories, etc., whereas 7.78% of respondents disagreed with this statement. There is no statistical relation between *entertainment* in e-advertisements and nationality.

In total 23.7% of respondents fully agreed and 55.93% of respondents partially agreed with the statement that digital advertisements are *irritating* because of high frequency. But 20.37% of the respondents said that e-advertising is not irritating in nature. A lower percentage of people agree that they dislike e-advertising because of high frequency and irritating nature, relatively larger numbers that fully dislike them are from South Africa (40.74%), Brazil (37.93%) and Laos (34.09%), but other respondents who partially agree from Morocco (92.31%),

Pakistan (66%) and Brazil (62.07%). Comparatively there are more respondents who like e-advertising even with high frequency in India (27.16%), Cambodia (26.92%) and South Africa (22.22%) than other countries.

In total 42.96% of respondents are fully concerned and 45.56% of respondents are partially concerned about their *privacy* and ethical personal data usage by companies whereas 11.48% respondents are not concerned with their privacy. Most of the respondents are concerned about their privacy with regard to the ethical 'consumer personal data usage' by advertisers. Data reveals that mainly South Africans (70.37%) and Laotians (63.64%) are more concerned with their personal data usage. Moroccans (61.54%), Pakistanis (72.00%) and Indians (48.15%) are moderately concerned about privacy. Relatively more respondents are found from India (20.99%) who do not bother about their privacy, and Cambodians (11.54%) came in second.

68.89% of the respondents fully agreed and 25.19% partially agreed with the statement that they have *positive attitude* toward those companies or brands using good and credible information and entertainment in e-ads for promotion. However, 5.93% of the respondents disagreed with this statement. There is no statistical relationship between the "positive attitude of a consumer with good informative, credible, entertaining advertising" and nationality.

There is a statistical relationship between "*negative attitudes* toward companies because of irritating ads" and nationality. In total 45.19% of respondents have a fully negative and 23.7% respondents have a partially negative attitude toward companies and brands because of irritating ads, whereas 31.11% respondents do not have such type of negative attitude toward companies and brands because of irritating ads. Laotian and Cambodian respondents are found respectively the least negative attitude holders to companies and brands due to irritating e-advertising. Moroccan (73.92%) and Pakistani (70.00%) respondents are the most negative attitude holders with regard to irritating advertising. Most of the other respondents in a large percentage they do not believe that they hold a negative attitude toward companies and brands because of irritating advertising. Respondents from Laos (50%), South Africa (40.74%), and Cambodia (38.46%) do not have such type of negative attitude toward companies and brands due to irritating e-advertising.

41.85% of people fully agreed and 35.19% of respondents partially agreed with the statement that they are interested in buying the products of products' ads they liked. However, 22.96% respondents disagreed with this statement. There is no statistical relation between "e-advertising influences the *purchase behavior*" and nationality.

There is a statistical relationship between '*negative purchase behavior* due to irritating advertising and nationality. 37.78% of respondents fully agreed and 29.26% of respondents partially agreed with the statement that they do not like purchasing those products that have irritating advertisements. However, 32.96 % of respondents do not agree with this statement. Moroccan (84.62%) and South

African (55.56%) respondents significantly agree with this, but most of the Pakistani (52.00%) respondents do not have such type of negative purchase behavior with respect to irritating advertising.

3.2. DISCUSSION

Relying on the analyzed data the following conclusions are made. When an online ad is relevant to the recipient they develop a positive attitude and respond positively (Zeng et al., 2009). Online advertisements are more *informative* when frequently up-dated product information, that is useful for purchase decision, is included (Bruntha et al., 2019). Based on research results there is a statistical relationship between informativeness of e-advertising and nationality. Up-to-date information is very important for consumer decision making process so most people would like to watch e-advertising, which is sufficiently informative. South Africans and Cambodians are more likely to watch informative e-advertising than others but Pakistanis and Brazilians are in lowest among those who considerably do not prefer to watch informative advertising.

Credibility on traditional media is most likely to transfer to web based media (Zha et al., 2015). Research findings reveal that most of the respondents have faith to some extent in e-advertisements compared to traditional advertisements. Cambodians and Pakistanis significantly adhere more to credibility of e-advertising than others. While Indians, South Africans and Laotians have been found to be less-believers than others to e-advertising claims.

Weerapat et al. (2017) found that people usually respond to *entertaining* ads that have a positive impact on the attitude. Entertainment is an important factor in the case of e-adverting regardless of nation.

Excessive exposure to information by advertising is equivalent to inappropriate advertising messages, which are considered provocative or *irritating* (Cheng et al., 2009). Research findings have explained that some people dislike e-adverting because of excessive exposure. This type of dislike is typical for South Africans, Brazilians and Laotians. However, Indians and Cambodians get relatively less irritated by excessive exposure to e-advertising. So skipping and blocking options are relevant for e-advertising.

Concerns about the use of *personal data* are adversely affecting public attitudes toward e-advertising (Taylor et al., 2011). Relying on research findings respondents from all nations are more concerned about their privacy. Comparatively South Africans and Laotians are more concerned with respect to their personal data usage by companies and privacy while Indians do not care about their data usage by companies.

Nabizadeh and Gharib (2012) concluded that informativeness, credibility and entertainment positively affect the attitude toward internet advertising. Research findings show that there is no relationship between the positive attitude of a consumer with good informative, credible, entertaining advertising and nationality.

Irritation negatively affects the attitude toward internet advertising (Nabizadeh–Gharib, 2012). Relying on research findings, people from Morocco and Pakistan are found to have more negative attitudes toward companies if they get irritated by e-advertising. Most of the other nations reveal that they do not dwell on with negative attitudes toward companies and brands even if they get irritated by e-advertising.

There is no statistical relation between purchase intention and nationality. There is a statistical relationship between negative purchases due to irritated advertising and nationality. A large percentage of all nationalities, except for Moroccans and South Africans, do not exert such type of negative purchase behavior to a brand or company's product because of irritating e-advertising.

4. CONCLUSIONS

This research has been conducted based on sample data collected from seven countries were culture and beliefs are relatively different from each other. The major differences can be observed in case of individualism, uncertainty avoidance, long term orientation and indulgence. India and Morocco have both individualistic and collectivistic traits. Brazil and Pakistan are considered to be collectivistic. The level of uncertainty avoidance is lower in India than in other countries. Morocco is short term oriented. Brazil is an indulgent country and the others are restraint societies.

In cross-cultural advertising campaigns various cultural characteristics should be taken into consideration. If advertisers and marketers want to be successful they have to adapt the message and advertising appeals, i.e., informativeness and credibility to local cultures. Due to the extensive quantity of online ads there is a negative attitude toward advertising especially in Brazil, South-Africa and Laos. Advertisers should find the optimal number of repetition in the case of advertising to achieve the wear-in effect and avoid the wear-out effect. The protection of personal data is extremely important in South Africa and Laos. The adaptation strategy in the case if marketing communication can be a successful strategy for global companies.

Most of the findings vary according to cultural profile of people so marketers should take care of target group preference while making an e-advertising and consider the values and beliefs of users. Most of the people believe and follow e-advertising for information gathering for purchase decisions, so marketers should have honest advertisements rather than deceptive ones. Satisfied customers themselves spread the goodness to others in favor of a company, that is the recognition of a company and brand makes them loyal. It is good if e-advertising is in the local language rather than an international language, as customers have a preference to their native language and it helps them get a full understanding. People get irritated more because of repetition and untimed e-advertising between their internet usages. So advertisers may want to provide a reserve time option without ads if the user is in an emergency; a different strategy can be adopted to implement this option like rating an advertisement after watching the full advertisement at least once.

It is essential for advertisers to keep creativity in ads especially in first 3 seconds of video ads before the 'skip time', so users watch the full ad a minimum of once. Most of the respondents are concerned about their privacy so they do not like to click on something even if they want the product, so marketers should create a belief of security in users with regard to their privacy.

One of the main limitations of this research is the limited number of samples especially from Morocco. This study is an exploratory one and the main conclusions are true for this sample only. For more reliable conclusions more adequate sampling results are required. The attitude of people above the age of 55 was not considered in the sample, however they are active internet users and have strong purchase power.

Research can be elaborated on by including industrial consumer attitudes as well. In future studies, religion and cultural dimensions may be included. Comparing the attitude of users based on daily spending hours during internet usage of these countries is another possible extension of this study. Along with demographic factors, psychographic factors may be included in future studies.

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