International Journal of Innovation, Creativity and Change. www.ijicc.net
Volume 13, Issue 12, 2020

Consumer Emotion Changes on Online Advertisement Case (Experimental Research on Online Advertisement that used Online Behaviour Advertising Approach)

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The trend of online advertising is increasingly in demand by business personnel, along with the growing development of internet technology this form of advertising provides wide opportunities for all users to interact with each other. The advancement of internet technology allows advertisers to design advertisements with unique features that can help attract consumers' visual attention, forcing consumers to see advertisements with the aim of influencing their psychological conditions such as attitudes and emotions. Advertisers monitor the behaviour of people and use their information to manage the information they obtain to target their advertisements accurately to potential customers with the method of advertisement impressions provided by daring channels. This phenomenon is called daring behaviour advertising (OBA). This study found a process that connects consumer awareness and knowledge about daring behaviour advertising with their attitude towards daring behaviour advertising, especially on YouTube ads, which shows that there is a feeling of annoyance from the consumer's side when exposed to these advertisements. The feeling of being disturbed does not change the image of the product to the consumer but has an impact on consumers' reluctance to recommend the product to others.

Key words: *Brand image, banner blindness, behavioural targeting, consumer behaviour, experimental research, frequency illusion, future consumer, online behavioural advertising, online profile, marketing.*

Introduction

Today online advertising is the most common way to advertise for businesses. Online advertising has many advantages compared with conventional advertising, which is expensive and can not be focused on specific targets.

Interactive Advertising Bureau (IAB, 2017) show that internet advertising revenue in the first quarter of 2017 reached more than $ 20 billion in the United States, up 23% compared to the same period in 2016. On the other hand, the population of internet users has grown consistently. In 2016, the amount of internet users was around 3.5 billion, up from almost 2 billion in 2010, and the number is estimated to exceed 3.7 billion in 2018, accounting for around half of the world's population (Abubaker, 2017).

Online advertising has been a vital advertising method since 1994 when the first banner ad appeared at Hotwired for AT & T (Andriani, 2017; Ayse, 2018; Bambang, 2011). Online advertising services are increasingly sophisticated, affordable, and can adjust to the needs and conditions of certain types of people.

The increasing sophistication of digital advertising has proven to be very valuable to consumers, brands, and advertising agencies over the past few years—the ability to analyse data specifically to make digital advertising has evolved considerably. As advertising continues to perfect its capabilities, advertising can double as a new insight in the process of creating high awareness and creating an impulse of emotional desire to create a sense of belonging to a product or service.

Along with the opening of opportunities for businesses to utilise online advertising services, of course, in line with the development of the digital world mentioned above, which provides flexibility. Online advertisingcreates an ease for advertisers to make online advertisements as the spearhead in achieving the ultimate goals of product awareness, sales, and even the ability to better build the brand image of a product or brand. As mentioned by (Boerman et al., 2017) "advertising is a marketing tool that can help sell product brands and help build trust in companies and institutions by conveying accurate and convincing information about brand and company or institution "(pp. 8-9).

Advances in digital technology can provide opportunities, especially in the utilisation of data from digital channel users from consumers for personalised targeted advertisements.. The data provided by digital industry players is made in such a way as to facilitate businesses in concocting their online advertising strategies. Data that includes the habits and behaviour of consumers in interacting with the internet, especially using social media, is the main target for businesses as an initial consideration in which businesses can adjust the way their

products or brands communicate with potential customers to get the attention, interest and trust of potential consumers, specifically through widely circulated channels.

Online advertising is increasingly unique, creative, interesting and can be tailored to be extremely individualised, in a previous study of the qualifications of advertisements that appealed to consumers showed that the originality aspect became the main aspect of creativity even thoughe three other elements were considered important; attractiveness, persuasion, and advertising strategies. (Catherine, 2009) Defined that advertising acts as "a form of presentation of ideas, products, and paid services by advertisers, is aimed at selected audiences with the aim of creating awareness, giving information, reminding, influencing, and persuading them to buy products or services"

Advertisements that are considered to meet the criteria can be tested for effectiveness, and this testing is done through several methods and approaches (Edith et al., 2013). In an intensive study (Gresi, 2012) said there are several measurements of the effectiveness of online advertising which includes exploration of the essence of online communication strategies, measurement of individual web contribution for branding purposes, measuring the effectiveness of online campaigns on sales, checking the effectiveness of the media, assessing the effectiveness of new media advertisements on internet surfing behaviour, testing the impact of audience targeting in online advertising, measuring the effectiveness of advertisement formats in relation to brand image and measuring the suitability of consumer behaviour created by exposure to product advertising in the eyes of consumers.

Online Behaviour Advertising

Advances in internet technology allow advertisers such as product and brand owners, industry players, marketing practitioners and advertising practitioners to design advertisements with unique features that can help attract consumers' visual attention. Thus, forcing consumers to view advertisements to influence their psychological conditions such as attitudes, behaviour and emotions. Advertisers can easily monitor the online behaviour of people and use the data and manage the information obtained to spread their ads precisely to potential customers through online advertising channels. This phenomenon is called Online Behavior uAdvertising or OBA.

Advertisers see Online Behaviour Advertising or OBA as one of the new, accurate and most important ways to reach potential targeted customers, commonly referred to as future customers. Andrew (2016) in his journal on the role of digital and social media marketing in consumer behaviour, said that consumer marketing in the future would primarily be conducted in digital settings, mainly through social media and telephone marketing. Therefore it is essential for product and brand owners, industry players, marketing

practitioners and advertising practitioners to examine and understand consumer behaviour in the digital environment by how effective advertisments are at capturing potential new customers.

As one of the most important tools for advertisers, Online Behaviour Advertising or OBA is anew way to reach targeted customers. Online advertising revenue which has recently snowballed and has set records every year is believed to be heavily reliant on Online Behaviour Advertising or OBA to maintain this growth (Nichole, 2011; Shahram, 2013). The advertising industry claims that Online Behaviour Advertising or OBA creates more relevant and efficient advertisements and increases the effects of certain advertisements according to the objectives of product and brand owners, industry players, marketing practitioners and advertising practitioners. (Shahram, 2013).

Online Behaviour Advertising or OBA is also believed to be a significant part of the future of advertising. Online Behaviour Advertising or OBA is a new option that can be chosen by product and brand owners, industry players, marketing practitioners and advertising practitioners to be utilised in compiling advertising campaigns that enable more precise consumer targeting (Tami et al., 2018). This makes advertising more personal and able to be more individualistic, where advertisers can repeat messages based on past consumer behaviour and needs that are specifically tailored to the communication needs of their products (Tami et al., 2018; Wen and Ziying, 2016).

Various definitions of OBA indicate a common meaning, starting with Bennett 2011, which mentions OBA as "online profile" and "behavioural targeting." Smit, Van Noort, and Voorveld 2014, p. 15, mention the main example of OBA is when an advertisement can adjust to previous consumer surfing behaviour.

Ham and Nelson 2016, p. 690, said that personalised methods in advertising that are driven by technology enable product and brand owners, industry players, marketing practitioners and advertising practitioners to send highly relevant advertising messages to individuals. McDonald's and Cranor 2010, p. 2 mentioned how successful the practice of collecting data about individual online activities to be used in selecting advertisements to be displayed can be. From the various definitions above, Online Behavior Advertising or OBA has two features: (1) monitoring or tracking consumer behaviour online and (2) using data collected to individually target advertisements.

Therefore, Online Behavior Advertising or OBA can be interpreted as a practice of monitoring people's online behaviour and using the information collected to display their advertisements to targeted people as potential consumers.

Avoided Advertisements

Some studies have acknowledged that online advertising has caused consumers to avoid advertising in traditional media. The approach of targeted advertising from online advertising tends to cause problems on the receiving end of the advertisement. The presence of online advertisements that are not desired by consumers raises its own trend in the eyes of internet users. MediaPost 2003, mentions the occurrence of "banner blindness," from internet users exposed to online advertisements, Benway, 1999, in his research, "ten internet users do not want to focus on anything that looks like banner ads", thisphenomenon illustrates the negative aspects of internet advertising.

On the other hand, there is the emergence of a new phenomenon called the Baader-Meinhof Phenomenon. This psychological phenomenon is one of the causes of emotional changes from someone caused by exposure to information whose presence is undesirable and appears repeatedly. In the world of marketing, it is often called Frequency Illusion, implementation of which is often found on online media channels, such as YouTube, Facebook, News Portal, even in the main area of desktops using the Android operating system, Zwicky (2016).

Of the various negative trends and phenomena associated with internet advertising, it is very important to study how consumers respond to desired advertisements, what impact they have on the emergence of online advertisements on the consumer's side, and whether the impact on products contained in online advertising among Internet users is positive. In this study, it is hoped, can help build an understanding in how consumer processes consciously and unconsciously create an understanding of consumers towards the presence of OBA-based online advertising.

Comprehensive analysis through experimental studies is used for the purpose of (1)understanding how people respond to online advertising, (2) detecting various antecedents arising from the appearance of online advertisements and (3) discovering whether emerging behaviours have an impact on the product or brand image found in online advertising, as an indirect result of using online advertising that applies specifically the Online Behaviour Advertising or OBA approach.

Study Overview

On the basis of research, it shows that there are occurrences of negative feelings in participants who are exposed to online advertisements while the participants are enjoying or interacting with online channels. In this case, the online channel chosen is the YouTube channel, where this channel has the openness and freedom for advertisers to place

advertisements on any video, these videos are based on the past data findings of the behaviour of their audience.

This study proposes, that the emergence of emotional aspects that tend to be negative allow consumers to create perceptions that are not desired by a product or brand as a direct negative result of Online Behavior Advertising or OBA. The negative emotional aspects must be minimised as early as possible.

Study

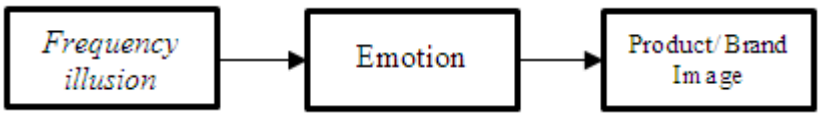
This research study is conducted using experimental research. Experimental research is part of quantitative research. However, experimental research has characteristics that distinguish it from other quantitative studies. The most fundamental characteristic of experimental research is the existence of treatment. Besides, another characteristic of experimental research, in general, is control and observation.

This research paper is based on the true-experimental research method and was conducted using one group, which is deemed the control group using pretest and posttest analysis before and after treatment.

		PRETEST	TREATMENT	POSTEST
CONTROL	*R*	*O1*	X_1	*O2*

The thinking framework in this research is to see and explore what emotions emerge from the audience and viewers on a YouTube video that may trigger certain emotions after the appearance of online advertisements repeatedly when video viewers are enjoying their shows and do not desire online advertisements in videos that are being watched.

This will be followed by the next research question, to find out whether emotions that emerge have an impact on the brand image of the product or brand and consumers' desire to follow up on the products contained in the advertisements displayed.



Methodology

Twenty students at a large university in Indonesia participated in thisexperiment. Additional credit rewards for the value of the course are given to participants as an incentive for

participation. Participants who participated were assigned to fill out questionnaires related to their favourite videos. Videos that they liked and most recently watched on their YouTube channel either through their mobile or laptop were used to create a positive influence condition. They were told that they would do a pretest in the form of a questionnaire that was presented before they started watching their favourite video, and they had to complete it shortly before they started enjoying their favourite video.

In the pretest, it contained questions regaing what made them like and are be passionate about the videos they watch and also on products that have been previously chosen as an intermediary to create positive and passionate emotional situations.

The treatment applied to the group is by allowing the group to watch the YouTube videos that have been provided previously in accordance with the participants' favorite content, after which the participants fill the posttest questionnaire related to video content and preferred online advertisements that appear in the middle of the viewers watching of their chosen YouTube videos.

Another treatment when watching the selected video is to provide snacks andsoft drinks, that are placed together with the location where the participants watched the YouTube videos.

Results

Regarding frequency illusion about online advertising, 97% of participants stated that they had found advertisements that appeared suddenly and repeatedly, whether they were watching videos they liked or just surfing the YouTube channel.

When the participants started watching the video that had been prepared before, the observations showed that the participants seemed very enthusiastic about following the story in the video. It was seen that the gestures and behaviour of participants who seriously followed the storyline in the video showed that they are interested in the video and the emergence of positive gestures when enjoying the video found that creativity and storyline are the main aspects for participants to consider in choosing the video they like.

The change starts when the participant discover that an advertisement appears in the middle of the participants chosen video, the appearance of the advertisement was followed by the emergence of several changes in attitude from the participants, including murmuring, a look of disappointment, meaningless gestures and taking warm chocolate drinks that are available near the participants. The change in attitude was followed by participants' efforts to speed up the ads that were running by pressing the skip button on the Youtube screen area. However, this does not happen to participants whose ads are found to be permanent or in the sense that

the advertisements that appear must be seen to completion before continuing to watch the video. The change in attitude shown by the participant is dominated by feelings of emotional emotion, anger, indifference and mediocrity.

Furthermore, the above is reinforced by the results of data analysis using SPPS, Paired sample statistics T-Test. The results of the analysis of the data show a summary of the average and standard deviations of the two comparisons on the results of the pretest and posttest questionnaire as follows.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PRETEST	8.00	42	1.848	.285
	POSTTEST	15.95	42	3.115	.481

Furthermore, the results of data analysis also showed an increase in dislike when participants watched YouTube videos based on the Mean value, where before the appearance of the ad the Mean value was 8.00 but after the appearance of the advertisement, the Mean value rose to 15.95.

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	PRETEST - POSTTEST	-7.952	3.722	.574	-9.112	-6.793	-13.848	41	.000

H0 = There is no significant difference in dislike of watching YouTube before and after the advertisement.

H1 = There are significant differences in dislike of watching YouTube before and after the advertisement.

In the results of data analysis with a sig value of the 2-tailed test = 0,000, there is a significant difference in the dislike of watching videos on YouTube before and after the advertisement appears, provided that the sig value of 2-tailed (0,000) is smaller than alpha 5% (0.05).

Meanwhile, in the assessment of the image of the product that appeared in the advertisement among the participants while enjoying the show showcased frequency illusion as participants displayed an unstable emotional condition, the "normal" answers raised by the participants to questions related to their assessment of the product shortly after experiencing interference

while watching the videothe YouTube channel shows that there is a negative assessment of the image of the product or brand, as produced by the SPPS analysis, Paired sample statistics T-Test, showing a summary of the average and standard deviations of the two comparisons on the results of the pretest and posttest questionnaire as follows;

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PRETEST	8.00	42	1.848	.285
	POSTTEST_CITRA_MEREK	6.48	42	1.978	.305

From the table above, there is a decrease in the assessment of brand image on products that are displayed on advertisements that appear based on the value of Mean, where the Mean value at pretest is 8.00, and the value of Mean in posttest is 6.48.

Paired Samples Test

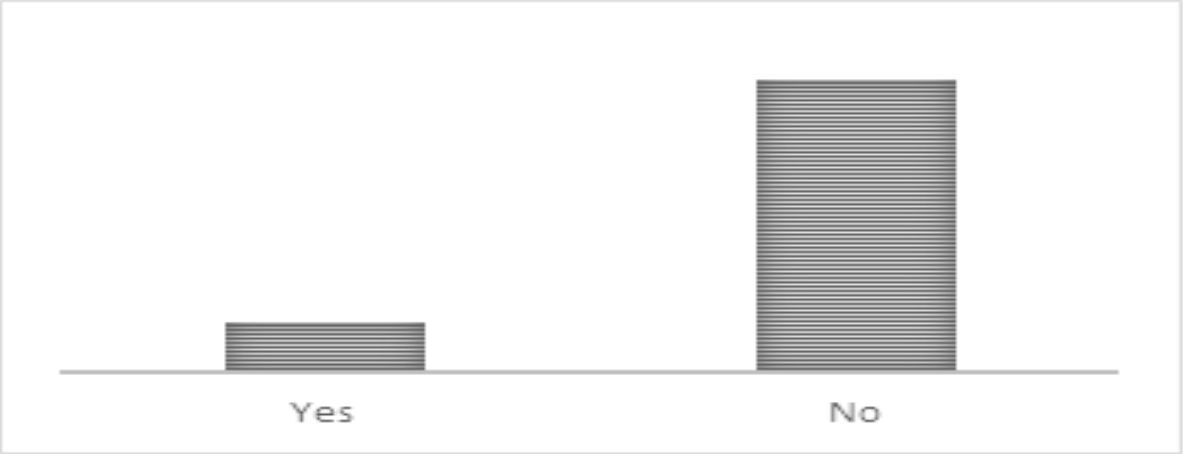
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	PRETEST - POSTTEST_CITRA_MEREK	1.524	2.990	.461	.592	2.455	3.303	41	.002

H0 = There is no significant difference in a brand image before and after the advertisement.
H1 = There are significant differences in a brand image before and after the advertisement.

On the results of the data analysis with a value of sig 2-tailed test = 0.002, there are significant differences from a brand image before and after advertisement impressions, provided the 2-tailed sig value (0.000) is smaller than alpha 5% (0.05).

The emergence of disturbing feelings by the participants resulted in changes in participants' judgments on the product image in the advertisement this also resulted in participants not having an interest in the products contained in these advertisements particularly in referring the product to others, as shown in the response data from the participants below;

Picture 1. Participant Response on Product and Brand Recommendation



General Discussion

Specifically, this study examines participants' emotional changes when viewing online advertisements specifically throughfrequency illusion and also as a result of applying Online behaviour Advertising or OBA in their shows. In this study, it was found that there were negative changes in the emotions of the participants.

Participants who are feeling positive emotions due to the intended viewing experience found that the interference from the appearance of these online advertisements were overly negative. The disturbance resulted in the emergence of negative emotional changes in the participants as indicated by the appearance of several changes in the attitude of the participants, including muttering, a face that looked disappointed, meaningless gestures and taking warm chocolate drinks that were available near the participants.

Other actions were that participants trying to reduce the disturbance and this was seen from participants trying to press the "skip" button or doing other things that are considered to be able to entertain negative emotions that arise at that time.

Furthermore, this study shows the emergence of negative emotional feelings that are represented by participants by showing feelings of annoyance, anger, indifference and mediocrity as a response from participants who feel disturbed by the appearance of product advertisements in the midst of them enjoying their favourite videos.

The efforts of businesses to use the advancement of digital technology that forces viewers to see their advertisements are something that tends to be associated with a negative risk, this is evidenced by the reluctance of participants to follow up on the product after the participants complete the spectacle. The findings above are in line with the results of research by Chang-

Hoan Cho and Hongsik John Cheon, who discovered why people avoid advertising on the internet with the emergence of the trend of Banner Blindness for internet users.

Of course, the results of this study can be used as a material for discussion by product owners, business people, marketing practitioners and advertising practitioners in designing online advertising campaign strategies to be more thorough and careful in using data obtained from the Online Behavior Advertising or OBA approach in an effort at targeting appropriate prospective customers. It has been stated that consumers want Online Behavior Advertising or OBA ads to be more relevant and display a variety of advertisements rather than advertisements that are played repeatedly. Consumers want personalised content, but they do not want content that touches the personal area of individual consumers, especially in terms of interaction with the internet.

Companies must focus on efforts to foster positive consumer attitudes by creating added value and must continue to test advertising practices on digital channels with the Online Behavior Advertising or OBA approach in order to find a technical approach that has a minimum negative impact on the perception of consumers. Advertisers must also ensure a strategy that does not cause a change in attitude of consumers towards the advertised product.

Product or Brand image is something that is not easy to build. Of course, the product owners and businesses do want the product image to be disrupted and even turned into a negative image as a result of efforts to run advertising techniques in the digital era. Policies and considerations are needed from product owners, business people, marketing practitioners and advertising practitioners in deciding their online advertising campaign strategies which can not be potentially harmful to the product or brand image.

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