

Impact of Online Financial Advertisements on Indian Consumer's Attitude : Moderating Effect of Perceived Product Innovativeness

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Abstract

The study examined the effect of online (Youtube) financial advertisement on the consumer's attitude by theoretically purposing a model. The moderating effect of the perceived product innovativeness on the relationship between attributes of online financial advertisement and consumer attitude was also analyzed. Primary data had been collected with the help of an adapted and modified questionnaire that includes the measures selected from the prior studies. The results of the study indicate that interactivity, entertainment, self-referencing, amenities, and risk assessment have a strong influence on consumer's attitudes. The moderation result reveals that perceived product innovativeness moderates the relationship between interactivity, entertainment, self-referencing, amenities, and consumer attitude. Perceived product innovativeness is weakly moderating and in the negative direction with Risk assessment and consumer attitude. Also, among demographic variables (age, gender, occupation), the only occupation has a strong effect on consumer attitude.

I. Introduction

THE ADVERTISEMENT IS assumed to be effective when the advertisement team achieves its intended objectives or have the desired effect (Suttle, 2009). The advertisement effectiveness increases with the number of exposures (Corvi and Bonera, 2010). Various researchers considered the topic of advertisement effectiveness (Bendixen, 1993; Russel, 2002) and attitude towards the advertisement (Brown and Stayman, 1992; Bruner, 1998) as an interesting one. Torres, Sierra and Heiser (2007) found that advertisement disclosures such as moral, socially responsible, ethical could affect the "consumer perceptions, beliefs, attitudes and behavioral aspects towards the brand". A lot of efforts had been made to understand the relationship between the attitude towards the advertisement and other related variables to understand the hierarchy of effects (Bruner and Kumar, 2000).

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various regions and cities of the country, so that results can be generalized. A self-administered questionnaire was used which might be subject to common biases of the respondents. Therefore, some measures should be further validated and improved. The study has considered only five attributes of online financial advertisements and ignored the other. Therefore, the other parameters of the online advertisements should be considered to investigate the other parameter's impact.

Future research can be done mainly in developed countries to assess the market acceptance of online financial advertisements on investment behavior. In this study, the researcher has considered only one online network i.e. Youtube. There are other famous and widely used online networks such as Facebook, Instagram, Google; online shopping site can be considered for the upcoming studies. The researcher has not analyzed the impact of consumer attitudes on the purchase behavior of the respondents. Therefore, future research can be carried out analyzing the effect of positive attitude towards online advertisements on the purchase behavior of the customers.

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