

AIS CUSTOMERS' INTERACTIVITY IN AIS ONLINE ADVERTISING

A MASTER'S PROJECT  
BY  
CHITTIMA SANGIAMCHIT

Presented in Partial Fulfillment of the Requirements for the  
Master of Arts Degree in Business English for International Communication  
at Srinakharinwirot University

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AN ABSTRACT

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Dr. U-maporn Kardkarnklai.

This study aimed to investigate interactivity of AIS customers in AIS online advertising by looking at the four influential variables on interactivity (level of involvement, message relevance, message value and message personalization), and effects of interactivity on customers' attitudes towards AIS online advertising, its brand, and their purchase intention. The study specifically focused on target ads or linked sites of banner ads. A total of twelve versions of AIS online advertising in November, 2006 were examined. The data derived from the online questionnaire were 50 AIS customers, who interacted with AIS online advertising in November, 2006.

The results of the four influential variables on interactivity showed that most AIS customers had high level of involvement with AIS online advertising. They agreed that AIS online advertising provided relevant messages between banner ads and target ads. They also received advertising messages as their expectations and preferences. The effectiveness of these four variables generated active interactivity of AIS customers in AIS online advertising.

The effects of interactivity on AIS customers' attitudes towards AIS online advertising, its brand, and their purchase intention showed that most customers had positive attitudes towards AIS target ads, trusted the brand of AIS, and intended to purchase advertising services. Overall findings indicated the effectiveness of AIS online advertising in November, 2006. This is a good predictor for building strong relationship between AIS and customers in the future.

ปฏิสัมพันธ์ของลูกค้ำเอไอเอสต่อโฆษณาเอไอเอสทางอินเทอร์เน็ต

บทคัดย่อ

ของ

จิตติมา เสงี่ยมจิตร

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต

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สารนิพนธ์ฉบับนี้มีจุดมุ่งหมายเพื่อศึกษาปฏิสัมพันธ์ของลูกค้าของบริษัทเอไอเอสต่อโฆษณาเอไอเอสทางอินเทอร์เน็ตโดยพิจารณาจากตัวแปร 4 ประเภทที่มีอิทธิพลต่อปฏิสัมพันธ์ (ระดับความเกี่ยวข้องของลูกค้ากับโฆษณา, ความสัมพันธ์ของข้อความระหว่างป้ายโฆษณากับหน้าโฆษณาหลัก, การที่หน้าโฆษณาหลักมีข้อความที่ตอบสนองของความคาดหวังและมีข้อความที่ตอบสนองความต้องการของลูกค้า)และผลกระทบของปฏิสัมพันธ์ต่อทัศนคติของลูกค้าที่มีต่อโฆษณาเอไอเอสทางอินเทอร์เน็ต, ตราสินค้า และความตั้งใจซื้อ งานวิจัยฉบับนี้เน้นที่หน้าโฆษณาหลักของเอไอเอสหรือหน้าโฆษณาที่เชื่อมต่อกับป้ายโฆษณา ผู้วิจัยทำการสำรวจโฆษณาทางอินเทอร์เน็ตของเอไอเอสจำนวนทั้งหมด 12 แบบ ในเดือนพฤศจิกายน พุทธศักราช 2549 เครื่องมือที่ใช้ในการศึกษาครั้งนี้คือแบบสอบถามออนไลน์ กลุ่มตัวอย่างคือลูกค้าเอไอเอสจำนวน 50 คนซึ่งมีปฏิสัมพันธ์กับโฆษณาเอไอเอสทางอินเทอร์เน็ตในเดือนพฤศจิกายน พุทธศักราช 2549

ผลการศึกษาเกี่ยวกับตัวแปร 4 ประเภทที่มีอิทธิพลต่อปฏิสัมพันธ์พบว่าลูกค้าเอไอเอสส่วนใหญ่มีความเกี่ยวข้องกับโฆษณาในระดับสูง ลูกค้าเห็นด้วยว่าโฆษณาเอไอเอสมีข้อความที่สัมพันธ์กันระหว่างป้ายโฆษณากับหน้าโฆษณาหลัก อีกทั้งลูกค้าได้รับข้อความโฆษณาตามความคาดหวังและความต้องการ ความมีประสิทธิภาพของทั้ง 4 ตัวแปรก่อให้เกิดปฏิสัมพันธ์ของลูกค้าในการเปิดรับข้อมูลโฆษณาอย่างเต็มที่

การศึกษาเกี่ยวกับผลกระทบของปฏิสัมพันธ์ต่อทัศนคติของลูกค้าที่มีต่อโฆษณาเอไอเอสทาง  
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เอไอเอส ลูกค้ามีความเชื่อมั่นต่อตราสินค้าเอไอเอสและมีความตั้งใจซื้อบริการที่โฆษณา ผลการศึกษา  
ทั้งหมดแสดงถึงประสิทธิภาพของโฆษณาเอไอเอสทางอินเทอร์เน็ตในเดือนพฤศจิกายน พุทธศักราช  
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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

With the advancement of communication and information technology, online advertising, which generally focuses on the promoting and selling products or services on the Internet, is a major communicative tool of business worldwide. Since online advertising is an interactive medium being differentiated from other advertising media, such as newspapers, magazines, radio, and broadcast TV, customers can deliberately and actively interact with advertising messages and advertisers. Interactivity in the online advertising will then stimulate high decision of online customers to buy products or services, so a business has been widely used online advertising for their marketing communication.

The increased revenues of online advertising indicate the wide use of online advertising and the increased involvement in electronic commerce of a business. By the end of 2005, the U.S. online advertising revenues totaled \$12.5 billion, a 30% increase over the previous revenue record of \$9.6 billion in 2004 (IAB. 2006: Online). In Thailand, online advertising has become widely used for a business, and it generated online advertising value of 350 million baht in 2005 (MWEB. 2006: Online).

Online advertising plays a significant role in Thai businesses, especially mobile phone network business. Since communications are people's fundamental needs, there is a rapid increase in demand for telecommunications services. In the year 2005, the number of

mobile phone users in Thailand was around 31.2 million or 48 percent of the country's entire population (Kasikorn Research. 2006: Online). However, the recent operating result announcements made by mobile phone service providers showed that the total revenues of mobile phone service business in the second half of 2006 fell 12 percent from its first half because of the intensifying price competition (Kasikorn Research. 2006: Online). With the decreasing revenues, mobile phone service providers, such as Advance Info Services Plc. (AIS), Total Access Communication Plc. (DTAC) or True Move Co. (ORANGE), have not competed with one another only on the price and service quality, but also on advertising to promote their services for boosting sales and retaining market share (Settamong; et al.2005). Thus, online advertising is one effective way that plays a great role in this fierce competition.

Among mobile phone service providers, AIS uses the most online advertisings since its seventeen versions can be observed from many websites, such as [www.sanook.com](http://www.sanook.com), [www.kapook.com](http://www.kapook.com) and [www.teenee.com](http://www.teenee.com) from August to October, 2006. All versions of AIS online advertising are in the form of banner ads that link to the target ads (see imaged examples of a banner ad and target ad in Appendix II). As AIS has 14 million customers, online advertising helps the company to reach the vast number of its customers and meet the marketing objectives, which are to increase more sales, make more profits and reserve its target customers as well as the market share (AIS. 2006: Online).

Since AIS has widely used online advertising, it needs to assess the advertising effectiveness in order to achieve the best result of online advertising. The best way of

assessing online advertising effectiveness is to explore interactivity of customers in the online advertising. Numerous researchers on online advertising pay much attention to understand the interactivity of customers in online advertising and the interactivity will then be related to the advertising effectiveness. Petty and Cacioppo (1986), and Chung and Zhao (2004) suggested that the degree of customers' interactivity occurs from the level of involvement, which influences customers' motivation to process online advertising. If online advertising is effective, it will increase customers' involvement to process advertising messages. Dongyoung, Leckenby and Joonhyung (2003) explained that interactivity is related to advertising effectiveness because customers' interactivity will occur when customers meet their prior expectations or message value of online advertising. Cho and Leckenby (1999) stated that interactivity involves online advertising effectiveness since it occurs from three variables: involvement, message relevance and message personalization, which will indicate whether online advertising responds customers' expectations and requirements.

According to the above mentioned researchers, the variables, which are level of involvement, message relevance, message value and message personalization, influence customers to actively interact with advertising messages and advertisers. Consequently, customers' active interactivity in advertising will have an effect on their attitudes towards the advertising, the brand as well as purchase intention (Zhang; & Wang. 2005; Ko; Cho; & Marilyn S. 2005; Chung; & Zhao. 2004).

Regarding the two phases of interactivity, an influence of four variables on customers' interactivity, which are level of involvement, message relevance, message value and message personalization, indicates whether online advertising can motivate customers to process advertising messages, and respond their expectations and requirements. The effects of interactivity can reveal the customers' attitudes on advertising, the brand and purchase intention. Due to the importance of interactivity in online advertising, the current study will explore customers' interactivity in AIS online advertising by looking at these four influential variables on interactivity, and its effects on customers' attitudes towards the advertising, the brand and purchase intention. The study will specifically focus on target ads, which are linked sites from banner ads because interactivity usually occurs in the level of target ads (Cho; & Leckenby. 1999).

## 1.2 Objectives of the Study

The objectives of this study are:

1. To explore customers' interactivity of four influential variables on interactivity, which are level of involvement, message relevance, message value and message personalization
2. To examine the attitudes of customers towards online advertising, the brand and purchase intention

### 1.3 Research Questions

This study aims to answer the following research questions:

1. How do the level of involvement, message relevance, message value, and message personalization generate interactivity of AIS customers in AIS online advertising?
2. What are the customers' attitudes towards AIS online advertising, its brand and their purchase intention?

### 1.4 Significance of the Study

This study will be useful data for advertisers and marketers of other mobile phone service providers, such as DTAC or True Move, and business people who are investing electronic commerce businesses through online advertising. Advertisers, marketers and business people can adapt the four influential variables on interactivity (level of involvement, message relevance, message value and message personalization) and effects of interactivity on customers' attitudes towards advertising, the brand and purchase intention to measure the effectiveness of their online advertising in generating customers' interactivity and building solid and ongoing relationships with their customers. This will enhance a business's chance to better manage online advertising for their effective electronic marketing communication.

## 1.5 Scope of the Study

This study focuses on 50 AIS customers, who have interacted with AIS target ads on the websites. Twelve updated versions of AIS online advertising presented in November, 2006 will be selected to explore the influence of four variables on interactivity and attitudes of customers towards advertising, the brand and purchase intention. A set of questionnaire, consists of twelve images of AIS banner ads, will be employed in collecting data to remind the customers' remember about their interactivity in the target ads. The researcher will upload a set of questionnaire in [www.gushare.com](http://www.gushare.com) and post it on the webboards in order to ask the subjects to download the questionnaire and participate in the survey.

## 1.6 Definition of Terms

The following is an explanation of some terminologies used in this research.

<b>Online Advertising</b>	AIS target ads which are the main page of online advertising. They are linked from the banner ads and provide advertising information.
<b>Target Ad</b>	A single web page or a series of linked web pages that is reached by the customers actively clicking on banner advertising.
<b>Banner Ad</b>	A small rectangular graphic image that is linked to the target advertising. It mainly serves as a lead-in to the customers to find out more information.

<b>Interactivity</b>	Interactivity is similar to the degree of responsiveness, which is customers actively engages in advertising process by interacting with messages and advertisers. It is influenced by the four variables, which are level of involvement, message relevance, message value and message personalization.
<b>Message Relevance</b>	The relevance of advertising messages between banner ads and target ads.
<b>Message Value</b>	Advertising messages which can respond customers what they expect to see from banner clicking.
<b>Message Personalization</b>	Advertising messages, which meet customers' individual requirements.
<b>Effects of Interactivity</b>	The effects of interactivity on customers' attitudes towards advertising, the brand and purchase intention.
<b>Purchase Intention</b>	Tendency to purchase AIS services through the online advertising. This will occur after the customers understand advertising through their interactivity and evaluate the advertising in favorable or unfavorable way.

## CHAPTER 2

### LITERATURE REVIEW

In this chapter, four main areas are reviewed. The researcher first provides online advertising in electronic commerce. Interactivity, which is the main concept of the study, will then be illustrated. This main area consists of characteristics and dimensions of interactivity in online advertising. The relational two phases of interactivity, which are influential variables on interactivity in online advertising (level of involvement, message relevance, message value and message personalization), and effects of interactivity in online advertising (attitudes towards online advertising, the brand and purchase intention) will be presented respectively.

#### 2.1 Online Advertising in Electronic Commerce

In the modern marketing communication, online advertising has become an effective tool to promote electronic commerce businesses and to reach a target audience (Gadre. 2006: Online). This section will present the descriptions of online advertising as well as its importance for a business transaction.

Advertising is a persuasive communication used by a company to make a product or service known to customers on a large scale. Basically, the primary purpose of advertising is to stimulate the state of knowledge and feelings of customers. It persuades the customers that this advertising message is beneficial. Due to this point, successful

advertising involves customers' response of an advertising message which represents successful communication with the customers (Weilbacher. 1984).

For online advertising, American Academy of Advertising Conference in 1996 defined online advertising as paid advertising on the web only including linked sites from the paid banners. In other words, online advertising is any selling messages in the Internet (Cho; & Leckenby. 1999). There are many types of online advertising, for example, free sample or trial offers; branded banners; branded messages; on-line catalogs; billboard-types logo; graphical displays of products; shopper guides; and sponsor identifications for Websites (Ducoffe. 1996). However, most researchers and practitioners, such as Niranjana and Leckenby (1998), Cho and Leckenby (1999), and Ramaraj and Suzanna (2003) agreed that the two current dominant forms of online advertising are banner ads and target ads or linked sites from banner ads.

Online advertising is an important element for marketing operations of electronic commerce businesses. It supports business commercial transaction many ways. Not only effective communication with customers without the limitation of time, but businesses can also conduct market research at lower costs, generate additional revenues by selling products and services online (Auger; & Gallagher. 1997).

To reach the target customers is important to online advertising in electronic commerce businesses. Since online advertising enables businesses to deliver ads that are customized to each customer's particular interests and tastes, this will increase customers'

satisfaction and promote trust through reciprocity in information exchange. In addition, online advertising gives advertisers the chance to use feedback from customers to improve their advertising messages and intended target, and strategically adjust their customers' support, product line and service provided (Fulk; & Boyd.1991).

Customers are provided with a channel for commercial transaction as well. They can directly expose and interact with online advertising by clicking advertising for more information and purchasing products or services instantly. This allows businesses to engage in a two-way dialogue with customers and prospects adding new dimensions to business brand image, so as to enhance their relationship with customers (Zhou. 2004: 6).

In conclusion, online advertising is selling messages in the Internet. Its two dominant forms are banner ads and target ads. In this study, online advertising refers to the target ads. Online advertising is significant for both electronic commerce and customers. Online advertising supports businesses to communicate and deliver the customized products and services to target customers at lower costs without the limitation of time, while customers are facilitated to interact with online advertising rapidly.

## **2.2 Concept of Interactivity in Online Advertising**

The concept of interactivity had been widely used in different disciplines long before online advertising came into being. With the rapid rise of online advertising as a commercial medium, interactivity emerges as a unique characteristic distinguishing online advertising from other traditional media, such as newspaper, radio, and broadcast TV (Guohua. 1999).

In the traditional communication process with one-way media, information is spread from one source (sender) to mass audiences (receivers), so audiences cannot either control over the message or directly provide feedback to advertisers. Since online advertising has two-way interactive communication forms, interactivity is considered as the most unique characteristic of the medium (Direct Marketing Association. 1995).

This section will present characteristics and dimensions of interactivity in online advertising.

### **2.2.1 Characteristics of Interactivity**

In the realm of online advertising, interactivity means reciprocal communication between a customer and online advertising, which is focused solely on the interaction between these two entities. In this sense, the interactivity in online advertising can be defined as any action the customers or the advertising takes while the customers are visiting the advertising. An action is intended to achieve a predetermined end-user goal with the advertising, such as accessing information, seeking specific information or browsing web pages (Lowry; et al. 2006).

Interactivity in online advertising allows customers to actively participate in the persuasion process by controlling the advertising messages, amount of information, and order of presentation at any time, according to their needs and preferences (Hoffman; & Novak. 1996). It is as the degree which the communicator and the audience respond to, or are willing to facilitate each other's communication needs (Louisa; & Lincoln. 1998).

In addition, interactivity means the degree to which a person actively engages in advertising processing by interacting with advertising messages and advertisers (Cho; & Leckenby, 1999).

According to the mentioned characteristic of interactivity in online advertising, interactivity occurs in target ads. Although the online advertising process usually occurs with the initial exposure to the banner ad located on various independent sites (i.e., involuntary exposure to the banner ad), intensive information processing and interactivity occur when people are voluntarily exposed to the target ad by clicking the banner ad (see Figure 1). Therefore, the exploration of customers' interactivity in online advertising is necessary to consider in the target ads because interactivity usually occurs in the level of target ads even though banner clicking is the initiation of the interactivity (Cho; & Leckenby, 1999: 4).

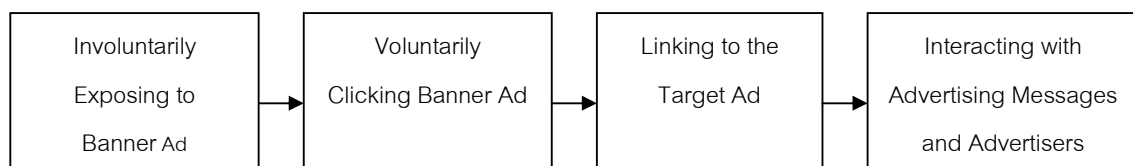


Figure 1: Online Advertising Process

In conclusion, the characteristics of interactivity are similar to the degree of responsiveness, which is examined as a communication process between advertisers and customers. Interactivity refers to customers' active participation in advertising process by interacting with messages and advertisers. Since interactivity occurs at the target ad, the main focus of the current study is on the target ad.

### 2.2.2 Dimensions of Interactivity

Several scholars have defined multi-dimensions of interactivity, for example, choices, connectedness, information collection and reciprocal communication (Heeter. 1989; Louisa; & Lincoln. 1998; Liu; & Shrum. 2002). These dimensions can be discussed briefly as follows: Choices refer to several options that customers can choose how to interact with the medium, such as clicking hyperlink, bookmarking, and giving feedback to advertisers (Heeter. 1989; & Louisa; & Lincoln. 1998). Connectedness means customers' connection in online advertising through its hyperlink. Information collection refers to customers' information collection by searching for more information in online advertising (Louisa; & Lincoln.1998). For reciprocal communication, this dimension can be viewed as customers' feedback to a company (Liu; & Shrum.2002).

According to the discussed dimensions of interactivity, 2 dominant dimensions of interactivity are: human-message interaction and human-human interaction (Cho; & Leckenby.1999). The current study will focus on the two dominant dimensions of interactivity because these two dimensions illustrate the activities of customers in online advertising.

#### 2.2.2.1 Human-Message Interaction

This dimension refers to the ability of customers to control and interact with advertising messages. Customers' activities in this dimension can be illustrated by searching for information or clicking of hyperlinks or deeper links in target ads to obtain more information (Niranjan; & Lecekenby. 1995; Heeter. 1989).

### 2.2.2.2 Human-Human Interaction

This dimension means the two-way flow of messages from advertisers to customers. Customers' activities in this dimension can be illustrated by providing comments, feedback and personal information for the advertiser (Liu; & Shrum. 2002). Bookmarking for future revisit and long duration of visit can be understood as either interaction with the advertising message or interaction with the advertiser (Cho; & Leckenby. 1999). Below shows different activities of the two mentioned dimensions:

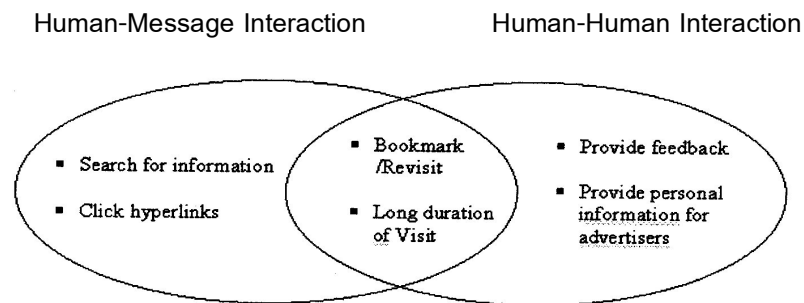


Figure 2: Activities of Human-Message Interaction and Human-Human Interaction

(Cho; & Leckenby. 1999)

Referring to the two dominant dimensions of interactivity in the online advertising, there are different activities of interactive dimensions, for example, staying in the target ads to see advertising messages, clicking of deeper links to obtain more information, providing comments or feedback to advertisers, providing personal information to advertisers and bookmarking advertising pages. The researcher used activities of the dimensions: human-message interaction and human-human interaction to explore customers' interactivity in AIS online advertising.

## 2.3 Influential Variables on Interactivity in Online Advertising

In this section, four essential variables, which influence interactivity of customers, are as follows: (a) level of involvement (b) message relevance (c) message value and (d) message personalization.

### 2.3.1 Level of Involvement

Involvement of customers refers to their subjective psychological state. It is defined as the importance and personal relevance that customers attach to an advertisement or products (Pavlou; & Stewart. 2000). Customers' involvement indicates the effectiveness of online advertising in generating customers' interactivity. It influences motivation of customers to process advertising messages and then affect customers' cognitive processing of advertising messages and attitude changes (Petty; & Cacioppo. 1986). Therefore, when customers have high involvement to process advertising, they are willing or able to exert a lot of cognitive processing effort as well as storage advertising information for their recall and intention (Cho; & Leckenby. 1999; Chung; & Zhao. 2004). According to Xavier and Zufryden (1998), and Pavlou and Stewart (2000), involvement can be explored through examination of the frequency of customers in visiting online advertising: high frequency means high involvement.

### 2.3.2 Message Relevance

Message relevance means the extent to which messages in banner ads are related to those in target ads. Thus, banner ads and target ads can be understood as the messages

in a sequence, for example, banner ads as earlier messages and target ads as later messages. Message relevance is important in influencing people interactivity in the online advertising. It is because people may click away from the target ads right away if the contents in the target ads are not related to those in banner ads (Cho; & Leckenby. 1999).

### **2.3.3 Message Value**

Message value can be explained through Expectancy-Value theory (Rosenberg. 1956). Expectancy is defined as one's subjective belief in the probability that a certain kind of behavior will lead to a particular outcome. It can be incorporated into the explanatory framework of any kind of interaction process including customers -medium interaction since every interaction will occur when the actors meet their prior expectations (Dongyoung; Leckenby; & Joonhyung. 2003). The Expectancy-Value theory is related to message value in online advertising since customers evaluate advertised products and messages on the degree to which they are instrumental in achieving their goals and values (Rosenberg. 1956). Therefore, customers will actively interact with advertising messages or advertisers if they meet advertising messages as their prior expectation. On the contrary, customers will not interact with advertising messages and advertisers if their prior expectations are not met (Cho; & Leckenby. 1999).

### **2.3.4 Message Personalization**

Message personalization in online advertising means advertising message about products or services, which meets customers' individual requirements. Personalized

advertising based on individual characteristics and tailored to individual preferences is useful for advertisers because it will indicate the degree to which advertising is perceived to be personalized and individually focused (Pavlou; & Stewart. 2000).

An increasing number of advertisers are looking at message personalization to help them improve the performance of their marketing. Message personalization is expected to create better services and products that better meet the needs of customers. It is also assumed to create a dialogue between the advertisers and the customers that is effective and mutually satisfying. Furthermore, message personalization is generally expected to create a strong commitment between the customers and the advertisers, and strengthen customers' loyalty (Vesanen. 2003). According to Cho and Leckenby (1999), message personalization influences customers' interactivity in the target ads. It is because customers are more likely to interact with advertising messages and advertisers when they feel the advertising messages are intimate and personal to them.

In sum, all four variables, which are level of involvement, message relevance, message value, and message personalization, influence interactivity of customers in online advertising. Level of involvement influences customers' motivation to search advertising information and it can be examined through the frequency of customers in visiting online advertising. Message relevance, message value and message personalization influence customers' interactivity when messages in the target ads relate to those in banner ads and respond expectation as well as requirement of the customers. The current study; therefore,

explored the effectiveness of AIS online advertising in generating customers' interactivity by looking at how often do customers visit each version of online advertising, whether messages in target ads relate to those in banner ads and whether advertising messages in AIS target ads respond customers' expectations and provide intimate messages to the customers' needs.

## **2.4 Effects of Interactivity on Customers' Attitudes**

Interactivity effects customers' attitudes on three areas (a) advertising (b) brand and (c) purchase intention. In this section, the effects of interactivity on these areas will be presented.

The effects of interactivity can be explained through the concept of "information processing". More interactivity between customers and messages, or customers and advertisers lead to intensive and active information processing, which results in favorable attitudes towards the advertising, the brand and purchase intention (Cho; & Leckenby, 1999). Keeler (1995: 168) also mentioned that interactivity allows customers to increase their control over the buying intention. Because customers can better understand about products or services through their deliberate interactivity in online advertising, their attitudes towards advertising will coherent occur in the process through which advertising influences brand attitudes and purchase intentions (see Figure 3).



Figure 3: Attitude towards Advertising, Brand and Purchase Intention

(Brown; & Stayman.1992; Desmond; & Stewart. 2002)

According to Allport (1995: 798), an attitude is a “mental and neutral state of readiness, organized through experiences, exerting a directive or dynamic influence upon the individual’s response to all objects and situations with which it is related”. It consists of three components: (1) cognitive, (2) affective and (3) behavioral. The cognitive component refers to information, knowledge and beliefs about the person, object or issue. The affective component refers to a person’s evaluation of like or dislike or emotional response to some objects or persons. The behavioral component refers to tendencies to act or behave in a certain way.

As mentioned above, attitude is related to effects of interactivity in online advertising. That is, customers first develop an understanding about an idea towards advertising through their interactivity (Clow; & Baack. 2002). Then, they will evaluate advertising in favorable or unfavorable way. Lastly, they have tendency to act towards idea and this is generally measured in terms of intention to act or do (Asseal. 1998: 285).

A number of studies indicated that interactivity effects attitudes of customers towards advertising, the brand and purchase intention. According to Zhang and Wang (2005),

interactivity is a necessary factor that contributes to customers' attitudes towards advertising. It has the potential to win favorable attitudes of customers, which is of great importance to successful online advertising. Similarly, customers' interactivity has a positive effect on their attitudes towards advertising, which leads to positive attitudes towards the brand and purchase intention (Ko; Cho; & Marilyn. 2005). Chung and Zhao (2004) also found that interactivity influences customers' attitudes towards the Web ad and their memory of its contents. Their study showed a positive impact of perceived interactivity on both attitude and memory. Figure 4 illustrates the role of interactivity in online advertising process.

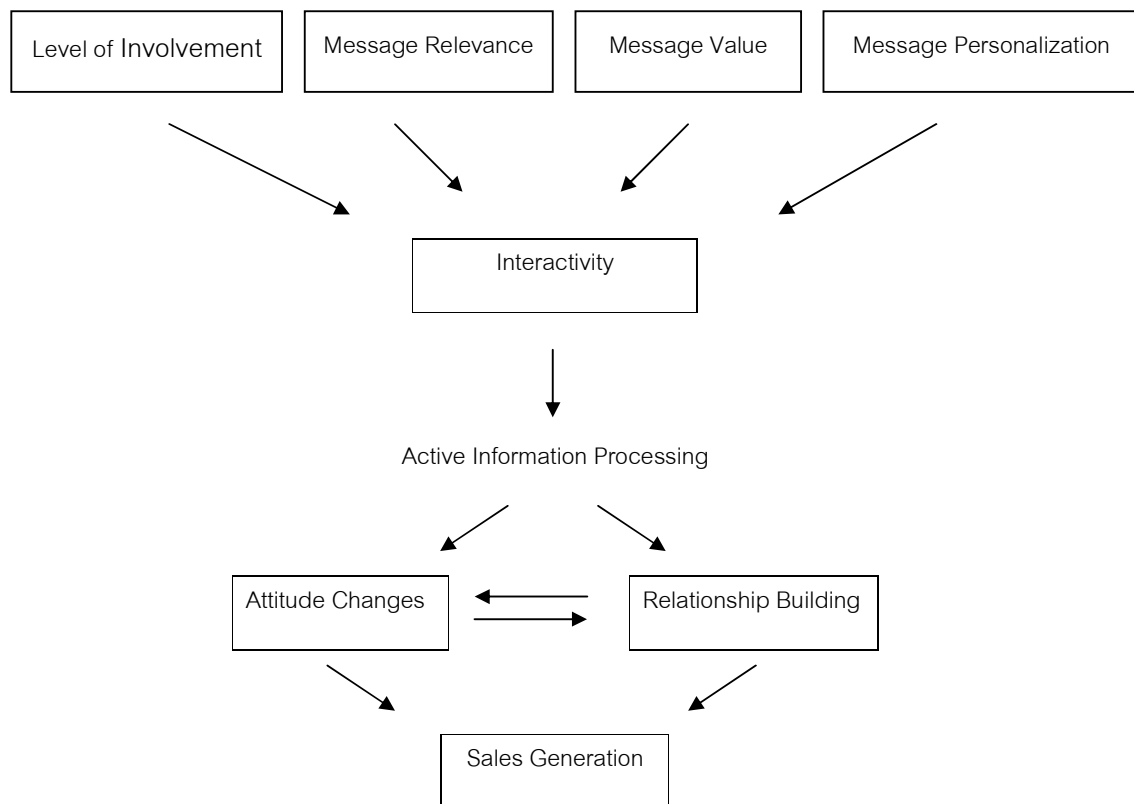


Figure 4: The Role of Interactivity in Online Advertising Process

Ducoffe (1996) mentioned that entertainment and informativeness are identified as factors contributing to customers' attitudes towards advertising. Guohua (1999) also identified that interestingness, attractiveness and entertainment are items of showing attitudes of customers. The current study used entertainment, informativeness, interestingness and attractiveness to indicate customers' attitudes towards AIS online advertising.

In summary, interactivity constructs customers overall feelings towards advertising, the brand and purchase intention. As attitudes are important to advertisers in theoretically representing positive or negative feelings of customers towards advertising, the brand and purchase intention (E. Belch; & A. Belch.2001:118), it is worthwhile to look at customers' attitudes after completing their interactivity in online advertising.

## CHAPTER 3

### RESEARCH METHODOLOGY

This chapter presents methodology consisting of subjects, instrument, procedures, and data analysis.

#### 3.1 Subjects of the Study

To explore customers' interactivity, the researcher employed online questionnaire survey. According to Preston (1985), the most concrete measure of interactivity is looking at customers' actual behavior of interaction. Fifty Thai AIS customers, who interacted with AIS target ads in November, 2006, were selected as a sample. They voluntarily participated in the survey through posted messages on five service webboards that have presented all versions of AIS online advertising: [www.sanook.com](http://www.sanook.com), [www.teenee.com](http://www.teenee.com), [www.pantip.com](http://www.pantip.com), [www.mthai.com](http://www.mthai.com) and [www.dek-d.com](http://www.dek-d.com), and sent a questionnaire back to the researcher's e-mail address.

#### 3.2 Instrument of the Study

The instrument for collecting data in this research was a questionnaire as a large amount of data could be collected online in a short period of time. The questionnaire was produced in Thai version and was distributed to 50 Thai AIS customers. The questionnaire was also translated into English and included in Appendix I.

In the questionnaire, a total of twelve updated versions of AIS online advertising, which presented on six top hit websites, including [www.sanook.com](http://www.sanook.com), [www.kapook.com](http://www.kapook.com), [www.teenee.com](http://www.teenee.com), [www.pantip.com](http://www.pantip.com), [www.mthai.com](http://www.mthai.com) and [www.dek-d.com](http://www.dek-d.com) (Truehit. 2006: Online), in November, 2006, was used to explore the influence of four variables on interactivity and attitudes of customers towards AIS online advertising, its brand and their purchase intention. Due to the continual change of AIS online advertising, the researcher focused only on its updated versions, which would help customers to assess the advertising effectively. The questionnaire included images from twelve versions of AIS banner ads, which helped the customers recalled their memory, and interactivity in the linked target ads.

The questionnaire consisted of three parts: personal data of AIS customers, information about AIS customers' interactivity and AIS customers' attitudes towards AIS online advertising, its brand, and their purchase intention. The outlines of the questions in each part were as follows:

#### **Part 1: Personal Data of AIS Customers**

This part consisted of gender, age, education, occupation, and income per month. This would enable AIS to know a group of online customers and provide effective services for satisfying a preference of each customers' group.

#### **Part 2: Information about AIS Customers' Interactivity**

This part examined the customers' experiences and opinions towards AIS online advertising in 3 dimensions.

### 1. AIS Customers' Experiences in Visiting AIS Online Advertising

The questions focused on experiences of the customers to expose AIS online advertising in November, 2006. The customers identified all optional banner ads of AIS online advertising that they were interested in, and clicked for viewing advertising messages in the linked target ads. The selected versions indicated which versions of AIS online advertising got successful responses from the customers. Advertisers and marketers of AIS would create advertising services to satisfy the customers. The customers also specified all optional websites that they exposed AIS online advertising. Advertisers and marketers of AIS would choose to worthily invest money for promoting AIS online advertising in a popular website.

### 2. Information about Four Influential Variables on Interactivity: Level of Involvement, Message Relevance, Message Value and Message Personalization

The questions focused on average frequency of the customers to visit each AIS target ads in November, 2006. Closed-ended questions were used to gather customers' information about message relevance, message value and message personalization. These questions revealed the effectiveness of AIS online advertising in generating customers' interactivity in terms of how often do customers visited the advertising, whether advertising messages in target ads related to those in banner ads, whether advertising messages in AIS target ads responded customers' expectations from their banner clicking, and whether advertising messages in AIS target ads were intimate to the customers' needs. Advertisers

and marketers of AIS would use customers' information to improve the online advertising accordingly.

### 3. AIS Customers' Interactivity in AIS Target Ads

The question asked the customers to identify how they interacted with AIS target ads. This was to understand more on the responsiveness of the customers towards the online advertising.

#### **Part 3: AIS Customers' Attitudes towards AIS Online Advertising, Its Brand and Their Purchase Intention**

This part of the questionnaire explored customers' point of view towards AIS online advertising, its brand and their purchase intention. The 5 Likert Scale was used to measure the attitudes towards online advertising, with the anchor from being 'strongly agree' to 'strongly disagree' (University of Salford, UK. 2004: Online). AIS customers identified the questionnaire to which they 'agree' or 'disagree' with 5 series of statements. Closed-ended questions were used to measure customers' attitudes towards the brand. AIS customers also rated their intention to use advertising services. This would enable AIS to predict the degree of building solid and ongoing relationships with the customers.

### **3.3 Procedures of the Study**

The researcher conducted a pilot study to examine a suitable way of collecting data. Posting messages on the webboard of five top hit websites: [www.sanook.com](http://www.sanook.com), [www.teenee.com](http://www.teenee.com), [www.pantip.com](http://www.pantip.com), [www.mthai.com](http://www.mthai.com); and [www.dek-d.com](http://www.dek-d.com), was performed

in order to ask AIS customers, who interacted with AIS target ads, to post their e-mail addresses and participate in the survey. This method got only 25 AIS customers because most of the customers were afraid that they probably got a junk mail.

To receive more responses from AIS customers, the researcher uploaded a questionnaire into [www.gushare.com](http://www.gushare.com). This website provides the service of uploading files free for people who want to make their data to be available downloaded from others. After uploading the questionnaire into this website, the researcher got the personal link address:

<http://www.gushare.com/File/index.php?file=a18741d68a0ebb68421bb0db05640269>.

Then, the researcher posted this link address and messages on webboards of the five top hit websites for asking AIS customers, who interacted with AIS target ads in November, 2006, to download the questionnaire from it, answer the questionnaire and send it back to the researcher's e-mail address: [hai\\_oum@hotmail.com](mailto:hai_oum@hotmail.com). Through this method, the customers would be confident and convenient to participate in the survey. This would increase the number of the customers for the survey. The data collection were performed during December 15, 2006 – January 31, 2007.

### 3.4 Data Analysis

After receiving all completed questionnaires, the researcher categorized the data into 3 parts: personal data of AIS customers, information about AIS customers' interactivity and their attitudes towards AIS online advertising, its brand and their purchase intention. The results were presented in percentage in the form of table, bar graphs, and pie charts.

## CHAPTER 4

### FINDINGS AND DISCUSSION

This chapter presents and discusses the research findings. The findings are presented in percentage with a description. According to the questionnaire, the presentation is divided into three parts: personal data of the subjects, information about AIS customers' interactivity, and attitudes of the customers towards AIS online advertising, its brand, and their purchase intention.

#### 4.1 Personal Data of AIS Customers

The researcher distributed an uploaded questionnaire to AIS customers, who interacted with AIS online advertising in November, 2006, by posting its link address in the five top hit websites (see 3.1). Fifty voluntary AIS customers completed questionnaires and sent them back to the researcher.

The majority of the AIS customers (60%), who interacted with AIS online advertising in November, 2006, were male. The percentage of the customers' age from 21 to 25 is the highest (44%). This age range indicates that teenagers paid attention to AIS online advertising the most. It may be because the teenagers broadly use mobile phone and always update new information through the Internet. The result is similar to the Internet users statistic of NECTEC (2006: online) that the age of the Internet users ranges from 20 to 29 years old. Interestingly, 66% of the customers had a bachelor's degree and 48% were

students. Considered from the customers' age range between 21 to 25 years old, this may assume that most of the customers are studying in the third or fourth year of a bachelor's degree because the age range of the third or fourth year students are between 21 to 23 years old. Most of the customers (36%) had an income ₱5,001 to ₱10,000 a month.

TABLE 1: PERSONAL DATA OF AIS CUSTOMERS

Item	Frequency	Percentage
<b>Gender</b>		
Male	30	60%
Female	20	40%
Total	50	100%
<b>Age</b>		
Less than 15	0	0
15-20	11	22%
21-25	22	44%
26-30	12	24%
31-35	5	10%
More than 35	0	0
Total	50	100%
<b>Educational Level</b>		
Secondary School	0	0
High School	6	12%
Vocational School	3	6%
<b>Bachelor's Degree</b>	<b>33</b>	<b>66%</b>
Master's Degree	8	16%
Others	0	0%
Total	50	100%

TABLE 1 (continued)

Item	Frequency	Percentage
<b>Occupation</b>		
Government Official	4	8%
Business Employee	15	30%
Business Owner	4	8%
Housewife	1	2%
<b>Student</b>	<b>24</b>	<b>48%</b>
Others (Unemployment)	2	4%
Total	50	100%
<b>Monthly Income</b>		
Below ₱5,000	11	22%
<b>₱5,001-₱10,000</b>	<b>18</b>	<b>36%</b>
₱10,001-₱15,000	6	12%
₱15,001-₱20,000	15	30%
Total	50	100%

In sum, the results show that 60% the AIS customers, who interacted with AIS online advertising in November, 2006, were male. They aged from 21 to 25 years old (44%). The majority of the customers (66%) had a bachelor's degree. Most of the customers (48%) were students and 36% of them had an income ₱5,001 to ₱10,000 a month.

## 4.2 Information about AIS Customers' Interactivity

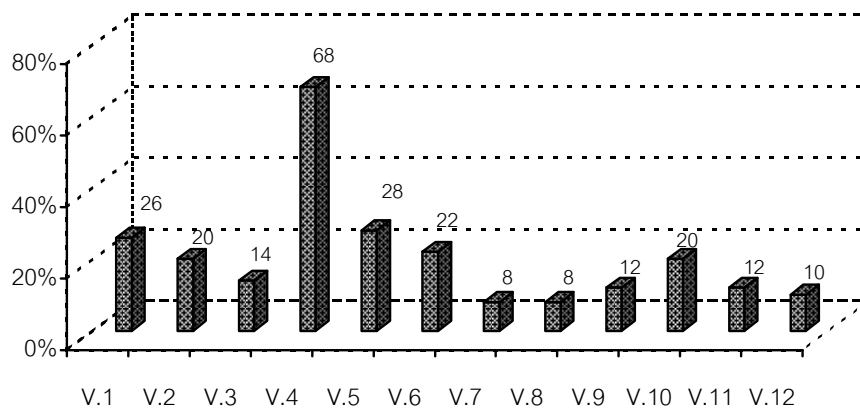
This part identifies experiences and opinions of AIS customers towards AIS online advertising in three dimensions: AIS customers' experiences in visiting AIS online advertising, information about four influential variables on interactivity (level of involvement, message relevance, message value and message personalization), and AIS customers' interactivity in AIS target ads (see Figure 5 to Figure 11).

### 4.2.1 AIS Customers' Experiences in Visiting AIS Online Advertising

The twelve versions of AIS online advertising were presented in November, 2006:

- Version 1 (V.1) Calling Melody Contest
- Version 2 (V.2) One2Call Visa Card
- Version 3 (V.3) Boundless Connection to New Friends
- Version 4 (V.4) Free Your Mind through MMS, SMS, Calling Melody, Ringtone, and PC download
- Version 5 (V.5) Let's Go
- Version 6 (V.6) Thailand Game Festival
- Version 7 (V.7) Happy Feet from MobileLife Movie
- Version 8 (V.8) Concert Tour at Chiang Mai with Yarinda
- Version 9 (V. 9) Photo Gallery from MobileLife
- Version 10 (V.10) M2G\*855
- Version 11 (V.11) Cool Surf
- Version 12 (V.12) Voice2U Black Vanilla

Figure 5 shows that AIS customers clicked many AIS banner ads in order to view advertising messages in the linked target ads. 68% of the customers clicked version 4: Free Your Mind through MMS, SMS, Calling Melody, Ringtone and PC download, 28% clicked version 5: Let's Go, and 26% clicked version 1: Calling Melody Contest. Only 8% clicked version 7: Happy Feet from MobileLife Movie, and version 8: Concert Tour at Chiang Mai with Yarinda.



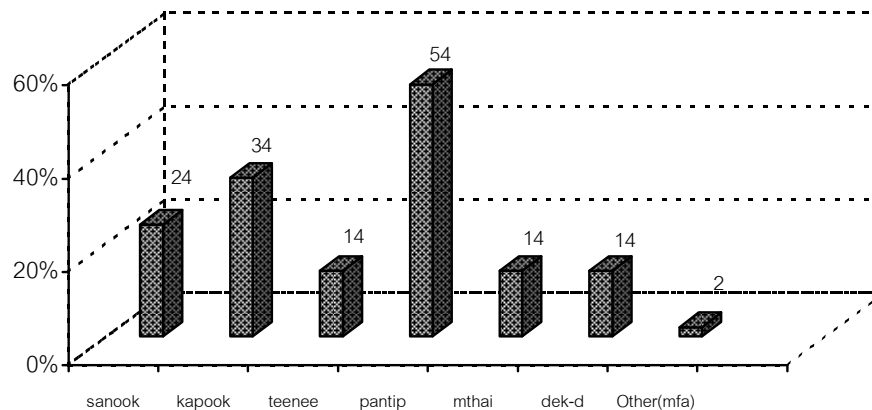
Note: Percentages are not equal to 100 because customers were giving multiple choices

Figure 5: Attractive Banner Ads that Customers Clicked  
to View Advertising Messages in Target Ads

The result shows that the majority of the customers (68%) were interested in version 4: Free Your Mind through MMS, SMS, Calling Melody, Ringtone and PC download. This may

be because version 4 provided various services in the advertising, so the customers were able to select and enjoy a variety of services by clicking only one banner ad.

With regard to advertising websites, 54% of AIS customers preferred to expose AIS online advertising through www.pantip.com. www.kapook.com was the second highest rating at 34%. The third popular website was www.sanook.com, which 24% of the customers visited and viewed AIS online advertising (see Figure 6).



Note: Percentages are not equal to 100 because customers were giving multiple choices

Figure 6: Popular Websites that Customers Clicked Banner Ads  
to View Advertising Messages in Target Ads

The result shows that that www.pantip.com was the most popular website for AIS customers. Based on the researcher's experience in visiting all the six websites, this may assume that because www.pantip.com has provided a specific webboard room for the AIS

customers being differentiated from other websites. The specific webboard room could motivate the customers to update new information of AIS and exchange their ideas.

Therefore, the customers had more opportunities to expose AIS online advertising from this website.

In sum, version 4: Free Your Mind through MMS, SMS, Calling Melody, Ringtone and PC download was the most attractive version of AIS online advertising in November, 2006. www.pantip.com was the most popular website that the customers often exposed AIS online advertising.

#### **4.2.2 Information about Four Influential Variables on Interactivity**

Level of involvement, message relevance, message value and message personalization were variables influencing customers' interactivity in online advertising (Petty; & Cacioppo. 1986; Chung; & Zhao. 2004; Dongyoung; Leckenby; & Joonhyung. 2003; Cho; & Leckenby. 1999). Each variable indicates effectiveness of AIS online advertising in generating interactivity of AIS customers.

##### **4.2.2.1 Level of Involvement**

Figure 7 shows that 38% of AIS customers visited each of attractive target ad to view the advertising messages more than 3 times, 28% for 1 time, 20% for 2 times, and 14% for 3 times.

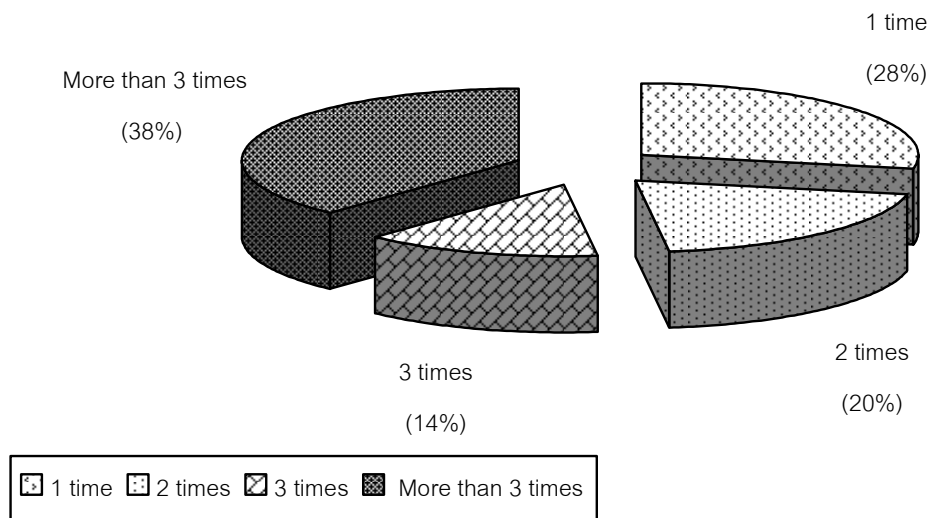


Figure 7: Frequency of Customers in Visiting Target Ads

According to the result, a total of 72% of the customers visited AIS target ads more than 1 time (28%). This means that most of the customers had high involvement with AIS online advertising. The result is inferred from what Xavier and Zufryden (1998), and Pavlou and Stewart (2000) stated that high frequency means high involvement. This result shows effectiveness of AIS online advertising in motivating high involvement of the customers to process the advertising messages, which then enhances their know-how about AIS advertising services.

#### 4.2.2.2 Message Relevance

Figure 8 shows that 94% of AIS customers agreed that advertising messages of AIS target ads were related to those in banner ads. Only 6% of the customers disagreed with the message relevance.

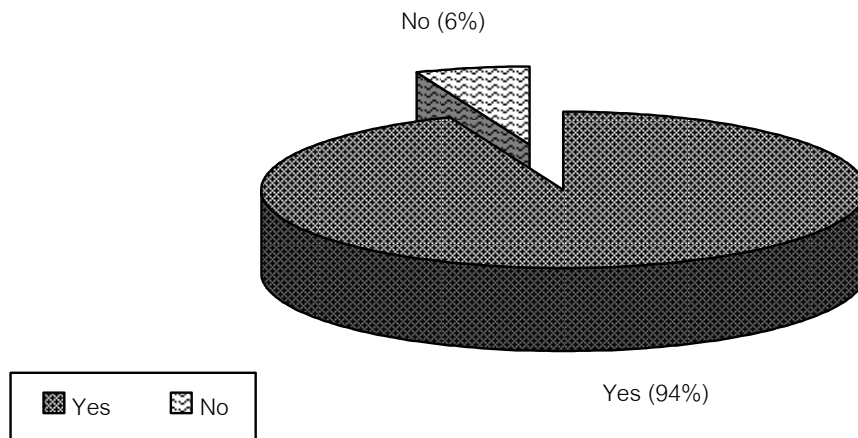


Figure 8: Message Relevance between Banner Ads and Target Ads

The result became clear that most of the customers (94%) agreed that advertising messages of target ads were related to those in banner ads. Customers may easily understand advertising messages because the target ads provided messages in a similar point with the banner ads. This reflects effectiveness of AIS online advertising in providing messages in a sequence.

#### 4.2.2.3 Message Value

In Figure 9, 72% of AIS customers identified that advertising messages of AIS target ads responded what they expected to see from the banner ads, while 28% identified the advertising messages did not respond their expectations.

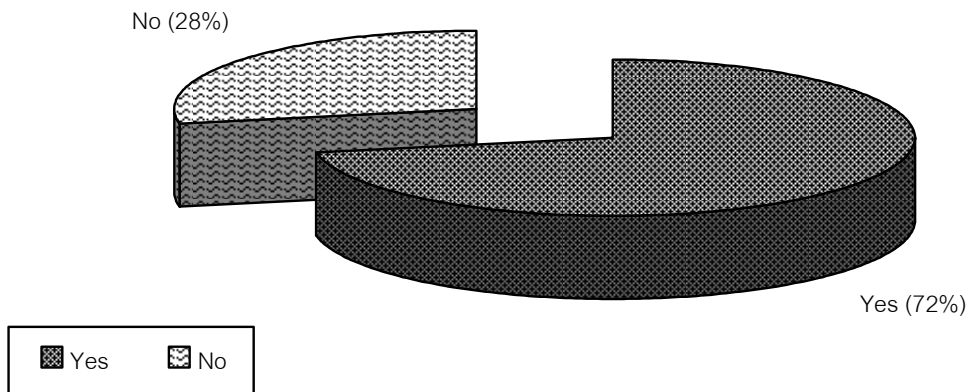


Figure 9: Message Value

Most of the customers (72%) received advertising messages as their prior expectations from a target ad. The result indicates that the target ads were able to provide advertising messages that the customers expected to see from banner clicking. This reflects effectiveness of AIS online advertising in helping most customers to reach their goals. However, 28% of the customers could not meet advertising messages as their prior expectations. The result implies that AIS online advertising may distract the customers' feeling while they exposed online advertising because they did not get their expected advertising messages. This may make the customers refuse to further expose the advertising.

#### 4.2.2.4 Message Personalization

With regard to message personalization, 70% of AIS customers identified that AIS target ads provided intimate advertising messages to their needs, and 30% identified the target ads did not provide them the intimate messages (see Figure 10).

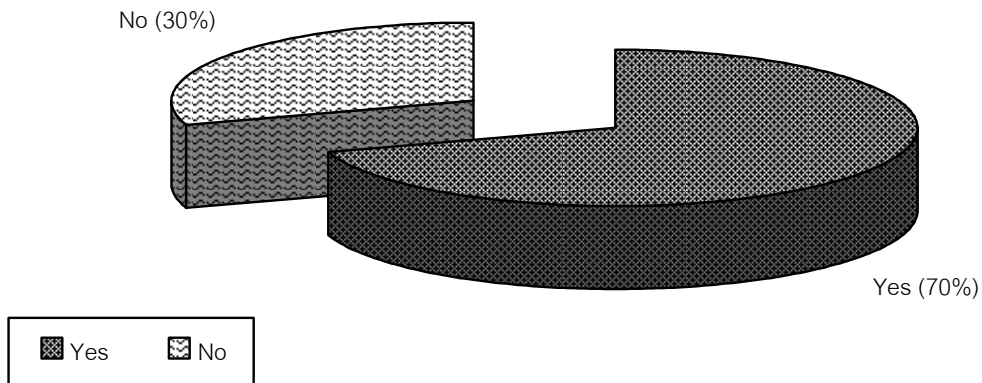


Figure 10: Message Personalization

The result shows that most of the customers (70%) received messages as their preferences from AIS target ads. This may reveal satisfaction of most customers towards services of AIS online advertising. However, from the result that 30% of the customers did not receive the intimate messages, this shows an ineffectiveness of AIS online advertising in providing messages which responded truly preferences of all customers.

To sum up, regarding four influential variables on interactivity, most of the AIS customers had a high level of involvement with AIS online advertising. They agreed with the relevance of advertising messages between banner ads and target ads. In addition, they received advertising messages as their expectations and preferences from AIS target ads. However, message value and message personalization need to be improved for responding expectations and preferences of all customers.

### 4.2.3 AIS Customers' Interactivity in AIS Target Ads

The result in Figure 11 shows that the majority of the AIS customers actively interacted with AIS advertising messages, including staying in the target ads for a while for looking at advertising messages (70%), clicking into deeper links of the target ads for viewing more advertising messages (54%), and bookmarking the target ads for future usage (18%). In addition, the customers also interacted with AIS advertisers by providing personal information (6%), and comments or feedbacks (4%) to AIS advertisers. Only 12% of the customers clicked away from the target ads right away.

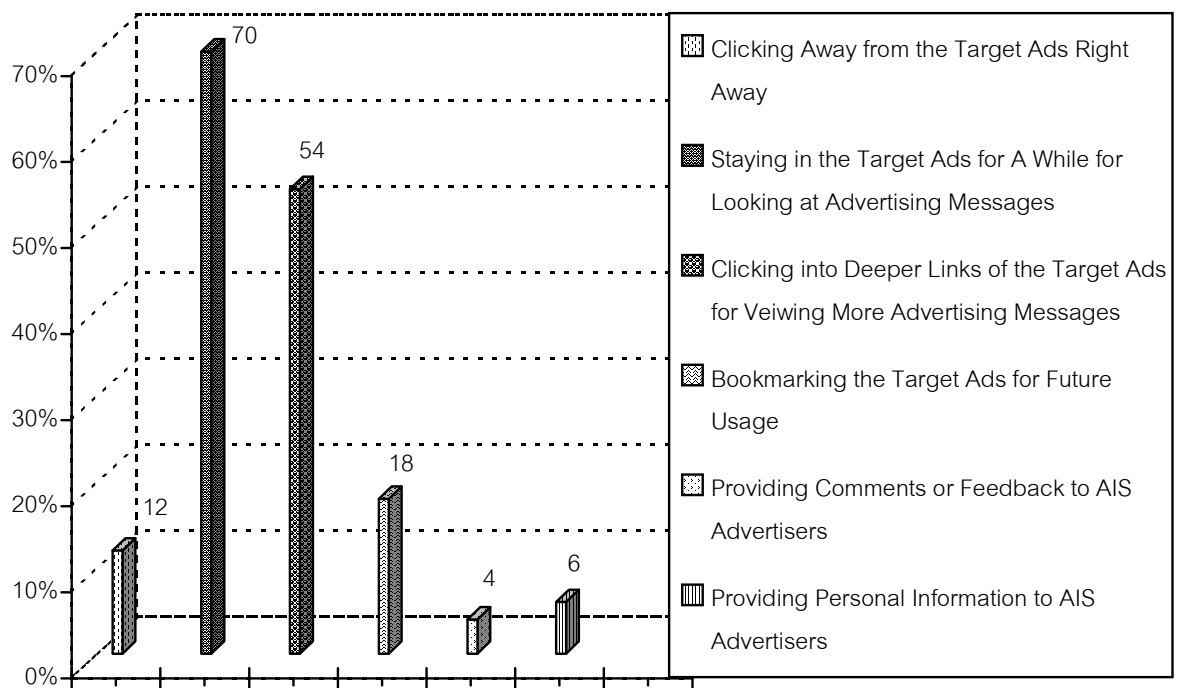


Figure 11: AIS Customers' Interactivity in AIS Target Ads

To explain why most customers actively interacted with the advertising messages, the researcher has to discuss the findings of all four influential variables on interactivity as follows:

The first influential variable on interactivity is level of involvement. The finding shows that the majority of AIS customers (72%) visited AIS target ads more than one time. This high involvement motivated active interactivity of the customers in AIS online advertising because the customers spent much time to deliberately process the advertising messages. This indicates effectiveness of AIS online advertising because it could draw attention of the customers to revisit and ongoing interacted with the advertising. The finding is consistent with what Petty and Cacioppo (1986) discussed in their research that involvement influences motivation of customers to process advertising messages. Similarly, Chung and Zhao (2004) pointed out that when customers have high involvement, they deliberately process advertising messages.

The second influential variable on interactivity is message relevance. According to the fact that 94% of the customers agreed with the relevance of advertising messages between banner ads and target ads of AIS online advertising, almost all of AIS customers had active interactivity in AIS online advertising. This may assume that because AIS online advertising gave a sequent message, which facilitated the customers to arrange their ideas and easily understand the advertising messages. Therefore, message relevance of AIS online advertising yielded the customers to further process the advertising messages. This is

similar to what Cho and Leckenby (1999) stated that message relevance influences active interactivity of customers in online advertising.

The third influential variable on interactivity is message value. The finding reveals that 72% of the customers received advertising messages from the target ads, which they expected to see from the banner ads. This relatively high percentage of message value influences active interactivity of the customers in AIS online advertising. The higher the customers received messages as their prior expectation, the higher motivation to process advertising messages. Because AIS target ads responded prior expectation of the customers, the customers may be confident to achieve their goals if they further interacted with the advertising messages in the target ads. Therefore, message value of AIS online advertising influenced active interactivity of the customers. This finding is consistent with Dongyoung, Leckenby and Joonhyung (2003). They found that interactivity of customers occurs when they meet their prior expectation.

The last influential variable on interactivity was message personalization. The majority of the customer (70%) received advertising messages, which meet their preferences, from AIS target ads. This may indicate that the customers were satisfied with AIS online advertising services. It is possible to assume that the advertising motivated interest of the customers, so they processed advertising messages through their active interactivity. This is similar to what Cho and Leckenby (1999) identified that customers are more likely to interact with advertising messages when they feel the advertising messages are intimate to them.

In conclusion, the four influential variables on interactivity, which are level of involvement, message relevance, message value, and message personalization, generated active interactivity of AIS customers in AIS online advertising messages.

### **4.3 AIS Customers' Attitudes towards AIS Online Advertising, Its Brand and Their Purchase Intention**

This part points out attitudes of AIS customers towards AIS online advertising, its brand, and their purchase intention. The results show that active interactivity of the customers created their positive attitudes towards three mentioned points (see Figure 12 to Figure 19).

#### **4.3.1 AIS Customers' Attitudes towards AIS Target Ads**

After AIS customers had interacted with AIS target ads, they expressed their attitudes towards AIS target ads in the following five points of the questionnaire:

##### **4.3.1.1 Interestingness**

The result shows that 50% of AIS customers agreed with interestingness of AIS target ads, 26% neither agreed nor disagreed, 14% strongly agreed, and 8% disagreed. Only 2% strongly disagreed with the point (see Figure 12).

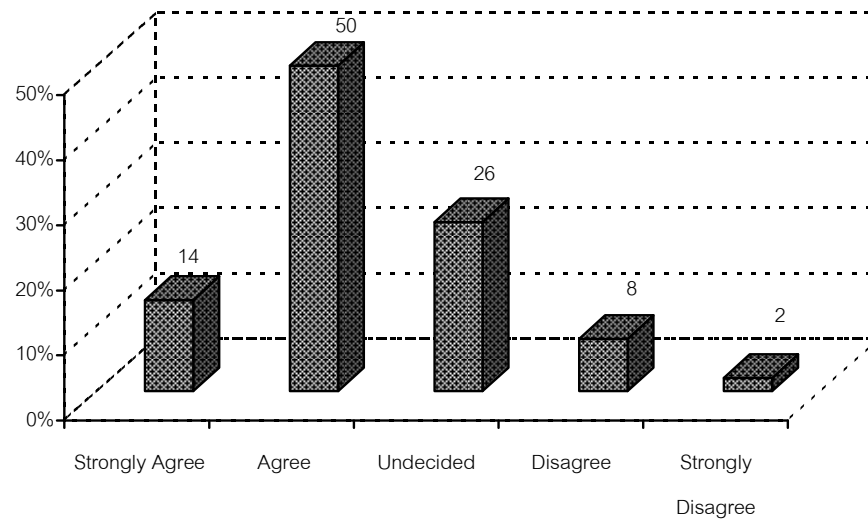


Figure 12: Interestingness

Half of the customers (50%) agreed that AIS target ads were interesting. This may be because AIS online advertising in November, 2006 provided a variety of services through 12 advertising versions. The customers had optional choices to choose advertising services as their preferences. According to the fact that 70% of the customers received intimate advertising messages (see Figure 10), almost all of the customers in this group were interested in AIS online advertising.

#### 4.3.1.2 Easy to Understand

The result shows that 58% of AIS customers agreed with easy to understand of AIS target ads, 20% neither agreed nor disagreed, 16% disagreed, and 6% strongly agreed (see Figure 13).

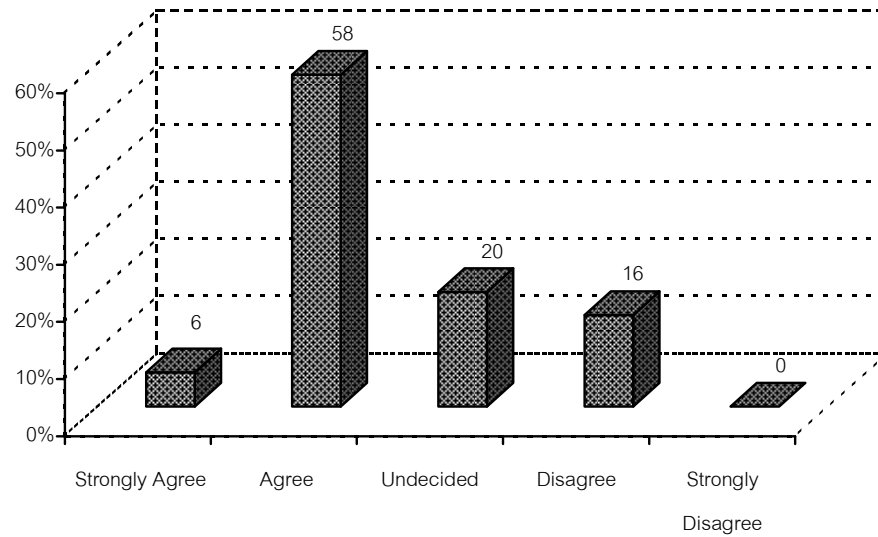


Figure 13: Easy to Understand

Most of the customers (58%) agreed that AIS target ads made them easily understand advertising messages. This may be because AIS online advertising provided relevant advertising messages between banner ads and target ads (94%: see Figure 8). Therefore, the customers could read advertising messages in a sequence.

#### 4.3.1.3 Informativeness

The result shows that 52% of AIS customers agreed with informativeness of AIS target ads, 30% neither agreed nor disagreed, 12% disagreed, and 4% strongly disagreed. Only 2% strongly agreed with the point (see Figure 14).

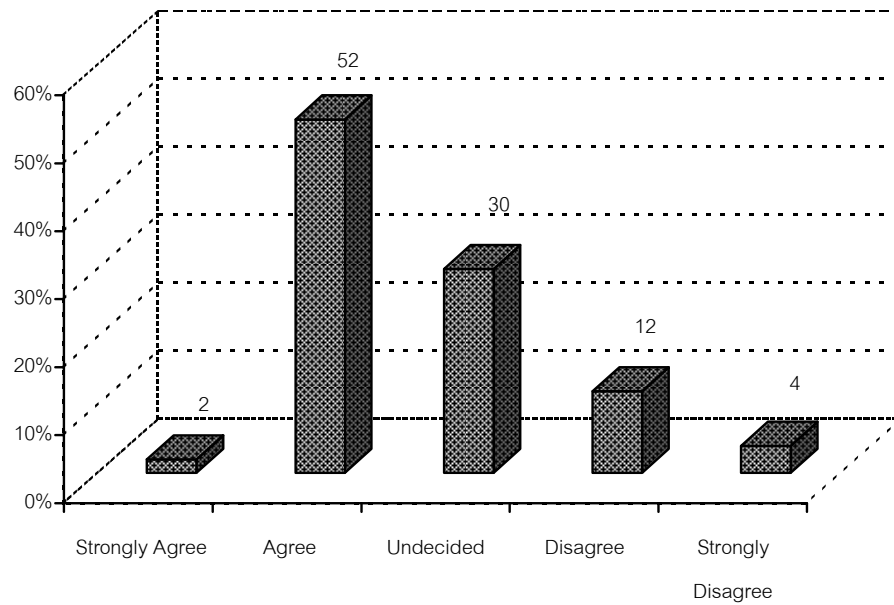


Figure 14: Informativeness

The majority of the customers (52%) agreed that AIS target ads provided detailed advertising information. This may be because AIS target ads provided messages, which responded prior expectation of most customers (72%: see Figure 9). This reason may made most of the customers believed that they received detailed information from AIS advertising messages.

#### 4.3.1.4 Entertainment

The result shows that 36% of AIS customers agreed with entertainment of AIS target ads, 22% neither agreed nor disagreed, 16% strongly agreed, 14% disagreed, and 12% strongly disagreed (see Figure 15).

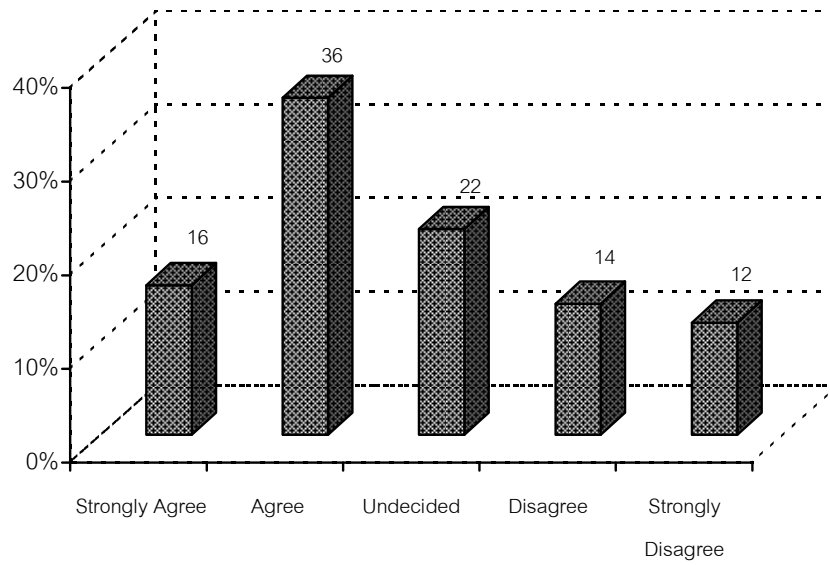


Figure 15: Entertainment

The majority of the customers (36%) agreed with entertainment of AIS target ads.

This may be because all 12 versions of AIS online advertising had different techniques of presentation, such as bright colors, animation and sound. The customers would perceive a variety of entertaining presentation, which enhance their enjoyment while they exposing online advertising.

#### 4.3.1.5 Attractiveness

The result shows that 38% of AIS customers agreed with attractiveness of AIS target ads, 24% neither agreed nor disagreed, 16% strongly agreed, 12% disagreed, and 10% strongly disagreed (see Figure 16).

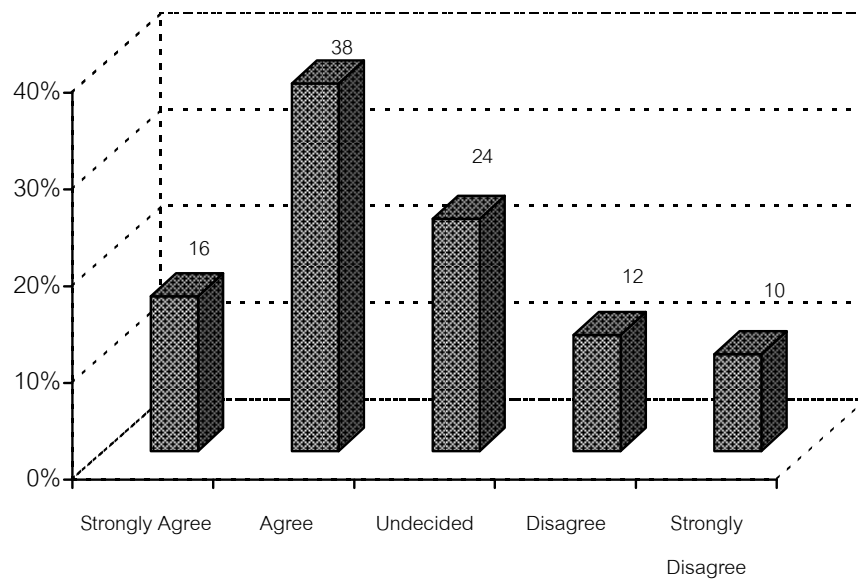


Figure 16: Attractiveness

The majority of the customers (38%) agreed that AIS target ads were attractive. This may be because AIS online advertising promoted many services, such as calling melody contest, news update through mobile phone, or SMS, MMS, Calling Melody Ringtone and PC download. In addition, the advertising provided detailed information and had entertaining presentation. From these reasons, most of the customers paid more attention to AIS online advertising.

In sum, most AIS customers had positive attitudes towards AIS online advertising. They agreed that AIS target ads were interesting and attractive. The target ads provided detailed information and made them easily understand the advertising messages. In addition, the target ads had entertaining techniques of presentation.

### 4.3.2 AIS Customers' Attitudes towards the Brand of AIS

Customers expressed their positive and negative feelings as well as loyalty towards the brand of AIS.

#### 4.3.2.1 Customers' Positive and Negative Attitudes

Figure 17 shows that the majority of AIS customers (74%) had positive attitudes towards AIS brand. Only 26% of them had negative attitudes. The reason that most customers had positive attitudes towards AIS brand may be because its online advertising provided customized messages to their needs and tastes. This could lead to their satisfactions towards the brand of AIS.

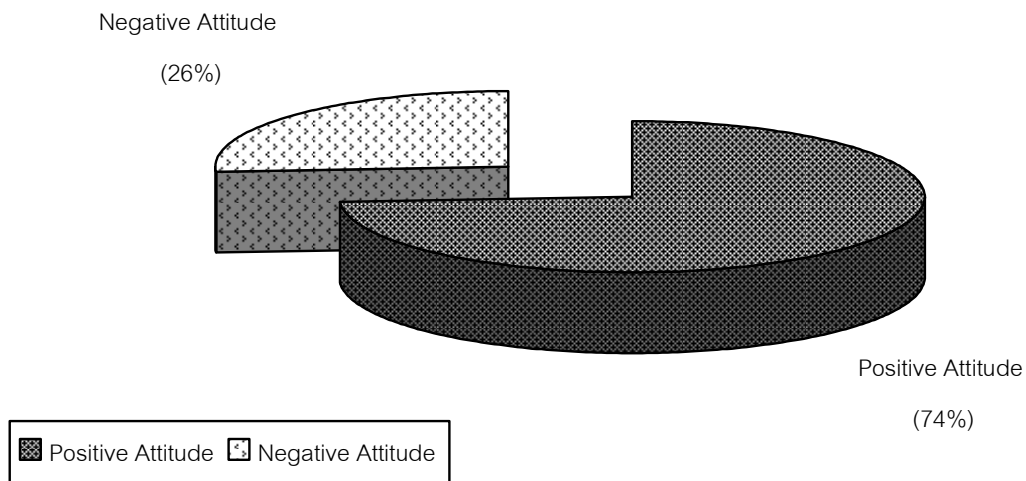


Figure 17: Customers' Positive and Negative Attitudes

#### 4.3.2.2 Customers' Loyalty towards AIS Brand

Figure 18 shows that most AIS customers (70%) were loyal to use services of AIS. Only 30% were disloyal. This reflects trust of most customers to AIS Company and their

intention to use services under this brand. To explain why most of the customers trusted AIS brand, the researcher has to refer to what Fulk and Boyd (1991) stated that online advertising promotes trust of customers through reciprocity in information exchange if the advertising delivers intimate ads as customers' preferences. This can be concluded that AIS online advertising could provide satisfied advertising services to the customers.

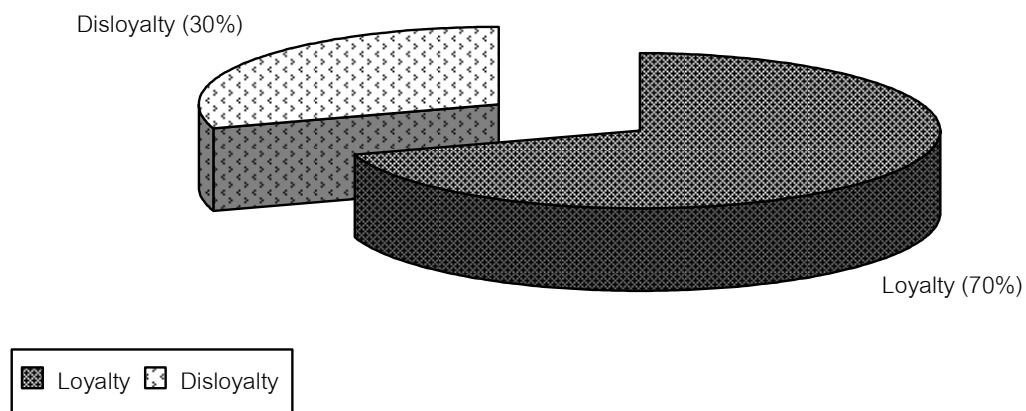


Figure 18: Customers' Loyalty towards AIS Brand

In sum, most AIS customers had positive attitudes towards the brand of AIS. They trusted AIS Company and intended to use the services under this brand.

#### 4.3.3 Purchase Intention

Figure 19 shows that 70% of AIS customers remarkably intended to purchase services of AIS online advertising. This may be because the customers received intimate messages to their needs and they were satisfied with advertising services.

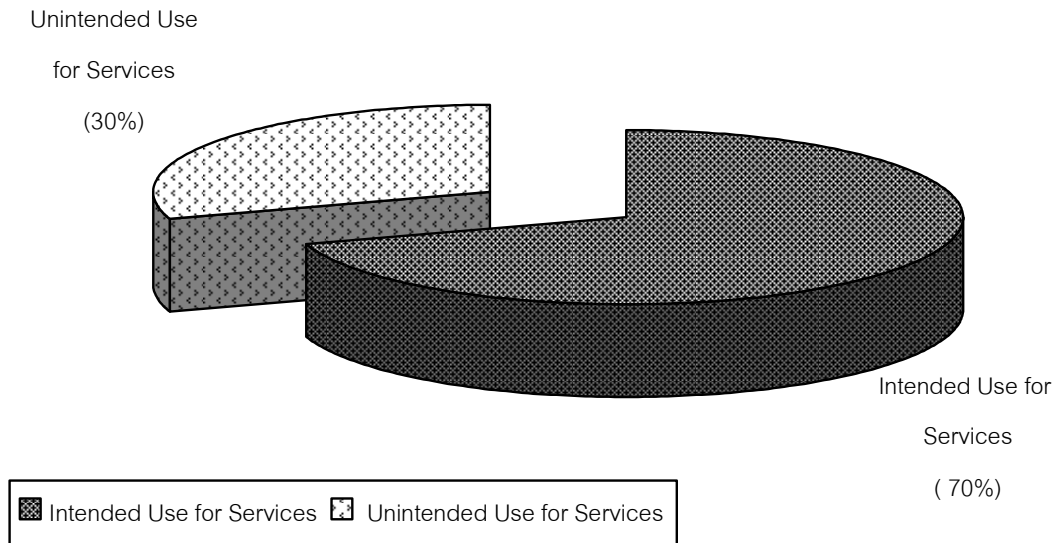


Figure 19: Purchase Intention

According to the findings about AIS customers' attitudes towards AIS online advertising, its brand and their purchase intention, most AIS customers had positive attitudes towards AIS online advertising in November, 2006. The customers agreed that AIS target ads were interesting at 50%, provided detailed information at 52%, and made them easily understand advertising messages at 58%. In addition, most customers agreed that AIS target ads had entertaining presentation at 36% and attractiveness at 38%. Regarding the brand, the majority of the customers (74%) had positive attitudes and loyalty (70%) towards the brand of AIS. Most of them (70%) intended to purchase AIS online advertising services.

The overall findings can be assumed that attitudes of most customers were effected by their active interactivity in AIS online advertising. This is because the active interactivity made the customers deliberately process advertising messages. The customers could

make better understanding about advertising services. Then, they developed their positive feelings towards the advertising and the brand, which eventually led to their high decision making for purchasing the advertising services. The finding is similar to what Zhang and Wang (2005) discussed that interactivity yields positive attitudes of consumers towards advertising. Similarly, Ko, Cho, and Marilyn (2005) and Chung and Zhao (2004) stated that consumers' interactivity has a positive effect on their attitudes towards advertising, which effected positive attitudes towards the brand and purchase intention.

In conclusion, most AIS customers had positive attitudes towards AIS online advertising. They expressed their trust to the brand of AIS, and they intended to purchase AIS advertising services. Overall results of the customers' attitudes are a good predictor of ongoing and strong relationship of AIS Company and its customers in the future.

## CHAPTER 5

### CONCLUSION

This chapter presents a conclusion, limitations of the study, and recommendations for further studies.

#### 5.1 Conclusion

To date online advertising has been growing rapidly as a commercial medium. This is because online advertising provides channels to customers in actively interacting with the advertising and purchasing products or services. Due to the high competitive market of telecommunication business, AIS, the biggest mobile phone service provider, launches various versions of online advertising to persuade its customers to purchase the advertising services. The wide use of online advertising is necessary for AIS to understand its advertising effectiveness in order to reach successful marketing communication.

This study was undertaken to investigate interactivity of AIS customers in AIS online advertising by looking at the four influential variables on interactivity (level of involvement, message relevance, message value and message personalization), and its effects on customers' attitudes towards AIS online advertising, the brand, and purchase intention. Twelve updated versions of AIS online advertising presented in November, 2006 were used to investigate two phases of interactivity by customers. Data in the study were collected by

online questionnaire with 50 AIS customers, who interacted with AIS online advertising in November, 2006.

The findings reveal that the four influential variables on interactivity generated active interactivity of AIS customers in AIS online advertising. Most AIS customers (72%) visited each AIS target ad more than one time. This indicates their high level of involvement with AIS online advertising. The majority of the customers (94%) agreed with the relevance of advertising messages between banner ads and target ads. Most of them (72%) received advertising messages as their expectations and 70% received advertising messages as their preferences. The effectiveness of these four variables generated active interactivity of the customers towards AIS online advertising, such as staying in the target ads for a while for looking at the advertising messages, clicking into deeper links of the target ads for viewing more advertising messages, and bookmarking the target ads for future usage.

Customers' active interactivity also affected their positive attitudes towards AIS online advertising, the brand of AIS, and their purchase intention. These findings indicate an effectiveness of AIS online advertising in building both positive attitudes and trust of the customers to AIS Company.

In summary, as AIS has used online advertising for their marketing communication, interactivity is an effective tool to assess effectiveness of its online advertising (Hoffman; & Novak. 1996). AIS can design new online advertising versions and improve its online advertising effectively. So, the know-how of online advertising effectiveness enhances AIS

chance to increase more sales, profits, and reserve its market shares through strong relationship building with its customers.

## **5.2 Limitations of the Study**

This study has the following limitations:

5.2.1 As this study was conducted with only 50 customers of AIS, the findings may not be applied broadly to all AIS customers.

5.2.2 This study was limited to interactivity and attitudes of only AIS customers. There were more customers of other mobile phone service providers, such as DTAC or True Move, who exposed AIS online advertising. Therefore, the findings may not represent interactivity and attitudes on non AIS customers.

## **5.3 Recommendations for Further Studies**

The researcher recommends the following points for further studies:

5.3.1 A comparative study on interactivity of customers in online advertising of different mobile service providers' brands, such as DTAC or True Move should be conducted. The study will be one effective way for indicating effectiveness of online advertising with other different brands. The result can help advertisers and marketers to realize both strong and weak points of others and can adapt these points to improve online advertising of their companies.

5.3.2 Since AIS takes the largest market share of 58.3% (NECTEC.2005: Online) and other mobile phone service providers, such as DTAC, True Move, or HUTCH have strongly competed to provide interesting mobile phone services, including watching movies, surfing the Internet, or downloading music, the study on functions of mobile phone should be conducted into detail in order to study customers' preferences towards mobile phone services. The study on functions of mobile phone will help AIS to compete the rivals and fulfill the needs of its customers.

5.3.3 Due to continual changes of various versions of AIS online advertising, the results of the four influential variables on interactivity and the effects of interactivity on customers' attitudes towards online advertising, the brand and purchase intention are possible to be changed. Therefore, it is worthwhile to conduct an ongoing study in order to consider a long-term effectiveness of AIS online advertising through the four variables on interactivity and customers' attitudes towards online advertising, the brand and purchase intention. This will be an effective way to improve marketing communication of the AIS Company.

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## APPENDICES

## Appendix I

### Questionnaire on AIS Customers' Interactivity in AIS Online Advertising

This questionnaire is designed to explore interactivity and attitudes of AIS customers towards AIS online advertising, its brand and their purchase intention. Your cooperation in completing this questionnaire would be appreciated.

After you complete the questionnaire, please send it back to the researcher' e-mail address at [hai\\_oum@hotmail.com](mailto:hai_oum@hotmail.com).

**Remark:** Target ad means the main page of online advertising that is linked from the banner ad and provides more information about advertising services.

Banner ad means a small rectangular graphic image that is linked to a target ad.

#### Part I Personal Data of AIS Customers

Directions: Please mark  in  which best describe your answer.

1. Gender	<input type="checkbox"/> Male	<input type="checkbox"/> Female
2. Age	<input type="checkbox"/> Less than 15	<input type="checkbox"/> 15-20
	<input type="checkbox"/> 21-25	<input type="checkbox"/> 26-30
	<input type="checkbox"/> 31-35	<input type="checkbox"/> More than 35
3. Educational Level	<input type="checkbox"/> Secondary School	<input type="checkbox"/> High School
	<input type="checkbox"/> Vocational School	<input type="checkbox"/> Bachelor's Degree
	<input type="checkbox"/> Master's Degree	<input type="checkbox"/> Others (Please specify).....
4. Occupation	<input type="checkbox"/> Government official	<input type="checkbox"/> Business employee
	<input type="checkbox"/> Business owner	<input type="checkbox"/> Housewife
	<input type="checkbox"/> Student	<input type="checkbox"/> Others (Please specify).....
5. Your Monthly Income	<input type="checkbox"/> Below ₱5,000	<input type="checkbox"/> ₱5,001-₱10,000
	<input type="checkbox"/> ₱10,001-₱15,000	<input type="checkbox"/> ₱15,001-₱20,000

Part II Information about AIS Customers' Interactivity

Directions: Please mark ✓ in  which best describe your answers.

1. Which were the attractive banner ads that made you click to view advertising messages in the linked target ads in November, 2006? (You can choose more than one answers)

V.1 Calling Melody Contest



V.2 One2Call Visa Card



V.3 Boundless Connection to New Friends



V.4 Free Your Mind through MMS, SMS, Calling Melody, Ringtone and PC download



V.5 Let's Go



V.6 Thailand Game Festival



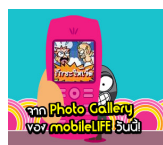
V.7 Happy Feet from MobileLife Movie



V.8 Concert Tour at Chiang Mai with Yarinda



V. 9 Photo Gallery from MobileLife



V.10 M2G\*855



V.11 Cool Surf



V.12 Voice2U Black Vanilla



2. Which websites did you click the banner ads to view AIS advertising messages in the target ads in November, 2006?

(You can choose more than one answers)

- |   |   |
|---|---|
| <input type="checkbox"/> www.sanook.com               | <input type="checkbox"/> www.kapook.com |
| <input type="checkbox"/> www.teenee.com               | <input type="checkbox"/> www.pantip.com |
| <input type="checkbox"/> www.mthai.com                | <input type="checkbox"/> www.dek-d.com  |
| <input type="checkbox"/> Others (Please specify)..... |   |

3. How often did you visit each of interesting target ads to view the advertising messages in November, 2006?

- |                                  |  |
|----------------------------------|--|
| <input type="checkbox"/> 1 time  | <input type="checkbox"/> 2 times           |
| <input type="checkbox"/> 3 times | <input type="checkbox"/> More than 3 times |

4. From your experiences in visiting AIS target ads in November, 2006, please give your information about the following sub-questions?

4.1 Did most AIS target ads provide relevant advertising messages with the banner ads?

- |  |  |
|--|--|
| <input type="checkbox"/> Yes, (Please specify) ..... | <input type="checkbox"/> No, (Please specify)..... |
|--|--|

4.2 Did advertising messages of most AIS target ads respond to what you expected to see from the banner ads?

- |  |   |
|--|---|
| <input type="checkbox"/> Yes, (Please specify) ..... | <input type="checkbox"/> No, (Please specify) ..... |
|--|---|

4.3 Did most target ads provide intimate advertising messages to your need?

- |  |   |
|--|---|
| <input type="checkbox"/> Yes, (Please specify) ..... | <input type="checkbox"/> No, (Please specify) ..... |
|--|---|

5. How did you interact with AIS target ads? (You can choose more than one answers)

- Clicking away from the target ads right away
- Staying in the target ads for awhile for looking at the advertising messages
- Clicking into deeper links of the target ads for viewing more advertising messages
- Bookmarking the target ads for future usage
- Providing comments or feedback to AIS advertisers
- Providing personal information to AIS advertisers

Part III AIS Customers' Attitudes towards AIS Online advertising, Its Brand and Their Purchase Intention:  
 This part is divided into three sub-parts as follows:

3.1 AIS Customers' Attitudes towards AIS Target Ads

Directions: Please mark ✓ in  which best describe your answers.

Attitudes towards AIS Target Ads	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. Interestingness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Informativeness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Attractiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3.2 AIS Customers' Attitudes towards the Brand of AIS

Directions: Please mark ✓ in  which best describe your answers.

1. Did you have positive attitude towards the brand of AIS after you interacted with its online advertising?

Yes

No

2. Are you loyal to use services under the brand of AIS?

Yes

No

3.3 Purchase Intention

Direction: Please mark ✓ in  which best describe your answer.

1. After you interacted with AIS target ads, how you rate the level of your intention to use the advertising services?

Intend

Unintended

If you have any comments on AIS online advertising, please enter them below:

.....  
 .....  
 .....

*Thank you very much for your cooperation*

## แบบสอบถาม

### เรื่องปฏิสัมพันธ์ของลูกค้าเอไอเอสต่อโฆษณาเอไอเอสทางอินเทอร์เน็ต

แบบสอบถามนี้ได้จัดทำขึ้นเพื่อสำรวจการมีปฏิสัมพันธ์และทัศนคติของลูกค้าเอไอเอสที่มีต่อโฆษณาทางอินเทอร์เน็ต ตรวจสอบค่าและความตั้งใจใช้บริการของบริษัทเอไอเอส หลังจากที่ท่านตอบแบบสอบถามฉบับนี้เรียบร้อยแล้ว กรุณาส่งแบบสอบถามมายัง [hai\\_oum@hotmail.com](mailto:hai_oum@hotmail.com). ผู้วิจัยใคร่ขอขอบคุณเป็นอย่างสูงที่สละเวลาอันมีค่าในการตอบแบบสอบถามฉบับนี้ ความคิดเห็นของท่านจะนำไปใช้ประโยชน์ในเชิงวิชาการเท่านั้น และจะเก็บรักษาไว้เป็นความลับ

หมายเหตุ: หน้าโฆษณาหลัก หมายถึง หน้าโฆษณาที่เชื่อมต่อกจากป้ายโฆษณามีหน้าที่ให้ข้อมูลเพิ่มเติมเกี่ยวกับบริการที่โฆษณา

ป้ายโฆษณา หมายถึง ป้ายสี่เหลี่ยมที่ปรากฏอยู่ในเว็บไซต์ ท่านสามารถคลิกป้ายโฆษณานี้เพื่อทำการเชื่อมต่อไปยังหน้าโฆษณาหลัก

#### ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง: โปรดทำเครื่องหมาย  ลงใน  ที่กำหนดให้ตามความเป็นจริง

- |                   |  |   |
|-------------------|--|---|
| 1. เพศ            | <input type="checkbox"/> ชาย                 | <input type="checkbox"/> หญิง                   |
| 2. อายุ           | <input type="checkbox"/> ต่ำกว่า 15 ปี       | <input type="checkbox"/> 15-20 ปี               |
|                   | <input type="checkbox"/> 21-25 ปี            | <input type="checkbox"/> 26-30 ปี               |
|                   | <input type="checkbox"/> 31-35 ปี            | <input type="checkbox"/> มากกว่า 35 ปี          |
| 3. ระดับการศึกษา  | <input type="checkbox"/> มัธยมศึกษาต้น       | <input type="checkbox"/> มัธยมศึกษาปลาย         |
|                   | <input type="checkbox"/> ปวช/ปวส             | <input type="checkbox"/> ปริญญาตรี              |
|                   | <input type="checkbox"/> ปริญญาโท            | <input type="checkbox"/> อื่น ๆ (โปรดระบุ)..... |
| 4. อาชีพ          | <input type="checkbox"/> พนักงานรัฐ          | <input type="checkbox"/> พนักงานบริษัทเอกชน     |
|                   | <input type="checkbox"/> เจ้าของธุรกิจ       | <input type="checkbox"/> แม่บ้าน                |
|                   | <input type="checkbox"/> นักเรียน            | <input type="checkbox"/> อื่น ๆ (โปรดระบุ)..... |
| 5. รายได้ต่อเดือน | <input type="checkbox"/> ต่ำกว่า 5,000 บาท   | <input type="checkbox"/> 5,001 – 10,000 บาท     |
|                   | <input type="checkbox"/> 10,001 – 15,000 บาท | <input type="checkbox"/> 15,001-20,000 บาท      |

## ส่วนที่ 2 ข้อมูลการมีปฏิสัมพันธ์ของลูกค้าในหน้าโฆษณาหลักของเอไอเอส

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงใน  ที่กำหนดให้ตามความเป็นจริง

1. ในช่วงเดือนพฤศจิกายนที่ผ่านมาป้ายโฆษณาใดที่ท่านสนใจและคลิกเพื่อเข้าชมข้อมูลในหน้าโฆษณาหลักของเอไอเอส (สามารถเลือกคำตอบได้มากกว่า 1 ข้อ)

- V.1 ประกวดแต่งเสียงเพลงรอสาย (Calling Melody Contest)  V.2 วันทุกคน วิซ่าการ์ด (One2Call Visa Card)



- V.3 ทำความรู้จักเพื่อนใหม่ผ่าน Boundless Connection to New Friends  V.4 ปลดปล่อยอิสระทางความคิดด้วยการร่วมสนุกกับ MMS, SMS, Calling Melody, Ringtone and PC download



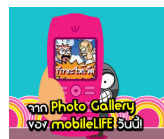
- V.5 ทำผู้กล้าฟันฝ่าอุปสรรค (Let's Go)  V.6 พบกับสุดยอดเกมส์ (Thailand Game Festival)



- V.7 ชิงตั๋วหนัง IMAX 3D 100 ที่นั่ง โหลดรูปจากหนังน่ารักแห่งปี Happy Feet from MobileLife Movie  V.8 ร่วมทำลมหนาวที่เชียงใหม่กับยุวรินดา (Concert Tour at Chiang Mai with Yarinda)



- V. 9 ส่ง MMS หรือ ดาวน์โหลด Wallpaper จาก Photo Gallery ของ MobileLife  V.10 ส่งเพลง...บอกความรู้สึกด้วย M2G\*855



- V.11 Cool Surf เมนูความสนุกใหม่บนมือถือ  V.12 ปฏิบัติการพิเศษ!! Voice2U ทำให้จับ Black Vanilla



2. ในช่วงเดือนพฤศจิกายนที่ผ่านมาท่านคลิกป้ายโฆษณาเพื่อเข้าชมข้อมูลบริการของเอไอเอส จากเว็บไซต์ในบ้าง (สามารถเลือกคำตอบได้มากกว่า 1 ข้อ)

- |   |   |
|---|---|
| <input type="checkbox"/> www.sanook.com         | <input type="checkbox"/> www.kapook.com |
| <input type="checkbox"/> www.teenee.com         | <input type="checkbox"/> www.pantip.com |
| <input type="checkbox"/> www.mthai.com          | <input type="checkbox"/> www.dek-d.com  |
| <input type="checkbox"/> อื่น ๆ (โปรดระบุ)..... |   |

3. ในช่วงเดือนพฤศจิกายนที่ผ่านมา ท่านเข้าชมข้อมูลในแต่ละหน้าโฆษณาหลักที่ท่านสนใจโดยเฉลี่ยกี่ครั้ง

- |                                  |  |
|----------------------------------|--|
| <input type="checkbox"/> 1 ครั้ง | <input type="checkbox"/> 2 ครั้ง         |
| <input type="checkbox"/> 3 ครั้ง | <input type="checkbox"/> มากกว่า 3 ครั้ง |

4. จากประสบการณ์ของท่านในการเข้าชมหน้าโฆษณาหลักของเอไอเอส ช่วงเดือนพฤศจิกายนที่ผ่านมา กรุณาให้ข้อมูลของท่านใน คำถามย่อต่อไปนี้

4.1 ข้อมูลในหน้าโฆษณาหลักส่วนใหญ่ของเอไอเอส สัมพันธ์กับข้อมูลที่ปรากฏในป้ายโฆษณาใช่หรือไม่

- |  |  |
|--|--|
| <input type="checkbox"/> ใช่ (โปรดระบุ)..... | <input type="checkbox"/> ไม่ใช่ (โปรดระบุ) ..... |
|--|--|

4.2 ข้อมูลในหน้าโฆษณาหลักส่วนใหญ่ของเอไอเอส ตอบสนองข้อมูลที่ท่านคาดหวังจะเห็นจากป้ายโฆษณาใช่หรือไม่

- |   |  |
|---|--|
| <input type="checkbox"/> ใช่ (โปรดระบุ) ..... | <input type="checkbox"/> ไม่ใช่ (โปรดระบุ) ..... |
|---|--|

4.3 ข้อมูลในหน้าโฆษณาหลักส่วนใหญ่ของเอไอเอส ให้ข้อมูลที่เข้าถึงความต้องการที่แท้จริงของคุณใช่หรือไม่

- |   |  |
|---|--|
| <input type="checkbox"/> ใช่ (โปรดระบุ) ..... | <input type="checkbox"/> ไม่ใช่ (โปรดระบุ) ..... |
|---|--|

5. ท่านมีปฏิสัมพันธ์กับหน้าโฆษณาหลักของเอไอเอส อย่างไรบ้าง (สามารถเลือกคำตอบได้มากกว่า 1 ข้อ)

- คลิกออกจากหน้าโฆษณาหลักนั้นทันที
- ชมข้อมูลในหน้าโฆษณาหลักนั้นสักครู่
- คลิก ลิงค์อื่น ๆ ที่อยู่ภายในหน้าโฆษณาหลักเพื่อชมข้อมูลเพิ่มเติม
- บัญชีมาร์ค (Bookmark) หน้าโฆษณาหลักเพื่อความสะดวกในการเข้าชมข้อมูลครั้งต่อไป
- เสนอแนะข้อคิดเห็นเพิ่มเติมไปยังนักโฆษณาของเอไอเอส
- ให้ข้อมูลส่วนตัวของท่านไปยังนักโฆษณาของเอไอเอส

ส่วนที่ 3 ทศนคติของลูกค้าที่มีต่อโฆษณาทางอินเทอร์เน็ต ตราสินค้าและความตั้งใจใช้บริการของบริษัท  
เอไอเอสแบบสอบถามส่วนนี้แบ่งออกเป็น 3 หัวข้อย่อย ดังนี้

### 3.1 ทศนคติที่มีต่อหน้าโฆษณาหลักของเอไอเอส

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงใน  ที่กำหนดให้ตามความเป็นจริง

ทศนคติที่มีต่อหน้าโฆษณาหลัก ของเอไอเอส	เห็นด้วย อย่างยิ่ง	เห็นด้วย	เฉย ๆ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
1. ความน่าสนใจ					
2. ความง่ายต่อการทำความเข้าใจ					
3. การให้ข้อมูลโฆษณาครบถ้วน					
4. การนำเสนอที่ให้ความเพลิดเพลิน					
5. การดึงดูดใจ					

### 3.2 ทศนคติที่มีต่อตราสินค้าเอไอเอส

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงใน  ที่กำหนดให้ตามความเป็นจริง

1. หลังจากชมโฆษณาท่านมีทศนคติที่ดีต่อตราสินค้าของบริษัทเอไอเอส ใช่หรือไม่

ใช่

ไม่ใช่

2. ท่านมีความเชื่อมั่นในการบริการของบริษัทเอไอเอส ใช่หรือไม่

ใช่

ไม่ใช่

### 3.3 ความตั้งใจซื้อบริการที่โฆษณา

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงใน  ที่กำหนดให้ตามความเป็นจริง

1. หลังจากท่านชมโฆษณาของเอไอเอสแล้ว ท่านมีความตั้งใจที่จะใช้บริการที่โฆษณาอยู่ในระดับใด

ตั้งใจ

ไม่ตั้งใจ

หากท่านมีข้อเสนอแนะหรือข้อแนะนำใด ๆ เกี่ยวกับโฆษณาทางอินเทอร์เน็ตของบริษัทเอไอเอส กรุณากรอกข้อมูลของท่านในช่องว่าง  
ด้านล่างนี้

.....

.....

.....

ขอขอบพระคุณเป็นอย่างสูงสำหรับความร่วมมือในการตอบแบบสอบถามฉบับนี้

## Appendix II

## Imaged Examples of Banner Ad and Target Ad

## 1. Banner Ad

The screenshot shows the PANTIP.COM website in Microsoft Internet Explorer. The browser address bar displays "http://www.pantip.com/". The website header includes navigation links like "เลือกห้องอื่นๆ" and "เลือกห้อง". The main content area features several news items under the heading "ประกาศข่าวและกิจกรรมร่วมสนุก สำหรับชาว PANTIP". A prominent banner at the bottom of the page reads "NATION ADMISSION 2006".

## 2. Target Ad

The screenshot shows the Connect website in Microsoft Internet Explorer. The browser address bar displays "http://connect.ais-izone.com/main.html". The website header includes the "Connect" logo and the tagline "Boundless connection to new friends". The main content area features a "Welcome to Our Website" message, a "Login" form, and a "Popular Photos" section. The footer includes links to "AIS GSM", "AIS One-2-Call", "GSM 1800", "AIS Sawasdee", "AIS mobileLIFE", and "AIS Smart Solutions".

VITAE

## VITAE

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