



**KEY ATTRIBUTES OF EFFECTIVE ONLINE  
ADVERTISING ON INTERNET USERS  
IN THAILAND**

**BY**

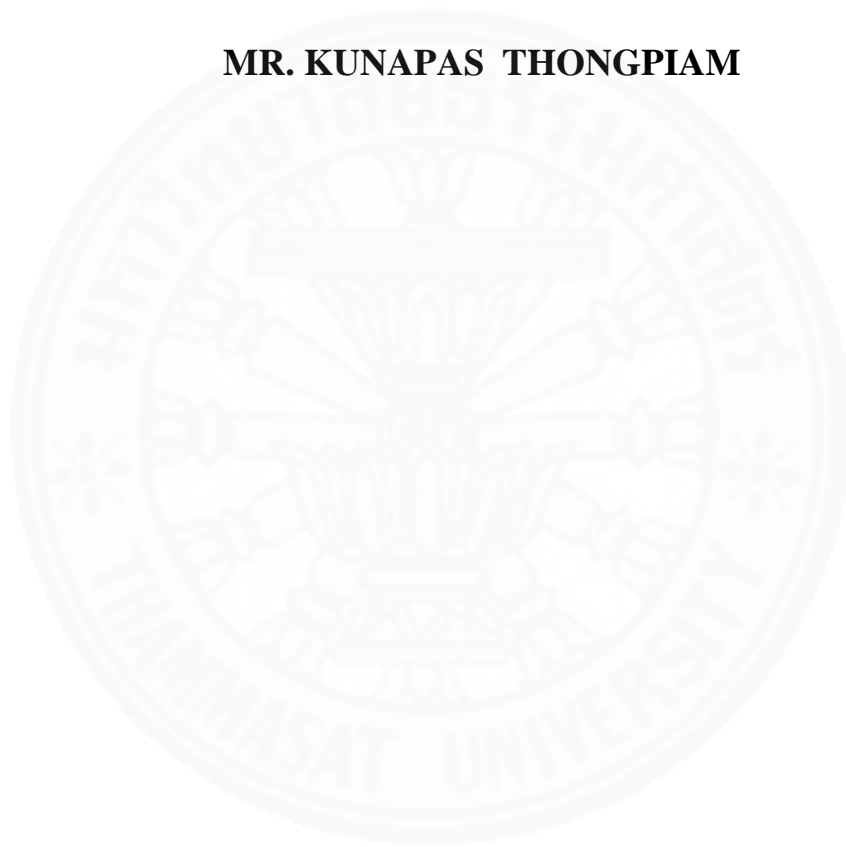
**MR. KUNAPAS THONGPIAM**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE  
OF MASTER OF SCIENCE PROGRAM IN MARKETING  
(INTERNATIONAL PROGRAM)  
FACULTY OF COMMERCE AND ACCOUNTANCY  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2019  
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INDEPENDENT STUDY

BY

MR. KUNAPAS THONGPIAM

ENTITLED

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USERS IN THAILAND

was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)

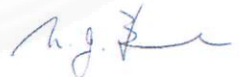
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(Associate Professor Ruth Banomyong, Ph.D.)

Independent Study Title	KEY ATTRIBUTES OF EFFECTIVE ONLINE ADVERTISING ON INTERNET USERS IN THAILAND
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## **ABSTRACT**

As more companies and brands in Thailand started to realize the opportunity in the online market, digital advertising expenditure is expected to exceed THB 20 Billion by the end of 2019 (DAAT, 2019), the competition on online advertising is on the rise and is expected to be more intense in the future. That is why marketers in Thailand need to understand and be able to utilize the right online marketing tactics for the right marketing purposes

This study is a contemporary topic in applied marketing that focuses mainly on 3 objectives. 1.) To study is to identify the positive & negative impacts of each online advertising attributes on internet users in Thailand. 2.) To understand the actions, the Thai audience takes when they see each type of online ad. 3.) To evaluate the effectiveness of each online advertising medium.

In terms of research methodology, this research will use both qualitative and quantitative methodologies to conduct the research. The exploratory research will be conducted by in-depth interviews and secondary data research. For descriptive research, it will be conducted through an online survey with around 200 respondents who are internet users from ages between 18 to 65 and live in Thailand in order to understand the relationship between demographic, psychographic, and internet usage behavior on the effectiveness of an online advertisement.

In order to understand how each group of people feel and respond toward each type of the ads and also to understand which factors have a significant impact to the overall satisfaction and understand its relationship for each type of the ads. A descriptive analysis method had been used including frequency analysis, correlation analysis, compare mean analysis, cluster analysis, and regression analysis through a statistical software called SPSS.

The results show that there mainly 2 type of variables that have significant impact to the overall performance of the ads. The internet usage behavior and the attitude toward each ad. The cluster analysis classified the audience into 3 segment based on their internet usage behavior, the internet love, the internet hater, and the internet skeptics. These segment each have their own unique traits and their own attitude toward each type of the ads. In terms of factors that impact the effectiveness of the ads negatively are the repetitiveness of the ads and the disruption of the audiences' decision making process which result in the lower score of satisfaction level.

Further look into the compare mean analysis, the result shows that the ads that are likely to get click the most are shopping ads and search ads. The attribute that these two ads share in common is the low level of annoyance despite the high frequency of being seen. Another interesting finding from the ANOVA analysis is the negative relationship between the satisfaction level of the internet skeptics towards the remarketing ads which shows that they are more concern about the internet security and data privacy. They dislike the ad type that used their data to target them accurately despite the low level of annoyance.

**Keywords:** Online Marketing, Digital Marketing, Search Ads, Banner Ads, Video Ads, Popup Ads, Remarketing Ads, Shopping Ads

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# CHAPTER 1

## INTRODUCTION

### 1.1 Problem Statement and Research Purpose

The beginning of information age has forever changed the means in which media and information are being consumed. Internet has influenced the information consumption behaviours to shift from traditional media, such as newspapers, books, and televisions to new media that rely on digital technologies. Moreover, the introduction of smartphones, again, affected the consumption of online content from computer desktops to mobile devices so as to accommodate the on-the-go lifestyle. Therefore, increasing the potential and importance of online marketing as a channel to communicate the brand image and awareness for marketers and companies.

Currently, people around the world who consume media on the internet are increasing every day with more than 1 million people accessing the internet for the first time each day since 2018 (thenextweb.com, 2019). In total, there are around 4.39 billion internet users worldwide in 2019, which increase from 2018 by 366 million users or 9 percent growth YoY (Hootsuite, 2019). Moreover, people who are consuming internet media on mobile devices and smartphones are on the rise every day. On average, people consume the internet for 6 hours and 42 minutes per day, and 48% of that was through mobile devices (Hootsuite, 2019). As a result, we started to see why the effectiveness of marketing campaigns on traditional mediums started to decline (Desjardins, 2016). It was expected that the traditional advertisements will lose a big chunk of their market share to the digital advertisement due to the shift in behavior on how people consume media on online platforms.

According to the Interactive Advertising Bureau (IAB, 2017), internet advertisements' revenue in the USA was over \$ 20 billion in the first quarter of 2017, which increased around 23% compared to the previous year. Furthermore, research by Schwarzl & Grabowska (2015) shows that online marketing can save 62% in budget spent on advertising and still generate 3 times the lead of traditional marketing. On average, the return on online advertisement is around \$44.25 for every dollar spent. In

terms of consumers, 71% of all internet users are more likely to buy from the brand that they follow on social media and spend 83% more when online marketing campaign was involved. But still, there are some concerns and rooms for improvements, such as the user's experience aspect. 83% of social media users said that they had a bad experience with social media marketing.

For Thailand, the digital advertising expenditure is expected to exceed THB 20 Billion by the end of 2019 with the growth rate of 19% compared to last year (DAAT, 2019). Due to technological disruption, the shift in marketing landscape has also changed the way people consume advertisements, we found that Thailand's internet penetration is at 82%, with mobile usage penetration at 71% (Hootsuite, 2019). Thailand is also the top of the world in terms of mobile banking, the third in terms of social commerce, and the fifth in e-commerce (Hootsuite, 2019). Thailand has around 51 million social media users, with 49 million of them using social media through mobile devices (Hootsuite, 2019). With an additional survey collected from participants age 16 to 64, the top 5 social media platforms in Thailand are Facebook (93%), YouTube (91%), Line (84%), Facebook Messenger (72%) and Instagram (65%) (BangkokPost, 2019). Thai people spend around 9 hours 11 minutes per day on the internet, which is higher than the global average (BangkokPost, 2019).

In terms of how the audience feels about the online advertisement, the survey from Vieodesign.com shows that people do not really hate advertisements but they ignored the bad ones. 91% of the survey found advertisements to be more intrusive than in the past, which causes "ad fatigue", and make the audience engage with the ads less (Vieodesign.com, 2018). One of the thing people hate the most is poor customer experience such as, intrusive pop-ups, autoplay videos, or misleading ads messages, which can cause negative emotions for the audience and results in the negative perception of the brand. Moreover, the lack of trust in the brand can also cause ineffectiveness in the marketing campaign (Entrepreneur.com, 2019). People are becoming more skeptical on how the marketers obtain their data to target them and bombard them with the same ads. This make the message of the marketing campaign less effective and negatively impacts the brand image as well (Marketingweek.com, 2019).

As more companies and brands in Thailand started to realize the opportunity in the online market, the competition on online advertising is on the rise and is expected to be more intense in the future. That is why marketers in Thailand need to understand and be able to use the right online marketing medium for the right marketing purposes. The marketer should also be aware of all the issues that might occur along each stage of the customer's journey and be able to prevent them from happening in the first place. These data also show how much money was spent on online advertising around the world and how important it is to be aware of how the audience feels toward the advertisement. Otherwise, their marketing campaign might have a negative impact on their brands or products. Online marketers around the world need to fully understand and be able to optimize their marketing campaigns to meet the needs of their audience on each stage, and be able to minimize the loss of their customers along the flow on the website.

## **1.2 Research Objectives**

There are mainly 3 objectives for this independent study to explore for ways for online marketers to maximize the return on investment on different types of marketing purposes in Thailand. The lists of objectives are listed as follows:

Objective 1: To identify the positive & negative impacts of online advertising attributes on internet users in Thailand.

Objective 2: To understand the actions the Thai audience take when they see each type of online ads

Objective 3: To evaluate the effectiveness of online advertising medium

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

#### **2.1 Evolution of Online Advertising**

Online advertising has not just recently appeared at the peak of the internet era. It has been used and evolved over time since the early 1990s from just simple email marketing, pop-ups, website banner ads, and interstitials to a far more interactive ad. Due to the controversy of the ineffectiveness of the advertising banner, marketers at the time had been looking around for an alternative way to promote their product. One way to do that is to put their advertisement into an editorial content, which is also called a brand tie-in, product placement, or sponsored content, as it is more subtle than the banner ads. Tutaj & Reijmersdal studied the effect of online ad format between banner ad format vs sponsored content ad format, that was conducted by Becker-Olsen in 2003, and found that the sponsored content performs better in terms of enhancing positive reaction toward the brand. Tutaj & Reijmersdal said that one possible explanation for this is due to the credibility of the content source itself. People tend to avoid reading or seeing ads by nature. But when the ads are in the editorial content from well-known sources, people tend to read them. (Tutaj & Reijmersdal, 2012)

#### **2.2 Types of Online Advertising**

One study classified online marketing into 4 main types. The first one is the “Affiliate Marketing”, which is the concept based on offline marketing strategy where a partner promotes the product or services and gets commission fees in return. For online marketing, banners or product placements will be put on the affiliate member’s website and channel the traffic back to the merchant’s website. The second one is “Email Marketing”, which is when the brand directly contacts their clients through a list of emails to promote or announce their brand’s messages. These emails are usually personalized and segmented based on the audience to reach their target customers. Email Marketing is a very effective way to convey the brand’s message directly to

your current customers and maintain a relationship with them. The third one is “Keyword Advertising”. It is a type of online marketing that shows the ads based on the search results from a specific query typed by the users on search engine websites such as Google.com and Bing.com. From this study, it shows that around 45% of the interviewers found new shops while searching on search engine websites. The last one is “Video Advertising”. It gains its popularity due to the lower price and higher video quality which makes it very competitive to traditional TV spots (Schwarzl & Grabowska, 2015)

### **2.3 Buyer’s Decision-Making Process**

The five stages of the buyer's decision-making (Kotler, 2016) represent the stage of the buyer's in the sales funnel from the beginning until after the purchase of the product. It consists of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior, respectively. Ideally, it all started with the problem recognition stage where consumers realize they need something. Marketers can enhance this stage by making the consumer realize their needs faster through advertisement. The second stage is the information search. It is a very important stage for the consumer to learn more details about your product. The marketer can enhance this stage by providing all the required information, and testing samples to speed up this stage. The third stage is the evaluation of alternatives. This stage is when the consumer is comparing products and trying to get the best deal they could. It could be in terms of quality, quantity, price, brand image, features, and more. Marketers can attract customers in this stage through promotion to speed up this stage and move to the next stage, the buying decision. In this stage, the consumer has already decided what to buy and where to buy. Marketers need to make the consumer aware of where to buy the product and make all the transactions as smooth as possible since the transaction is still incomplete. In the last stage, the post-purchase stage, which is when the purchase is finished and consumers start to validate whether they are satisfied or dissatisfied with the product. If the consumers are satisfied with the product, they can become your brand ambassador and influence other consumers along the decision-making stages to buy your product. This is an ongoing process, marketers can maintain their relationship with the consumer in this stage through retention program and after-sales service to



keep them satisfied and loyal to the brand in order to get repeat purchases in the future (Stankevich, 2017).

For online marketing, one study said that online marketers need to have a marketing plan for each touchpoint throughout the five stages of the buyer decision-making process by utilizing the proper online marketing channels to meet the needs of each audience on each stage. For the problem recognition stage, the guest posting on a website that you expect your target audience to usually visit should spread your brand recognition through solution-focused content. For the information search stage, this study suggested focusing on Top of the Funnel (TOFU) content by targeting popular topic keywords in order to get considered when your target customer is doing an information search. For evaluating the alternative stage, customers are in the stage of comparing products between each provider to find the best one that matches their preference. One of the solution for this is to engage in the middle of the funnel marketing (MOFU) through content and on-page optimization to make the customer engaged in your website and have a good experience when they journey through your website. For one of the most important stages, the purchase decision stage, this study suggests us to target keywords that have buying intention to conduct a PPC (Pay-Per-Click) marketing campaign. For the last stage, post-purchase behavior stage, it is the stage that the customer has already completed the transaction and begin the customer retention program through retargeting campaigns to keep them as our customers. (Yesbeck, 2017)

## **2.4 Factors That Impact the Effectiveness of Online Advertising**

One of the studies found that the effectiveness of the online ads is based on psychological factors such as thinking, feeling, sensation, and intuition that have impacts on how each of them experience and perceive the ads. According to Canon & Bard Theory, if the marketers can not create an emotional connection with their audience, then there will be no emotions to stimulate action in response to the ads to achieve the marketing objectives. Afshan also shared some existing marketing channels that companies usually use on each stage of the buyer decision-making process which includes: banner ads, email messages, interstitial ads, online directories, pay-per-click ads (SEM), pop-ups, search engine optimization (SEO), social media, and sponsorship. When looking

at factors that impact the ads negatively, one of the main factors is the repetitiveness of the ads itself. When the audience experiences the same stimuli over and over again, they will be prone to psychologically ignore the ads completely. This is called “Ad Blindness”. (Afshan, 2009)

The second study on factors that affect the effectiveness of the online marketing campaign said that the visual aesthetic aspect of the ads is the main factor of an effective campaign. Due to the vast amount of other stimuli on the web that are competing for the user's attention, one standout visual ads can make all the difference. In the field of psychology and marketing, it is revealed that selective attention and emotional response are the two main factors that humans use to prioritize their response to visual stimuli, which means that aesthetics visual is a fundamental key to grab the audience’s awareness and get their attention to your advertising messages. According to Abubaker’s further research, people usually ignore banner ads due to the poor design. Moreover, the website design elements such as, web interface, background color, images, and content type can also help enhance the effectiveness of the ads if these elements are aligned with the audience’s attitudes, beliefs, and values. Based on his investigation, the position of the banner ads does impact the effectiveness of the ad. He revealed that users are likely to click the banners that are on top of the screen, largest, animated, and have bright colors. (Abubaker, 2018)

The third study on factors that impacts the effectiveness of the campaign is from the type of digital channels for each online advertising campaign. It all starts with the objective of the marketing campaigns. If the objective is to gain awareness or brand recognition, social media such as Facebook and Instagram is the best channel for this purpose with the ability to segment their audience based on their preferences and demographics. Marketers can reach their target groups more accurately, unlike the traditional media in the past. On the other hand, if the objective is focusing on lead generation or sales, Search Engine Marketing (SEM) might be more suitable for this purpose with more than 3 billion searches per day on Google. SEM specializes in ads focusing on revenue generation through a variety of products such as Google Adwords and Google Shopping (Hubspot, 2019)

The fourth study on the effectiveness of online behavioral targeting ads conducted by Alnahdi, Ali, and Alkayid (2014), found that people are satisfied with behavioral targeting ads because they prefer to receive relevant online ads from products and services that they are really interested in than receive ads on things that they have no interest in. This is because they found that behavioral targeting ads are less annoying and less intrusive than other types of targeting. They agree that behavioral targeting ads have a positive impact on their purchase intention, click-through-rate, and ad recall. But there are also some concerns in terms of privacy and legitimacy on how marketers collect and obtain these behavioral data. From this research, they found that there is a negative relationship between the audience's ads perception and privacy concerns in online behavior targeting, which means that if the audience is concerned about their privacy, they will be more aware of how the marketer collects their data. They also found that in countries where online privacy laws have been enacted such as, EU countries, the effectiveness of online marketing drop accordingly. They concluded that there are mainly two factors that impact the effectiveness of online behavior targeting ads. The first one is the privacy & intrusiveness of the ads, which is one of the most sensitive issues that have a negative impact on behavior targeting ads. The second factor that can improve the effectiveness of online behavior targeting ads is the characteristics of the banner ads that have relevant information, credible brand image, and the right visual aesthetics that matches with the audience (Alnahdi, Ali, and Alkayid, 2014).

Lastly, the study on the evaluation of the effectiveness of the online advertisement said that online advertisement has usually been evaluated based on the ability to generate clicks from the ads or other behavioral responses and call to action, such as, sales, fill in the forms, contact a salesperson, or some other significant interactions with the website. While some are still skeptical about this approach and think that it might not be the accurate measurement of the effectiveness of online advertisement since behavioral responses from the audience is a complex phenomenon, which consist of many factors including audience's predisposition and not (just) the ads itself. This study suggests that the effectiveness of online advertisement should be based on the main objectives of the campaign. For example, if the objective is to obtain traffic to the website, then desired behavioral responses such as clicks should be measured. But if the objective is to gain awareness, then measuring clicks might not be relevant to

evaluate the effectiveness of the ads. This study concludes that demographic factors, such as age, gender, occupation, marital status, etc., and behavioral factors, such as time spent on the internet, have a significant relationship with the effectiveness of the online advertisement (Wadhawan, Gupta, & Dua, 2016).

## 2.5 Summary

In conclusion, online marketing is not something new, it has been around since the beginning of the internet era. Over time, the online advertising industry has evolved and introduced new online advertisement mediums that are more sophisticated and effective through the disruption of technology. There are mainly 4 types of online advertisements that are widely used in the market right now, which are affiliate marketing, email marketing, keyword advertising, and video advertising. Based on all the literature on factors of effective online marketing that were reviewed, there are many factors that contributed to an effective online advertising campaign. There are mainly 4 aspects including the psychological factors, type of ads, visual aesthetics aspects, and relevancy of the contents. For psychological factors, it can be classified into thinking, feeling, sensation, and intuition that contributed to how the audience would respond to the ads. If there is no emotional connection between the ads and the audience, there will be no emotions to stimulate action in response to the advertisement.

Another aspect is the type of ads or channels, which the effects are usually based on the marketing goals in each touchpoint along the buyer's decision-making process. In each touchpoint, people have different needs and require different kinds of incentive to hook them to move to the next stage and that is where the right type of ads comes in and help enhance their decision-making process. The third aspect is the visualization of the ads. The psychological factors that impact the attention of the audience are selective attention and emotional response, these two factors will prioritize the audience awareness based on the visual aesthetics, location, colors, and the size of the ads. These attributes must align with the audience's attitudes and beliefs in order to gain their attention. The last aspect is the content relevancy. People tend to like personalized advertisements because it shows them the content that they are interested in, making the ads feel less intrusive than other types of ads. There are 2 main factors

on content relevancy. The first one is the privacy factor, which has a negative impact on the advertising campaign. Another factor is the characteristic of the ads. This factor provides the audience with relevant content and comes from credible sources that they can trust.

Based on the findings above, this research will study the factors of effective online advertisement in Thailand based on the 4 aspects of psychological factors, type of ads, visual aesthetics aspects, and relevancy of the contents in order to evaluate the effectiveness of the online advertisement mediums and attributes for each marketing objective.

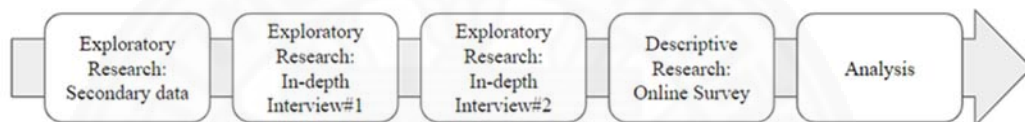


## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Research Methodology

This research will use both qualitative and quantitative methodologies to answer all the objectives of this research. The exploratory research will include in-depth interviews and secondary data research. For the descriptive research, an online survey will be conducted through Google Forms.



*Figure 3.1* Research Process

##### 3.1.1 Exploratory Research

The exploratory research was conducted by 2 in-depth interviews and a secondary research study. The first in-depth interview was conducted on November 8<sup>th</sup>, 2019 with 4 participants who live in Bangkok, using the internet on a daily basis, and own at least one smartphone. The participants consist of 3 women and 1 man with age range from 23 - 27 years old with 10 key questions on their preference on each type of online advertising. The objective of this interview is to identify the factors that make the advertising campaign good or bad. Also try to understand the behavior and interaction that people do when they see the online ads and how it impacts the brands or products of that particular advertising campaign. (See Appendix A: The In-depth interview questionnaire)

Another round of in-depth interviews was conducted on January 17<sup>th</sup> 2020 with additional 4 participants who live in Bangkok and frequently use smartphones, especially social media, and also like to shop online at least once a month within the past 6 months. The participants consisted of 2 women and 2 men who are office workers with the age range between 28 - 35. The objectives of this in-depth interview is to understand the participant's actions and their thoughts along each online touch point

throughout the 5 stages of buyer's decision making process. In addition, based on the 4 aspects of effective online advertising which consist of psychological factors, type of the ads, visual aesthetics, and lastly, the relevancy of the ads content, the in-depth interview also tries to understand what aspects of online advertising has contributed to their buying decision the most. (See Appendix A: The In-depth interview questionnaire)

For secondary data research, the study was conducted from well-known sources including news, academic journals, and websites on the impact of online advertising on people in order to be able to assess all the factors that impact the overall performance and effectiveness of the advertising campaign. Also gathering information on the difference of advertising medias preference between each age group as well. The research sources consist of research journals, news, and articles from Entrepreneur.com, Forbes, The New York Times, IJSEM and more.

### **3.1.2 Descriptive Research**

For descriptive research, an online survey has been designed on Google Forms and distributed on the 4th of February 2020 with the total of 236 respondents who are internet users ages between 18 to 65 that live in Thailand. The survey's questionnaires are based on the in-depth interviews that were conducted earlier. The survey had been reviewed and translated into Thai for the convenience of understanding, as the target group are Thai people with a variety of ages and backgrounds. The objective of this online survey is to evaluate the effectiveness of each online advertising medium including search ads, banner ads, video ads, remarketing ads, popup ads, and shopping ads on Thai people.

To evaluate the effectiveness of online advertisements, the data analysis was conducted in order to understand the relationship between all the main variables including demographic, internet usage behavior, attitude towards internet usage, personality type, and the attitude towards different types of online advertisements.

The dependent variable for this study will be the effectiveness of each online advertising medium, which was measured by the satisfaction and attitudes towards each attribute. The independent variables consisted of 1.) The online audience's demographic variables such as age, education, occupation, and income level 2.) Psychographic variables such as audience personality, and 3.) Internet usage behavior such as time spent on the internet, preferred social media platforms, and preferred devices for internet usage.



## **3.2 Sampling Plan**

### **3.2.1 In-Depth Interview**

The first in-depth interview was planned to capture some insights from the 4 participants who live in Bangkok, own at least one smartphone, and use the internet on a regular basis regardless of their age or gender. The second in-depth interview was optimized based on the previous interview and was more focused further on 4 participants (2 males, 2 females) who are office workers that age around 28 - 35, use social media regularly, and shopping online at least once a month in the past 6 months. Both interviews were structured interviews. The participants were recruited through personal mutual connections and were conducted separately one by one through a telephone session to minimize the participants from sharing their thoughts and make the data inaccurate. The interview took around 15 - 30 minutes per interview to complete via phone calls.

### **3.2.2 Online Survey**

For online survey, the convenient sampling method was used to conduct this online survey. The characteristics of target respondents are those who have experience purchasing online only. The screening question asking respondents whether they have ever made a purchase online or not had been added as the first question. As a result, 223 respondents out of the total respondent of 236 met the criteria of the survey. The survey takes around 10 minute for each respondent to complete. (See Appendix H: Online Survey Questionnaire)

## **3.3 Data Collection**

Initially, the in-depth interview was planned for 4 participants only but an additional in-depth interview with another 4 participants was required to gain further insights from the previous interview. After the interviews were completed, the questionnaire for the online survey was created based on the insights gained from the interviews.



### 3.4 Data Analysis

This study focuses on gaining insights on what are the key attributes of effective online advertisement in Thailand which marketers can then utilize this research data to create an effective online marketing campaign for each marketing purpose and also help the marketers avoid using ineffective online advertising medium in their marketing campaign.

For the first objective, to understand the positive & negative impacts of each online advertising attribute on internet users in Thailand. The exploratory research will be used for this objective through secondary data analysis and in-depth interviews to obtain data on the impact of each online advertising attributes on internet users including both positive and negative emotions and perception toward the brand or product such as brand recall or forgot, love or hate the brand, feel engaged or annoyed by the ads, become loyal customers or stop being customer, etc. The data gained from the descriptive research will also be used for conducting a cluster analysis to classify the type of respondents based on their behavior on the internet and also their personality. The clusters will then be used to conduct frequency and compare means analysis to gain insights for further interpretations.

For the second objective, to understand the actions Thai audiences take when they see each type of online ads. The exploratory research will also be used for this one as well through secondary data analysis and in-depth interviews. The actions include all the responses from the internet users in Thailand such as click through the ads, close the ads, watch the full ads or skip the ads, make a purchase, or leave a comment, etc. Moreover, the descriptive research will also be used to conduct a frequency and compare mean analysis for the attitude toward each type of online ads, which this study focus mainly on 6 types of online advertisements including search ads, banner ads, video ads, remarketing ads, popup ads, and shopping ads. The insights gained from this descriptive research will then be used to interpret along with the exploratory research key findings to answer this objective.

For the third objective, to evaluate the effectiveness of each online advertising medium in Thailand. The descriptive research will be used to answer this objective by conducting an online survey. Descriptive statistics will then be used to analyze all the

fundamental data including demographic, psychographic, and internet usage behavior to gain insight through frequency analysis such as the measures of central tendency, measures of dispersion of data, and the percentile values. After that, SPSS will be used to run a multiple regression to find the relationship between the independent variables with the effectiveness of each online advertisement.

To answer this objective, the multiple regression has to be run separately for 6 times based on dependent variables, which are the effectiveness of each the type of the ads that are being measured by the overall satisfaction level. The independent variables will include demographic variables, psychographic variable, internet usage behavior variable, and lastly the variables on the attitude of the respondent toward each type of the online advertisement. Some of the variables such as psychographic and internet usage behavior will be used to conduct a cluster analysis and classify the audience into different segments for further interpretation. These two clusters and other nominal variables will be transformed into dummy variables first before being used as an independent variable for the multiple regression. (See Table 1: Dependent variables & Table 2: Independent variables). Once the regression analysis has been conducted on all 6 types of the ads, the analysis on the coefficient will be conducted and identify the relationship and the significance of each independent variable toward the overall satisfaction of each type of the ads. (See Figure 3.2 Research Framework)

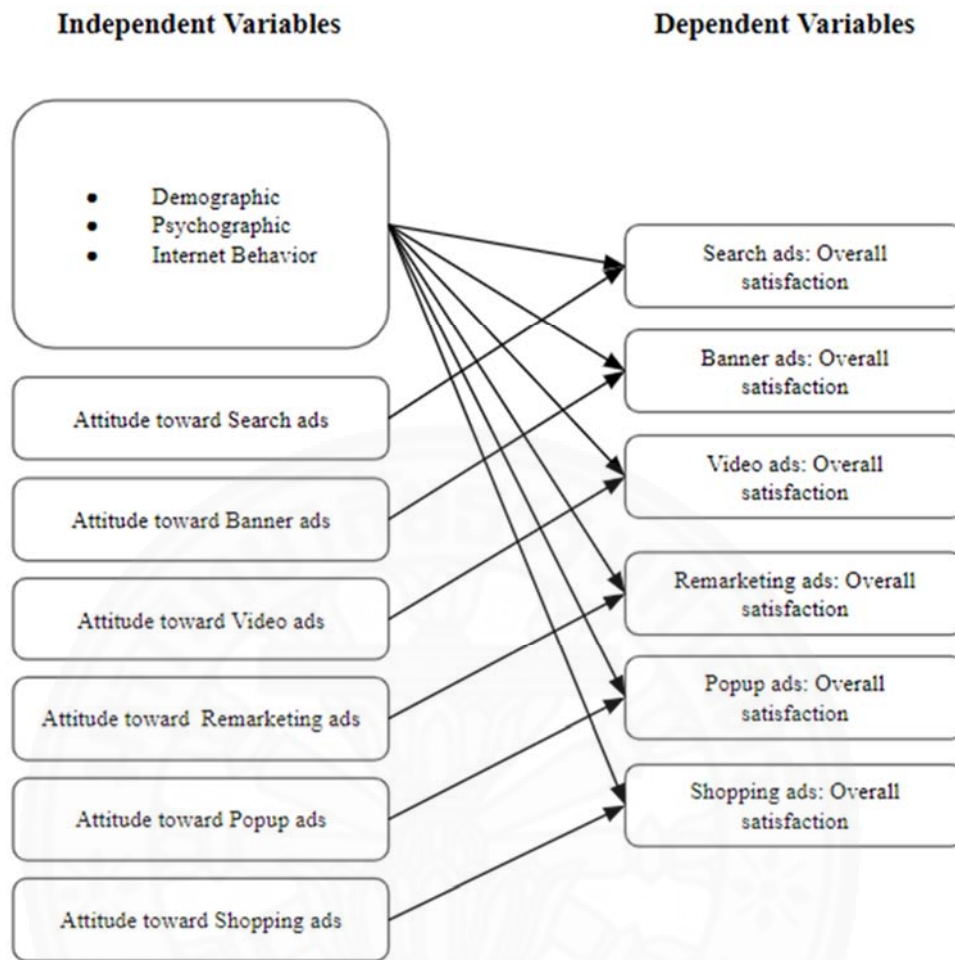


Figure 3.2 Research Framework

Table 3.1

Table of Dependent Variables

<b>Overall satisfaction of the ads</b>	Search ads: Overall satisfaction
	Banner ads: Overall satisfaction
	Video ads: Overall satisfaction
	Remarketing ads: Overall satisfaction
	Popup ads: Overall satisfaction
	Shopping ads: Overall satisfaction

Table 3.2

*Table of Independent Variables*

<b>Variables</b>	<b>Details</b>
Psychographic	Cluster of personality types (dummy variables: omit "leader")
Internet Behavior	Cluster of Internet usage behaviors (dummy variables: omit "internetlover")
Demographic	Age
	Gender (dummy variables: omit "female")
	Education
	Income
Attitude toward Search ads	Search ads: Attract your attention
	Search ads: when interest, usually click
	Search ads: makes you understand more about brand
	Search ads: makes you understand more about products and promotions
	Search ads: Ads is trustable
	Search ads: Doesn't feel annoy when repetitive
Attitude toward Banner ads	Banner ads: Attract your attention
	Banner ads: when interest, usually click
	Banner ads: makes you understand more about brand
	Banner ads: makes you understand more about products and promotions
	Banner ads: Ads is trustable
	Banner ads: Doesn't feel annoy when repetitive
Attitude toward Video ads	Video ads: Attract your attention
	Video ads: when interest, usually click
	Video ads: makes you understand more about brand
	Video ads: makes you understand more about products and promotions
	Video ads: Ads is trustable
	Video ads: Doesn't feel annoy when repetitive

Table 3.2

*Table of Independent Variables (cont.)*

<b>Variables</b>	<b>Details</b>
Attitude toward Remarketing ads	Remarketing ads: Attract your attention
	Remarketing ads: when interest, usually click
	Remarketing ads: makes you understand more about brand
	Remarketing ads: makes you understand more about products and promotions
	Remarketing ads: Ads is trustable
	Remarketing ads: Doesn't feel annoy when repetitive
Attitude toward Popup ads	Popup ads: Attract your attention
	Popup ads: when interest, usually click
	Popup ads: makes you understand more about brand
	Popup ads: makes you understand more about products and promotions
	Popup ads: Ads is trustable
	Popup ads: Doesn't feel annoy when repetitive
Attitude toward Shopping ads	Shopping ads: Attract your attention
	Shopping ads: when interest, usually click
	Shopping ads: makes you understand more about brand
	Shopping ads: makes you understand more about products and promotions
	Shopping ads: Ads is trustable
	Shopping ads: Doesn't feel annoy when repetitive

### 3.5 Limitation of the Study

The limitation of this study is mostly due to the time constraint, the collected survey data are small and mostly consisted of 1 main group of each variable such as age range, occupation, and education which might affect the accuracy of the descriptive

analysis. Another issue is the objective is too broad which requires some more data and time allocated into this research to gain more insights. Moreover, the types of the ads that were picked for this study are only 6 types of ads which in reality there are more than this. For this research to be done better, more time and resources will need to be put into this study. The bigger sample size with a lot more spread on the demographic data will be required to gain more insight between each age group. A further in-depth interview should also be conducted for the online marketer side as well to understand their perception toward to use of each advertisement to meet their performance goals.



## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Secondary Data**

There are many factors that contribute to an effective online marketing campaigns. The first factor starts with the visual and the design of the ads itself. Visual attention is a fundamental key to grab the audience awareness and get their attention to your advertising messages. It can also be used as a way to communicate your brand's personality as well (Abubaker, 2018).

Another factor that impacts the effectiveness of the campaign is the type of digital channels for each online advertising campaign. It all starts with the objective of the marketing campaigns. If the objective is to gain the awareness or brand recognition, social media such as Facebook and Instagram is the best channel for this purpose with the ability to segment their audience based on their preferences and demographic. Marketers can reach their target groups more accurately unlike the traditional media (Hubspot, 2019). On the other hand, if the objective is focusing on lead generation or sales, Search Engine Marketing (SEM) might be more suitable for this purpose with more than 3 billion searches per day on Google (internetlivestats.com, 2019). SEM specialize in ads focusing on revenue generation through a variety of products such as Google Adwords and Google Shopping (fitsmallbusiness.com, 2019).

The third factor involves the behavior and the response of the audience towards the ads. One study found that the effectiveness of the online ads is also based on psychological factors such as thinking, feeling, sensation, and intuition that have impacts on how each of them experience and perceive the ads (Afshan, 2009). In conclusion, marketers need to have a marketing plan for all the touchpoints throughout the stages of the buying decision process (Kotler, 2016) by utilizing the proper marketing channels to meet the needs of each audience on each stage. According to Canon & Bard Theory, if the marketers can't create an emotional connection with their audience, then there will be no emotions to stimulate an action in response to the ads and achieve the marketing objectives (Canon & Bard, 1927).

One of the main factors that make the online ads work ineffectively is the repetitiveness of the ads itself. When the audience experience the same stimuli over and over again, they will be prone to psychologically ignore the ads completely. This is called “Ad Blindness” (Afshan, 2009). Based on a survey, people don’t really hate ads but they ignored bad ads. 91% found ads to be more intrusive than in the past and causing an “ad fatigue” which makes the audience engage with the ads less (Vieodesign.com, 2018). One of the things people hate the most is the poor customer experience such as intrusive pop-ups, auto play videos, or misleading ads messages which can cause negative emotions to the audience and result in the negative perception of the brand. Moreover, the lack of trust in the brand can also cause an ineffectiveness in the marketing campaign (Entrepreneur.com, 2019). People are becoming more skeptics on how the marketers obtain their data to target them, and bombard them with the same ads. This makes the audience start to worry about their data privacy which can make marketing campaigns become less effective and also impact the brand image negatively as well (Marketingweek.com, 2019).

## **4.2 In-Depth Interviews - Key Findings**

There were 2 In-depth interview sessions. The first session was conducted on November 8th 2019. It consisted of 4 participants with age range between 23 - 27 years old (3 women, 1 men) who live in Bangkok, own a smartphone, and use the internet on a daily basis. Each interview was conducted individually via a phone call. The second session was conducted on January 17th 2020 in order to gain more in-depth insights based on the first session with a different age group. There were also 4 participants with age range between 28 - 35 years old (2 women, 2 men) who are office workers that use social media on a daily basis, and shopping online at least once a month in the past 6 months’ period. (See Table 4.1: Demographic of In-Depth Interviews Participants)



Table 4.1

*Demographic of In-Depth Interviews Participants*

Session	No.	Gender	Age	Education	Occupation
#1	1	Female	27	Bachelor	Office worker
	2	Female	23	Bachelor	Trainee
	3	Female	26	Master	Office worker
	4	Male	27	Bachelor	Doctor
#2	1	Female	31	Master	Office worker
	2	Female	33	Bachelor	Office worker
	3	Male	30	Bachelor	Office worker
	4	Male	29	Bachelor	Office worker

For the first interview session, all participants shared the same interest on the attributes of the online advertisement that they like or prefer. The ads should focus on story-telling, creative, meaningful, and does not conduct hard selling. There are various terms in online advertising mediums that the participants find annoying such as interstitial, disrupting their experience, low authority, misleading, or being forced to do certain actions. All 4 participants agree that if the ads are too repetitive and they find them annoying, they will ignore these ads medium by default (scroll through the ads, click skip as soon as it appears, etc.) without reading or looking at the ads at all. All 4 participants found online ads are almost everywhere in their daily routine and they feel these online ads to be overwhelming on a daily basis.

For the second interview session, the major difference between male and female participants are their buying intention. As a frequent online shopper, men like to buy things spontaneously and randomly out of boredom, while women participants already have their focused items in mind and are waiting for the right time to buy them (promotion, coupon codes, and vouchers incentives). When asked about what makes them like to shop online, the answers are mostly about incentives and psychological factors, such as exclusive coupon codes, flash deals, and fun mini games with rewards. Most of the participants are aware of the promotion campaigns from social media platforms such as facebook and instagram. They usually check out all the products in

the campaigns but does not immediately make a purchase because they first want to make sure that this is actually the best deal there is in the market. They are very concerned about the price because all the participants had been ripped-off through online channels before. More importantly, male participants preferred to shop on desktop despite checking on smartphones first; on the other hand, women don't really care which device they are on but they usually shop on-the-go via smartphone. When buying expensive items, men participants usually like to do research on the product more than women participants, who mostly rely on reviews from their beloved bloggers and friends. Most of the participants feel uneasy about the retargeting ads on the internet. Since data privacy is trending right now, they feel like their data has been tracked, including their voices as well. There are a few participants mentioning their conversation about something, then suddenly there is an ad about that topic targeting them despite never visiting or searching for it on the internet before. All 4 participants said that they have no loyalty to any specific e-commerce platform. They usually buy from whoever has the cheapest products or the best deals in the market. Other than price, things that they take into considerations are the trustworthiness of sellers, quick shipping, and non-defective products.

### **4.3 Online Survey - Key Findings**

The online survey had been distributed on 4th February to 17th February with the total number of respondents of 236 which 223 of them met the criteria of purchasing goods from online channels before.

#### **4.3.1 Summary of Respondents's profile and demographic**

Frequency analysis has been used to gain insights into the respondent's profile and demographic data. Out of 223 respondents who passed the screening criteria, 59.19% of them are female and 40.81% are male. The top age range of this survey is 25 - 34, which account for 67.26% of the total qualified respondents, followed by 55-64 at 15.25% and 18 - 24 at 7.62%. For education, 67.26% of the respondents graduated with a bachelor degree, followed by master degree at 26.46%, and high school came in 3rd place with 5.83%. For marital status, 79.68% of the qualified respondents are

single while married respondents account for 21.08%. The majority of respondents are office workers at 59.19%, business owners at 13.45%, and government officials at 8.52%, respectively. For income, THB 15,000 - THB 30,000 accounts for 32.74%, THB 30,001 - THB 45,000 accounts for 21.97%, and THB 60,001 and above accounts for 20.63%. Lastly, 95.96% of the total qualified respondents own a smartphone, 63.68% own a notebook, and 32.74% of the respondents own a tablet which also have the same percentage with the respondent that own a PC, please note that each respondent can own more than 1 type of devices. (See Appendix B: Respondent's Demographic)

In terms of the respondent's internet usage profile, 37.22% of the respondents spend around 5 - 8 hours a day on the internet, followed by 1 - 4 hours a day at 33.63%, and 13.90% for respondents who spend more than 13 hours a day on the internet. For online shopping frequency, 41.70% shop online once every 2 - 3 days while 29.60% prefer to shop online on a daily basis. Top 3 main activities that the respondent prefer to do on the internet are watching video on YouTube at 75.34%, social media at 65.02%, and Netflix at 60.54%. Lastly, the most used social platforms by the respondents are Facebook at 69.86%, Line at 93.72%, and YouTube at 85.20%. (See Appendix B: Respondent's Internet Usage Profile)

#### **4.3.2 Relationship Between Attributes of Each Online Ads on Audience's Overall Satisfaction**

The correlation analysis had been conducted 6 times based on each type of online ads including search ads, banner ads, video ads, remarketing ads, popup ads, and shopping ads in order to find the relationship between each ads overall satisfaction with variables such as internet behavior variables, personality variables, and attitude toward each ads variable.

As a result of the analysis, it shows that the internet behavior variable, "internet is safe", has a positive relationship with the overall satisfaction of search ads and video ads at 0.05 level of significance with Pearson correlation score of .159 and .142 respectively. While banner ads at .223, remarketing ads at .230, popup ads at .261, and shopping ads at .260 and significant at 0.01 level. Another internet behavior variable is "internet is addictive" which has significant positive relationship with search ads at .202 with 0.01 significant level. For remarketing ads, popup ads, and shopping ads the Pearson correlation scores are .138, .137, and .134 respectively with the significant

level of 0.05 while banner ads and video ads have no significant relationship with this variable.

Another type of variables that have a very strong correlation and significant with the overall satisfaction is the attitude toward the ads variables including “ads attraction your attention”, “when interest, usually click”, “makes you understand more about brand”, “makes you understand more about products and promotions”, “Ads is trustable”, and “Doesn't feel annoy when repetitive”. All these variables have a positive relationship with each ads type at the significant level of 0.01 with Pearson correlation score of more than 0.5 on all the variables. In terms of other variables such as personality variables, these variables have no significant relationship with the overall satisfaction of each online ads medium at all. (See Appendix C: The Correlation Table)

Another assumption based on the secondary data and in-depth interview is that the frequency of the ads seen have a negative relationship with the annoyance of the audience. To test this assumption, compare mean analysis was conducted by comparing between the frequency of ads seen for each ads type with the scale variable of “Doesn't feel annoy when repetitive” which 1 to 2 indicates the high level of annoyance while 3 - 5 indicates low level of annoyance. The score of 0 has been excluded from the list for more accurate mean results. The analysis was conducted 6 times on each type of the ads and then compared with each other to gain the insight. As a result, we found that most of the online ads type are showing a decrease on the mean from high to low, the more frequency of the ads has seen increase which the lower score indicated higher level of annoyance as well. Only one type of ads showed that if the frequency of ads seen was increased, the annoyance level would have decreased and that is the shopping ads.

In terms of overall mean, video ads and popup ads are among the bottom with the overall mean only 2.29 and 2.43 respectively. In terms of the highest mean, shopping ads and search ads are among the top with the overall mean of 3.04 and 2.65 respectively. These data go accordingly with the secondary data and the in-depth interview, which shows that the more frequent the ads were shown the more annoyed the audience becomes. The reason that the shopping ads perform so well despite the higher frequency could be because this type of ads doesn't disrupt the audience journey and force them to do certain actions, while the video ads perform badly due to the

higher level of interaction as it required the audience to watch the video more frequently. This have a negative impact on the audience and makes them feel annoyed.

Despite all the insights, all ads type still have quite low overall mean with the highest only 3.04 which also indicate that people still hate seeing ads in any type or form. (See Table 4.2: The table of compare mean analysis on ads seen frequency and the level of annoyance)

Table 4.2

*The table of compare mean analysis on ads seen frequency and the level of annoyance*

Frequency seen	Doesn't feel annoy when repetitive											
	Search ads		Banner ads		Video ads		Remarketing ads		Popup ads		Shopping ads	
	Mean	% of Total N	Mean	% of Total N	Mean	% of Total N	Mean	% of Total N	Mean	% of Total N	Mean	% of Total N
rarely	3	8.10%	3.1	4.60%	2.4	4.80%	2.96	12.60%	2.29	8.40%	2.78	4.20%
sometimes	2.54	14.20%	2.66	24.40%	2.96	13.40%	2.86	24.80%	2.45	27.10%	2.67	20.80%
often	2.43	30.50%	2.5	35.00%	2.27	24.40%	2.55	31.10%	2.44	40.40%	3.13	42.10%
all the time	2.76	47.20%	2.41	35.90%	2.12	57.40%	2.77	31.60%	2.45	24.10%	3.18	32.90%
Total	2.65	100.00%	2.53	100.00%	2.29	100.00%	2.75	100.00%	2.43	100.00%	3.04	100.00%

#### 4.3.3 The action the audience take when they see online ads

Based on the secondary data research and in-depth interviews, the actions that the audience takes usually involve factors including the attribute of the ads whether it makes them feel annoyed or not such as misleading content, forcing them to do certain actions, too repetitive, disrupt their experience, ugly and untrustworthy

In terms of descriptive analysis, a frequency analysis has been used to see if the audience takes action such as clicking the ads on each type of the ads or not with the scale variable of “when interest, usually click” which the top 2 box method has been used for easier interpretation of the data. For score 1 to 3, will be indicated as “Not click” and score 4 - 5 will be indicated as “click”. A compare mean analysis is also conducted to check the difference in the mean between each type of the ads after the analysis on all 6 types of the ads are completed.

The result shows that the highest mean among the 6 ads types was the shopping ads with the mean of 3.66 and the sample size of 216. Moreover, the frequency of the survey shows that around 61.11% are likely to click as well. This indicates that shopping ads are more likely to have higher click through rate than the other type of ads. The running up is the remarketing ads with the mean of 3.38 and the sample size of 206. Despite having the mean score at the second position, most of the respondents are showed signs of indifference and were among the “not click” at 51.61%. On the other hand, popup ads have the lowest mean among the ads type with the mean of 3.01 and the sample size of 203. The majority of the respondents were unlikely to click with the frequency at 66.50%. Popup ads have the highest majority in the disagree range compared to the other ads type at 19.21%. Another ad types that performed badly was the video ads. Video ads has the mean of 3.11 with the highest frequency fall in strongly disagree at 10.05% of its sample size. 60.29% of the sample size were unlikely to click. These also align with the previous analysis on the ads frequency seen analysis where popup ads and video ads were the top lowest mean among the ads type. (See Table 4.3: Percentage of audience’s perception toward clicking each ads type)

Table 4.3

*Percentage of audience’s perception toward clicking each ads type*

Ads type	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	n	Mean	Not click	Click
Search ads: when interest, usually click	6.60%	13.20%	28.93%	41.62%	9.64%	197	3.35	48.73%	<b>51.27%</b>
Banner ads: when interest, usually click	6.45%	13.82%	31.34%	39.17%	9.22%	217	3.31	<b>51.61%</b>	48.39%
Video ads: when interest, usually click	10.05%	16.75%	33.49%	32.06%	7.66%	209	3.11	<b>60.29%</b>	39.71%

Table 4.3

*Percentage of audience's perception toward clicking each ads type (cont.)*

Ads type	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	n	Mean	Not click	Click
Remarketing ads: when interest, usually click	6.31%	8.25%	37.38%	36.89%	11.17%	206	3.38	<b>51.94%</b>	48.06%
Popup ads: when interest, usually click	9.85%	19.21%	37.44%	26.60%	6.90%	203	3.01	<b>66.50%</b>	33.50%
Shopping ads: when interest, usually click	2.78%	6.48%	29.63%	43.98%	17.13%	216	3.66	38.89%	<b>61.11%</b>

#### 4.3.4 Factors affecting overall effectiveness of each ads type

In order to understand the factors that impact the overall effectiveness of each ads type, a correlation analysis was used for this purpose by looking at the relationship between each independent variable with the overall satisfaction of each ads type. The correlation analysis had been done earlier 6 times separately for each ads type (See Appendix C: The Correlation Table). The result shows that only the internet behavior variables and attitude toward each ads variables have a positive relationship with the overall satisfaction of each ads type.

#### 4.3.5 Segmentation

After that the cluster analysis was conducted to create two new clusters which were the cluster of internet behavior, and cluster of personality. The internet behavior attributes and personality attributes have been standardized to be able to run cluster analysis.

##### 4.3.5.1 Segmentation of internet behaviors

For internet behavior clusters, the attributes included “Love to shop online”, “Internet is safe”, “Internet makes life easier”, and lastly “Internet is addictive”. With all these 4 attributes, the K-mean cluster analysis was conducted. The number of clusters was fixed at 3 clusters due to the substantial amount of cases



in all clusters with 107 cases in cluster 1, 44 cases in cluster 2, and 72 cases in cluster 3. (See Appendix D: Cluster Analysis on Internet Behavior)

Internet Lover (n = 107): This segment mostly consists of people who enjoy using the internet all the time. They think that the internet is safe and secured. They prefer to shop online due to the convenience and it makes their life easier. 59.80% of this segment are female, 78.50% age between 25 to 34. 65.40% of them have a bachelor degree. 79.40% of them are single, 66.40% of them are office workers with 34.60% having income between the range of THB 15,000 to THB 30,000. This segment has the highest percentage of internet usage with more than 13 hours per day compared to the other two segments at 17.80%.

Internet Hater (n = 44): This segment consists of people who think the internet is not safe. They think that the internet is hard to use and they don't feel the need to use the internet all the time. They prefer to still shop on offline channels due to their belief that the internet is not safe. 56.80% of this segment are female. There are 2 big age ranges for this segment, the first segment's age was between 25 to 34 with 38.60%, and the second segment age between 56 - 64 at 36.40% of this segment. 72.70% of them have a bachelor degree, 31.80% of them are married, 27.30% of them are business owners and the income ranges are spreading evenly among this segment from below THB 15,000 to above THB 60,000. 50% of participants this segment uses the internet only 1 to 4 hours a day only.

Internet Skeptic (n = 72): This segment mostly consists of people who are still skeptic and curious about the internet. They still don't like to shop online due to their inexperience or their belief the internet is still not safe. But they also admit that the internet makes this life easier and quite addictive to use. 57.70% of this segment are female. 68.10% of this segment age between 25 to 34. 66.70% own a bachelor degree and 79.20% are single. In terms of occupation, 56.90% of them are office workers with 31.90% of this group having an income range between THB 15,000 to THB 30,000. For internet usage, 44.40% of participants in this group mostly spent time on the internet around 5 - 8 hours a day. (See Table 4.4: Demographic by Internet Behavior Segment)



Table 4.4

*Demographic by Internet Behavior Segment*

		internet lovers		internet haters		internet skeptics	
		Count	Column N %	Count	Column N %	Count	Column N %
<b>Gender</b>	male	43	40.20%	19	43.20%	29	40.30%
	female	64	59.80%	25	56.80%	43	59.70%
	<b>Total</b>	<b>107</b>	<b>100.00%</b>	<b>44</b>	<b>100.00%</b>	<b>72</b>	<b>100.00%</b>
<b>Age</b>	below 18	0	0.00%	0	0.00%	0	0.00%
	18 - 24	7	6.50%	2	4.50%	8	11.10%
	25 - 34	84	78.50%	17	38.60%	49	68.10%
	35 - 44	2	1.90%	2	4.50%	6	8.30%

**4.3.5.2 Compare mean analysis on cluster of internet behaviors**

After the 3 segments were clarified, a compare mean analysis was conducted through the One-Way ANOVA method in order to find the different perception among each group on overall satisfaction of each online ads type. When looking at the descriptive analysis, we found that the segment of internet lover tends to have higher mean on the overall satisfaction toward all the ad types with, the popup ads having the biggest difference. The mean of internet hater is 2.98, the internet skeptic is 3.86, and the internet lover is 4.81 which is a lot higher than the other 2 groups.

When looking at the ANOVA table, the result shows that there are significant differences between each group on 5 types of the online ads except only video ads which the p-value was higher than 0.05 and deem insignificant. (See Appendix E: ANOVA of means difference perception between each group toward the overall satisfaction of each online ad type). From the Post Hoc test, the multiple comparison was used to compare the difference in mean between each segment on each type of online ads. The result shows there are mainly 5 pairs of relationships that are significant (See Appendix E: Post Hoc Test by Internet Behavior Segment). For Search Ads, the relationship between Internet Lover and Internet Hater has shown that there is a negative relationship between these two clusters. The mean difference for Internet Hater is lower than Internet Lover by 1.764 points in terms of Search Ads: Overall Satisfaction. For

remarketing ads, there are 2 pairs of relationships that are significant. The first one is the relationship between Internet Skeptic and Internet Lover with the mean difference of -0.985. The second pair is the relationship between Internet Hater and Internet Lover which show a mean difference of -1.407. For popup ads, the relationship between Internet Hater and Internet Lover shows a mean difference of -1.836. For shopping ads, the relationship between Internet Hater and Internet Lover shows a negative relationship with the difference in mean of -1.397. From this post hoc test, it shows that most type of the ads, excluding banner ads and video ads which are not significant, are less effective for the segment of Internet Hater while the Internet Skeptics are more concern on the remarketing ads which use their personal data to target them.

#### **4.3.5.3 Segmentation of personality types**

Another cluster analysis was conducted to study if the personality types have any impact on the effectiveness of each type of the ads. The psychographic variables have been standardized and followed by k-mean cluster analysis with the fixed of 4 clusters based which have a good balance of cases spread among the 4 clusters with 62 cases on cluster 1, 55 cases on cluster 2, 47 cases on cluster 3, and 59 cases on cluster 4. (See Appendix F: Cluster Analysis on Personality)

Strategist (n = 62): The personality of the strategists is mostly about making decisions carefully and logically. They have high responsibility and are more of a problem solver with some level of confidence. They might seem quiet sometimes but they are easy to talk with, considerate, and cooperative.

Spontaneous (n = 55): Spontaneous people are very impulsive about almost anything. They have a little bit of responsibility and are very active people. They like to challenge the ideas and have an argument among the discussion session. Due to their impulsive nature, sometimes they feel nervous about the consequences that they always made impulsively.

Leader (n = 47): The leaders are like the role model of all people. They are careful yet relax. They are very charismatic and very active people. They believe in discussion and like to challenge the ideas to find a better solution. They are full of confidence and are very reliable individuals.

Diplomat (n = 59): The diplomat is a people pleaser. They always find ways to align and make an agreement among their peers. They are a quick

decision maker with their calm and relaxed manner that makes them easy to communicate with. They might seem like a confident person but they are actually very nervous in nature due to their overthinking tendency in order to make things go as smoothly and perfectly as possible.

#### 4.3.5.4 Compare mean analysis on cluster of personality types

After all the 4 clusters by personality had been clarified, a compare mean analysis was conducted with One-way ANOVA method to see the difference in mean among the group in terms of their satisfaction toward each type of the ads. The result from the ANOVA table shows that there is no significant relationship among each personality group on each type of the ads at all. So no more analysis was conducted after this finding. (See Appendix F: ANOVA of means difference in perception between each personality group toward the overall satisfaction of each online ad type)

#### 4.3.6 Regression Analysis

Lastly, a regression analysis has been conducted to find the relationship between each independent variable with the overall effectiveness of each online ad type. All the nominal variables including gender, cluster of internet behavior, and cluster of personality have been turned into dummy variables to run in this multiple regression with enter method. The regression was run 6 times for different type of the ads (See Appendix G: Regression Coefficient Summary of All Ads Type). The result shows that each ad type has their own unique set of significant variables that affect each one of them differently. (See Table 4.5: Regression coefficient summary of all ad types)

Table 4.5

*Regression coefficient summary of all ad types*

Independent Variable	Search ads		Banner ads		Video ads		Remarketing ads		Popup ads		Shopping ads	
	B	Sig.	B	Sig.	B	Sig.	B	Sig.	B	Sig.	B	Sig.
(Constant)	0.329	0.631	-0.434	0.583	-0.435	0.599	-0.38	0.579	0.353	0.625	0.324	0.664
internetskeptics	-0.452	0.076	-0.432	0.115	-0.253	0.386	-0.437	0.078	-0.454	0.079	-0.172	0.485
internethaters	-0.723	<b>0.02</b>	-0.388	0.254	-0.41	0.255	-0.449	0.141	-0.766	<b>0.019</b>	-0.651	<b>0.032</b>
strategist	-0.405	0.176	-0.304	0.343	0.029	0.935	-0.183	0.537	0.02	0.948	-0.425	0.16
spontaneous	-0.324	0.283	-0.643	<b>0.048</b>	-0.352	0.311	-0.104	0.722	-0.292	0.339	-0.729	<b>0.015</b>

Table 4.5

*Regression coefficient summary of all ad types (cont.)*

Independent Variable	Search ads		Banner ads		Video ads		Remarketing ads		Popup ads		Shopping ads	
	B	Sig.	B	Sig.	B	Sig.	B	Sig.	B	Sig.	B	Sig.
diplomat	0.095	0.769	-0.06	0.866	0.129	0.74	0.266	0.409	0.282	0.413	-0.116	0.724
male	-0.332	0.137	-0.063	0.793	-0.302	0.242	-0.378	0.08	-0.716	<b>0.002</b>	-0.347	0.109
Age	0.053	0.581	-0.026	0.802	0.034	0.757	-0.008	0.933	-0.01	0.92	0.004	0.965
Education	-0.103	0.648	0.021	0.931	-0.015	0.952	-0.022	0.917	-0.206	0.35	-0.075	0.723
Income	-0.032	0.715	-0.045	0.639	-0.052	0.611	0.022	0.806	0.049	0.585	-0.086	0.318
Ads: Attract your attention	0.544	<b>0</b>	0.294	0.106	-0.064	0.722	0.502	<b>0.008</b>	-0.164	0.248	0.399	0.065
Ads: when interest, usually click	0.465	<b>0.001</b>	0.365	<b>0.023</b>	0.427	<b>0.021</b>	0.238	0.206	0.382	<b>0.047</b>	0.298	0.161
Ads: makes you understand more about brand	0.19	0.29	-0.048	0.811	0.274	0.217	0.254	0.193	0.097	0.607	0.427	<b>0.01</b>
Ads: makes you understand more about products and promotions	0.266	0.152	0.532	<b>0.011</b>	0.436	<b>0.044</b>	0.477	<b>0.036</b>	0.467	<b>0.003</b>	0.493	<b>0.009</b>
Ads: Ads is trustable	0.067	0.669	0.601	0.001	0.358	0.07	0.202	0.284	0.393	<b>0.025</b>	0.043	0.814
Ads: Doesn't feel annoy when repetitive	0.268	<b>0.021</b>	0.246	0.08	0.568	<b>0</b>	0.242	0.076	0.721	<b>0</b>	0.324	<b>0.022</b>

For search ads, the adjusted r-square for this regression is 0.659 which means this model can explain around 65.9% of the data. There are mainly 4 significant variables including internethater, Search ads: Attract your attention, Search ads: when interest, usually click, Search ads: Doesn't feel annoy when repetitive. The first variable is internethaters ( $p = 0.02$ ) which is a dummy variable with the beta score of -0.723. Since I omitted the cluster of “internet lover” out, it means that if the group of

internet haters have the overall satisfaction of search ads less than the group of internet lovers by 0.723 points. For Search ads: Attract your attention ( $p < 0.01$ ), Search ads: when interest, usually click ( $p = 0.001$ ), and Search ads: Doesn't feel annoy when repetitive ( $p = 0.021$ ), if these variable increase by 1 point, the overall satisfaction of search ads will increase by 0.544, 0.465, and 0.268 respectively.

For banner ads, the adjusted r-square is 0.537. There are also 4 independent variables that are statistically significant. The first variable is spontaneous ( $p = 0.048$ ) which is a dummy variable from a cluster of personality. It can be interpreted that a group of spontaneous people are likely to have less score by 0.648 point compared to a group of leader people. For the attitude toward banner ads, there are 3 variables that are significant including Banner ads: when interest, usually click ( $p = 0.023$ ), Banner ads: makes you understand more about products and promotions ( $p = 0.011$ ), Banner ads: Ads is trustable ( $p < 0.01$ ). If each of these 3 variables increase by 1 point, the overall satisfaction on banner ads will increase by 0.365, 0.532, and 0.601 respectively.

For video ads, the adjusted r-square is 0.582 which means it explains 58.2% of the data with this model. There are 3 independent variables that are statistically significant. All 3 of them are the variables on the attitude toward the video ads which are Video ads: when interest, usually click ( $p = 0.021$ ), Video ads: makes you understand more about products and promotions ( $p = 0.044$ ), Video ads: Ads is trustable ( $p < 0.01$ ). If each of these 3 variables increased by 1 point, the overall satisfaction for video ads will increase by 0.427, 0.436, and 0.568 respectively.

For remarketing ads, the adjusted r-square is 0.682. There are only 2 independent variables that are significant in this model which are remarketing ads: Attract your attention ( $p = 0.008$ ), remarketing ads: makes you understand more about products and promotions ( $p = 0.036$ ). If each of these two variables increased by 1 point, the overall satisfaction will increase by 0.502, and 0.477 respectively.

For popup ads, the adjusted r-square is 0.683. There are 6 independent variables that are statistically significant in this regression model. The first one is the internethaters ( $p = 0.019$ ) which means that if the group of internet haters is likely to have less overall satisfaction on popup ads than a group of internet lovers. The second variable is male ( $p = 0.002$ ) which is also a dummy variable. It can be interpreted that males are more likely to have less overall satisfaction on popup ads than females by

0.716. The other 4 variables are the attitude toward popup ads including popup ads: when interest, usually click ( $p = 0.047$ ), popup ads: makes you understand more about products and promotions ( $p = 0.003$ ), popup ads: Ads is trustable ( $p = 0.025$ ), popup ads: Doesn't feel annoy when repetitive ( $p > 0.01$ ). If each of these 4 variables increase by 1 point, the overall satisfaction of popup ads will increase by 0.382, 0.467, 0.393, 0.721 respectively.

For shopping ads, the adjusted r-square is 0.641. There are 5 independent variables that are statistically significant in this model. The first variable is the internethaters ( $p = 0.032$ ) which can be interpreted that a group of internet haters are likely to have overall satisfaction on shopping ads less than internet lovers by 0.651 points. The second variable is also a dummy variable for the cluster of personality. The spontaneous ( $p = 0.015$ ) which the beta can be interpreted as a group of spontaneous people are likely to have less satisfaction on shopping ads than a group of leaders by 0.729 point. The other 3 variables are shopping ads: makes you understand more about brands ( $p = 0.01$ ), shopping ads: makes you understand more about products and promotions ( $p = 0.009$ ), shopping ads: Doesn't feel annoy when repetitive ( $p = 0.022$ ). If each of these 3 variables increase by 1 point, the overall satisfaction on shopping ads will increase by 0.427, 0.493, 0.324 respectively.

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Conclusion**

In conclusion, there are many factors involved that contribute to a satisfying and effective online advertising campaign. Based on both exploratory and descriptive research, this study shows that these factors mostly consisted of audience's internet usage behaviors, the characteristics of each type of the ads, and the content visual aspect of the ads. While the demographic and personality factors have minimal impact on the effectiveness of the ads, the main factor that causes dissatisfaction on the most type of the ads are the repetitiveness of the ads. Based on a compare mean analysis between ads frequency seen and the annoyance level, the result shows that the more frequent the ads are seen, the more annoying the audience will be. The other major factors include the disruption of the customer's journey, misleading content, forcing them to do certain action before access their interest content, and the lack of trust on the ads. These factors can cause an issue of "ad blindness" where the audience psychologically ignores the ads. Another factor that the Thai audience started to concern recently is the issue of data privacy. People started to be aware about how each company keeps track of their data and uses it to do marketing campaigns that are personalized based on their interest, in which some people see these tactics as an unethical way to do online marketing.

In terms of the study on the action Thai audience take when they see each type of the ads. A compare mean analysis was conducted based on the likelihood to click when participants are interested in each type of the ads. The result shows that the shopping ads and the search ads are the two types of ads that are likely to get the most clicks. The thing that these two ads have in common are the lower level of annoyance despite high frequency of being seen, which align with the finding from the in-depth interview on attributes of the ads that have a negative impact on the satisfaction of the ads. When looking into the ads with the lowest mean, video and popup ads are the list.



The attribute that these two have in common is the disruptive audience's journey, which can create an annoyance thus lower the overall satisfaction of these types of ads.

From the correlation analysis on factors that have impact to the overall satisfaction of each ad type, the result shows that most of the factors that impact the satisfaction are the internet usage behavior and the attitude toward each type of the ads, which the result aligns with the findings from the exploratory research. To understand more about each type of the audience, a cluster analysis was conducted and the audience was classified into 3 segments based on their internet usage behavior. The internet lover, internet hater, and internet skeptics. From the One-Way ANOVA analysis, the post hoc Tukey's multiple comparison table shows that the group of internet haters usually have lower mean than the internet lover on most of the ads type. Only for the remarketing ads, where the group of internet skeptics have lower mean compared to internet lovers. This can be interpreted as the internet skeptics are more concerned about the internet security and their data privacy, the remarketing ads which utilizes these data makes the group of internet skeptics having less overall satisfaction score than the internet lovers.

Further regression analysis was conducted to understand more about factors that impact the overall satisfaction of each type of the ads. The result shows that each type of ads has their own set of significant variables that impacts their overall satisfaction score, which will be interpreted in the recommendation section.

## **5.2 Recommendations**

Here are some recommendations for each type of the ads in this study. For search ads, it attracts the attention of the audience very well with its headline title text which briefly explains about the key marketing messages. It is very effective with those who are in the group of internet lovers which use the search engine website on a daily basis. The good thing about search ads is that despite the high frequency of the ads seen because it doesn't disrupt the customer's journey and let them feel that they are in control. The key to improve its effectiveness is by optimizing the head line text to catch the eyes and attract their customer in order to improve their click through rate.



For banner ads, it is a very old type of online ads which usually get ignored psychologically by the audience especially those who are in the group of spontaneous. The good thing about banner ads is that it is very simple and easy to understand. The visual of the ads is very important, if it looks untrustworthy, the likelihood of being clicked will be very low. The banner ads when used properly, can convey the message on product and promotions very well and gain a lot of clicks. To optimize the effectiveness of banner ads, the visual element is the key. The visual needs to be easy to understand within a few seconds after it caught the eyes. The image used seems legit and trustable, the overall satisfaction will greatly be improved.

For video ads, it is one of the most annoying types of the ads in all 6 types of the ad due to its nature of disrupting the audience's journey and high frequency of the ads being seen. If video ads are done properly, it will be very effective in terms of conveying the marketing messages. In order to improve its effectiveness, the marketer needs to focus on story-telling, creative elements, and avoid direct sales in order to catch their attention in the first 5 seconds before the skip button shows up. The key is to make the audience feel less annoyed and provide call to action such as clicking the ads at the end of the video to give direction for the interested audience to take the action.

For remarketing ads, it is very effective and among the top of ads type that doesn't make the audience feel annoyed at all due to its nature of showing relevant ads to the right group of audience instead of it being randomly shown to the bigger audience. The good thing about remarketing ads is that it enhances the problem recognition process in the buyer's decision making process. In order to optimize this type of ads, the visual and the context of the ads is very important to gain the attention from the targeted audience. If the audience understands the context of the ads including some incentives, the overall effectiveness of remarketing ads will be greatly improved.

For popup ads, it is one of the ads that have the lowest mean compared to the other ad types in terms of likelihood to get click. Similar to banner ads, popup ads are one the oldest forms of online marketing. The audience usually ignores them by default. Another issue is due to its nature of disrupting audience buying's journey. In order to optimize the popup ads, it should reduce its frequency of being shown through some dynamic trigger instead of showing all the time to minimize the annoyance. The visual and the context of the ads must be brief and easy to understand in order to gain

the attention as fast as possible. The ads need to look trustworthy, otherwise, the audience will ignore thinking it's a spam popup. Moreover, the popup ads tend to work better with the female audience, so if possible, use popup ads, for female related products or services would be better.

For the shopping ads, it works very well with people who love online shopping and use the internet daily. It shows the product directly when searched on a search engine website. The good thing about the shopping ads is the low annoyance level despite being shown regularly. To optimize shopping ads, the product image, product title, the brand, and the price are very important factors to gain attention and click from the audience. So by conveying the message such as time limited to add a sense of urgency could help improve the click through rate of the ads.

Nevertheless, the world keeps on changing. There might be a new type of online ads coming in the future but the key attributes for effective ads should still be the same, which is to understand the decision making process stages that the target audience are in, so as to gain a positive emotional connection with the audience, convey the right message to the right group of people, avoid disrupting the audience buying's journey and experience, and minimize the repetitiveness of the ads.

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The seal of Thammasat University is a circular emblem. It features a central five-tiered umbrella (parasol) with a flame-like finial. Below the umbrella is a lotus flower. The entire emblem is encircled by a ring containing the university's name in Thai script at the top and "THAMMASAT UNIVERSITY" in English at the bottom, separated by small star-like symbols.

## **APPENDICES**

## APPENDIX A

### THE IN-DEPTH INTERVIEW QUESTIONNAIRE

No.	Interview Questionnaire Session #1
1	Normally what type of online ads do you see the most?
2	What type of online ads do you feel annoy the most?
3	What type of online ads do you like the most?
4	When you see the ads you don't like, what do you do?
5	When you see the ads you like, what do you do?
6	When you see the same ads all over and over again, how do you feel?
7	Have you ever bought or clicked on the online ads?
8	Currently, how do you feel about the current state of online marketing?
9	Do you feel that there is still a room for online marketing to improve?
10	Do you feel that there are too many online ads right now?
	<b>Interview Questionnaire Session #2</b>
1	How much time do you spend online?
2	How often do you shop online?
3	How do you usually shop online? Which device?
4	Do you know what you want to buy first? and when do you make the purchase?
5	Does promotion and campaigns attract you to buy? where do you mostly see the ads and aware of them?
6	without promotion do you still buy online? why? give example
7	When buying expensive stuff online, what are the action to take through to process before buying? Do you fear getting rip off?
8	Which online ads do you think is the most annoying? Why and how often do you see these ads?
9	What do you think about ads that use your data to predict what you want?
10	Which ecommerce platform do you prefer? And do you stay loyal?

## APPENDIX B

### RESPONDENT'S DEMOGRAPHIC AND INTERNET USAGE PROFILE

#### Respondent's Demographic

DEMOGRAPHIC	n	%
<b>Gender</b>		
female	132	59.19%
male	91	40.81%
<b>Grand Total</b>	<b>223</b>	<b>100.00%</b>
<b>Age</b>		
18 - 24	17	7.62%
25 - 34	150	67.26%
35 - 44	10	4.48%
45 - 54	10	4.48%
55 - 64	34	15.25%
65 and above	2	0.90%
<b>Grand Total</b>	<b>223</b>	<b>100.00%</b>
<b>Education</b>		
high school	13	5.83%
bachelor degree	150	67.26%
master degree	59	26.46%
doctoral degree	1	0.45%
<b>Grand Total</b>	<b>223</b>	<b>100.00%</b>
<b>Marital Status</b>	<b>n</b>	<b>%</b>
single	171	76.68%
married	47	21.08%
divorce	3	1.35%
others	2	0.90%
<b>Grand Total</b>	<b>223</b>	<b>100.00%</b>

<b>DEMOGRAPHIC</b>	<b>n</b>	<b>%</b>
<b>Occupation</b>		
student	14	6.28%
office worker	132	59.19%
government official	19	8.52%
business owner	30	13.45%
freelancer	12	5.38%
part timer	1	0.45%
retired	6	2.69%
unemployed	7	3.14%
others	2	0.90%
<b>Grand Total</b>	<b>223</b>	<b>100.00%</b>
<b>Income</b>	<b>n</b>	<b>%</b>
below THB 15000	26	11.66%
THB 15,001 - THB 30,000	73	32.74%
THB 30,001 - THB 45,000	49	21.97%
THB 45,001 - THB 60,000	29	13.00%
THB 60,001 and above	46	20.63%
<b>Grand Total</b>	<b>223</b>	<b>100.00%</b>
<b>Internet accessed devices owned</b>	<b>n</b>	<b>%</b>
Smartphone	214	95.96%
Tablet	73	32.74%
Laptop / Notebook	142	63.68%
Desktop Computer (PC)	73	32.74%



### Respondent's Internet Usage Profile

Internet Usage Profile	n	%
<b>Time Spent on the Internet</b>		
1 - 4 hours	75	33.63%
5 - 8 hours	83	37.22%
9 - 12 hours	29	13.00%
less than 1 hours	5	2.24%
more than 13 hours	31	13.90%
<b>Grand Total</b>	<b>223</b>	<b>100.00%</b>
<b>How often do you buy online</b>		
everyday	66	29.60%
once every 2 - 3 days	93	41.70%
once a week	43	19.28%
once a month	14	6.28%
Others	7	3.14%
<b>Grand Total</b>	<b>223</b>	<b>100.00%</b>
<b>Internet activities</b>		
shopping	103	46.19%
netflix	135	60.54%
video streaming youtube	168	75.34%
music	126	56.50%
Social media	145	65.02%
game	70	31.39%
freelancer/online store	25	11.21%
Inspiration	52	23.32%
<b>Social media platform</b>		
Facebook	216	96.86%
Instagram	163	73.09%
Youtube	190	85.20%
Line	209	93.72%
Twitter	76	34.08%
Snapchat	7	3.14%
Tumblr	7	3.14%

## APPENDIX C

### CORRELATION TABLE

Correlations		Overall satisfaction					
		Search ads	Banner ads	Video ads	Remarketing ads	Popup ads	Shopping ads
Search ads: Overall satisfaction	Pearson Correlation	1	1	1	1	1	1
	Sig. (2-tailed)						
	N	223	223	223	223	223	223
Love to shopping online	Pearson Correlation	0.12	0.045	0.028	0.092	0.076	0.118
	Sig. (2-tailed)	0.073	0.502	0.675	0.172	0.256	0.078
	N	223	223	223	223	223	223
Internet is safe	Pearson Correlation	.159*	.223**	.142*	.230**	.261**	.260**
	Sig. (2-tailed)	0.017	0.001	0.034	0.001	0	0
	N	223	223	223	223	223	223
Internet makes life easier	Pearson Correlation	0.06	-0.091	0.026	0.111	0.024	-0.01
	Sig. (2-tailed)	0.376	0.176	0.702	0.098	0.724	0.885
	N	223	223	223	223	223	223
Internet is addictive	Pearson Correlation	.202**	0.008	0.07	.138*	.137*	.134*
	Sig. (2-tailed)	0.002	0.9	0.299	0.039	0.041	0.046
	N	223	223	223	223	223	223
Impulsive vs Careful	Pearson Correlation	0.034	0.12	0.11	0.093	0.073	0.059
	Sig. (2-tailed)	0.616	0.073	0.101	0.166	0.278	0.378
	N	223	223	223	223	223	223
Responsible vs Relax	Pearson Correlation	-0.016	-0.039	-0.004	-0.026	-0.038	0.033
	Sig. (2-tailed)	0.812	0.56	0.957	0.694	0.568	0.629
	N	223	223	223	223	223	223
Introvert vs Extrovert	Pearson Correlation	-0.007	0.038	0.047	-0.065	0.032	0.083
	Sig. (2-tailed)	0.918	0.574	0.489	0.336	0.63	0.22
	N	223	223	223	223	223	223
Agreeable vs Challenging	Pearson Correlation	0.014	-0.005	0.047	-0.043	0.047	0.075
	Sig. (2-tailed)	0.835	0.944	0.485	0.522	0.481	0.266
	N	223	223	223	223	223	223
Nervous vs Confident	Pearson Correlation	-0.068	0.073	0.01	-0.098	-0.041	-0.031
	Sig. (2-tailed)	0.315	0.278	0.884	0.144	0.541	0.646
	N	223	223	223	223	223	223
Each ads type: Attract your attention	Pearson Correlation	.736**	.593**	.611**	.778**	.637**	.703**
	Sig. (2-tailed)	0	0	0	0	0	0
	N	223	223	223	223	223	223
Each ads type: when interest, usually click	Pearson Correlation	.736**	.596**	.688**	.767**	.736**	.707**
	Sig. (2-tailed)	0	0	0	0	0	0
	N	223	223	223	223	223	223
Each ads type: makes you understand more about brand	Pearson Correlation	.736**	.619**	.695**	.759**	.720**	.685**
	Sig. (2-tailed)	0	0	0	0	0	0
	N	223	223	223	223	223	223
Each ads type: makes you understand more about products and promotions	Pearson Correlation	.748**	.671**	.695**	.795**	.736**	.709**
	Sig. (2-tailed)	0	0	0	0	0	0
	N	223	223	223	223	223	223
Each ads type: Ads is trustable	Pearson Correlation	.685**	.666**	.662**	.740**	.753**	.665**
	Sig. (2-tailed)	0	0	0	0	0	0
	N	223	223	223	223	223	223
Each ads type: Doesn't feel annoy when repetitive	Pearson Correlation	.619**	.502**	.590**	.651**	.732**	.622**
	Sig. (2-tailed)	0	0	0	0	0	0
	N	223	223	223	223	223	223

## APPENDIX D

### CLUSTER ANALYSIS ON INTERNET BEHAVIOR AND DEMOGRAPHIC BY INTERNET BEHAVIOR SEGMENT

#### Cluster Analysis on Internet Behavior

	Cluster 1	Cluster 2	Cluster 3
	n = 107	n = 44	n = 72
	internet lover	internet hater	internet skeptics
Zscore: Love to shopping online	0.72559	-0.82133	-0.57638
Zscore: Internet is safe	0.68745	-0.29302	-0.84255
Zscore: Internet makes life easier	0.41856	-1.26323	0.14995
Zscore: Internet is addictive	0.43285	-1.50896	0.27888

#### Demographic by Internet Behavior Segment

		internet lovers		internet haters		internet skeptics	
		Count	Column N %	Count	Column N %	Count	Column N %
<b>Gender</b>	male	43	40.20%	19	43.20%	29	40.30%
	female	64	59.80%	25	56.80%	43	59.70%
	<b>Total</b>	<b>107</b>	<b>100.00%</b>	<b>44</b>	<b>100.00%</b>	<b>72</b>	<b>100.00%</b>
<b>Age</b>	below 18	0	0.00%	0	0.00%	0	0.00%
	18 - 24	7	6.50%	2	4.50%	8	11.10%
	25 - 34	84	78.50%	17	38.60%	49	68.10%
	35 - 44	2	1.90%	2	4.50%	6	8.30%
	45 - 54	2	1.90%	6	13.60%	2	2.80%
	55 - 64	11	10.30%	16	36.40%	7	9.70%
	65 and above	1	0.90%	1	2.30%	0	0.00%
	<b>Total</b>	<b>107</b>	<b>100.00%</b>	<b>44</b>	<b>99.90%</b>	<b>72</b>	<b>100.00%</b>
<b>Education</b>	others	0	0.00%	0	0.00%	0	0.00%
	highschool	3	2.80%	5	11.40%	5	6.90%
	bachelor degree	70	65.40%	32	72.70%	48	66.70%
	master degree	34	31.80%	7	15.90%	18	25.00%
	doctoral degree	0	0.00%	0	0.00%	1	1.40%
	<b>Total</b>	<b>107</b>	<b>100.00%</b>	<b>44</b>	<b>100.00%</b>	<b>72</b>	<b>100.00%</b>

		internet lovers		internet haters		internet skeptics	
		Count	Column N %	Count	Column N %	Count	Column N %
<b>Status</b>	others	1	0.90%	0	0.00%	1	1.40%
	single	85	79.40%	29	65.90%	57	79.20%
	married	20	18.70%	14	31.80%	13	18.10%
	divorce	1	0.90%	1	2.30%	1	1.40%
	widow	0	0.00%	0	0.00%	0	0.00%
	<b>Total</b>	<b>107</b>	<b>100.00%</b>	<b>44</b>	<b>100.00%</b>	<b>72</b>	<b>100.00%</b>
<b>Occupation</b>	others	1	0.90%	1	2.30%	0	0.00%
	student	7	6.50%	2	4.50%	5	6.90%
	office worker	71	66.40%	20	45.50%	41	56.90%
	government official	9	8.40%	3	6.80%	7	9.70%
	business owner	9	8.40%	12	27.30%	9	12.50%
	freelancer	4	3.70%	3	6.80%	5	6.90%
	part timer	0	0.00%	0	0.00%	1	1.40%
	retired	1	0.90%	2	4.50%	3	4.20%
	unemployed	5	4.70%	1	2.30%	1	1.40%
	<b>Total</b>	<b>107</b>	<b>99.90%</b>	<b>44</b>	<b>100.00%</b>	<b>72</b>	<b>99.90%</b>
<b>Income</b>	below THB 15000	10	9.30%	5	11.40%	11	15.30%
	THB 15,001 - THB 30,000	37	34.60%	13	29.50%	23	31.90%
	THB 30,001 - THB 45,000	21	19.60%	10	22.70%	18	25.00%
	THB 45,001 - THB 60,000	15	14.00%	7	15.90%	7	9.70%
	THB 60,001 and above	24	22.40%	9	20.50%	13	18.10%
	<b>Total</b>	<b>107</b>	<b>100.00%</b>	<b>44</b>	<b>100.00%</b>	<b>72</b>	<b>100.00%</b>

## APPENDIX E

### POST HOC TEST AND ANOVA

#### Post Hoc Test by Internet Behavior Segment

Dependent Variable	)I( Cluster internet behavior	)J( Cluster internet behavior	Mean Difference )I-J(	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Search ads: Overall satisfaction	internet skeptics	internet haters	0.832	0.506	0.23	-0.36	2.03
		internet lovers	-0.932	0.403	0.056	-1.88	0.02
	internet haters	internet skeptics	-0.832	0.506	0.23	-2.03	0.36
		internet lovers	-1.764*	0.474	0.001	-2.88	-0.65
	internet lovers	internet skeptics	0.932	0.403	0.056	-0.02	1.88
		internet haters	1.764*	0.474	0.001	0.65	2.88
Banner ads: Overall satisfaction	internet skeptics	internet haters	0.096	0.475	0.978	-1.02	1.22
		internet lovers	-0.865	0.378	0.06	-1.76	0.03
	internet haters	internet skeptics	-0.096	0.475	0.978	-1.22	1.02
		internet lovers	-0.961	0.444	0.08	-2.01	0.09
	internet lovers	internet skeptics	0.865	0.378	0.06	-0.03	1.76
		internet haters	0.961	0.444	0.08	-0.09	2.01
Video ads: Overall satisfaction	internet skeptics	internet haters	0.524	0.538	0.594	-0.75	1.79
		internet lovers	-0.468	0.429	0.52	-1.48	0.54
	internet haters	internet skeptics	-0.524	0.538	0.594	-1.79	0.75
		internet lovers	-0.992	0.504	0.122	-2.18	0.2
	internet lovers	internet skeptics	0.468	0.429	0.52	-0.54	1.48
		internet haters	0.992	0.504	0.122	-0.2	2.18
Remarketing ads: Overall satisfaction	internet skeptics	internet haters	0.422	0.514	0.691	-0.79	1.63
		internet lovers	-.985*	0.409	0.044	-1.95	-0.02
	internet haters	internet skeptics	-0.422	0.514	0.691	-1.63	0.79
		internet lovers	-1.407*	0.481	0.011	-2.54	-0.27
	internet lovers	internet skeptics	.985*	0.409	0.044	0.02	1.95
		internet haters	1.407*	0.481	0.011	0.27	2.54

Dependent Variable	)I( Cluster internet behavior	)J( Cluster internet behavior	Mean Difference )I-J(	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Popup ads: Overall satisfaction	internet skeptics	internet haters	0.884	0.533	0.224	-0.37	2.14
		internet lovers	-0.952	0.424	0.066	-1.95	0.05
	internet haters	internet skeptics	-0.884	0.533	0.224	-2.14	0.37
		internet lovers	-1.836*	0.499	0.001	-3.01	-0.66
	internet lovers	internet skeptics	0.952	0.424	0.066	-0.05	1.95
		internet haters	1.836*	0.499	0.001	0.66	3.01
Shopping ads: Overall satisfaction	internet skeptics	internet haters	0.592	0.466	0.413	-0.51	1.69
		internet lovers	-0.804	0.371	0.079	-1.68	0.07
	internet haters	internet skeptics	-0.592	0.466	0.413	-1.69	0.51
		internet lovers	-1.397*	0.436	0.004	-2.43	-0.37
	internet lovers	internet skeptics	0.804	0.371	0.079	-0.07	1.68
		internet haters	1.397*	0.436	0.004	0.37	2.43

**ANOVA** of means difference in perception between each personality group toward the overall satisfaction of each online ad type

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Search ads: Overall satisfaction	Between Groups	21.077	3	7.026	0.947	0.419
	Within Groups	1624.178	219	7.416		
	Total	1645.256	222			
Banner ads: Overall satisfaction	Between Groups	11.571	3	3.857	0.608	0.61
	Within Groups	1388.133	219	6.339		
	Total	1399.704	222			
Remarketing ads: Overall satisfaction	Between Groups	30.641	3	10.214	1.369	0.253
	Within Groups	1634.22	219	7.462		
	Total	1664.861	222			
Popup ads: Overall satisfaction	Between Groups	7.269	3	2.423	0.293	0.831
	Within Groups	1812.139	219	8.275		
	Total	1819.408	222			
Shopping ads: Overall satisfaction	Between Groups	12.558	3	4.186	0.673	0.569
	Within Groups	1361.631	219	6.217		
	Total	1374.188	222			

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Video ads: Overall satisfaction	Between Groups	18.664	3	6.221	0.777	0.508
	Within Groups	1752.986	219	8.005		
	Total	1771.65	222			



## APPENDIX F

### CLUSTER ANALYSIS ON PERSONALITY

	Cluster 1	Cluster 2	Cluster 3	Cluster 4
	n = 62	n = 55	n = 47	n = 59
	Strategist	Spontaneous	Leader	Diplomat
Zscore: Impulsive vs Careful	0.70142	-0.81327	0.30541	-0.22225
Zscore: Responsible vs Relax	-1.00316	-0.05509	0.56339	0.65673
Zscore: Introvert vs Extrovert	-0.30734	0.22373	0.92888	-0.62555
Zscore: Agreeable vs Challenging	-0.36044	0.48006	1.0839	-0.93219
Zscore: Nervous vs Confident	0.11099	-0.52497	1.22207	-0.60076

**ANOVA** of means difference in perception between each personality group toward the overall satisfaction of each online ad type

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Search ads: Overall satisfaction	Between Groups	21.077	3	7.026	0.947	0.419
	Within Groups	1624.178	219	7.416		
	Total	1645.256	222			
Banner ads: Overall satisfaction	Between Groups	11.571	3	3.857	0.608	0.61
	Within Groups	1388.133	219	6.339		
	Total	1399.704	222			
Remarketing ads: Overall satisfaction	Between Groups	30.641	3	10.214	1.369	0.253
	Within Groups	1634.22	219	7.462		
	Total	1664.861	222			
Popup ads: Overall satisfaction	Between Groups	7.269	3	2.423	0.293	0.831
	Within Groups	1812.139	219	8.275		
	Total	1819.408	222			
Shopping ads: Overall satisfaction	Between Groups	12.558	3	4.186	0.673	0.569
	Within Groups	1361.631	219	6.217		
	Total	1374.188	222			
Video ads: Overall satisfaction	Between Groups	18.664	3	6.221	0.777	0.508
	Within Groups	1752.986	219	8.005		
	Total	1771.65	222			



## APPENDIX G

### REGRESSION COEFFICIENT SUMMARY OF ALL AD TYPES

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
Search ads	.826a	0.682	0.659	1.589
Banner ads	.754a	0.568	0.537	1.709
Video ads	.781a	0.61	0.582	1.827
Remarketing ads	.839a	0.703	0.682	1.544
Popup ads	.840a	0.705	0.683	1.611
Shopping ads	.801a	0.641	0.615	1.543

**Dependent Variable:** Search ads: Overall satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	)Constant(	0.329	0.685		0.48	0.631
	internetskeptics	-0.452	0.253	-0.078	-1.785	0.076
	internethaters	-0.723	0.309	-0.106	-2.341	0.02
	strategist	-0.405	0.299	-0.066	-1.357	0.176
	spontaneous	-0.324	0.301	-0.053	-1.077	0.283
	diplomat	0.095	0.323	0.014	0.295	0.769
	male	-0.332	0.223	-0.06	-1.492	0.137
	Age	0.053	0.097	0.024	0.552	0.581
	Education	-0.103	0.224	-0.02	-0.458	0.648
	Income	-0.032	0.088	-0.016	-0.366	0.715
	Search ads: Attract your attention	0.544	0.146	0.266	3.733	0
	Search ads: when interest, usually click	0.465	0.144	0.248	3.233	0.001
	Search ads: makes you understand more about brand	0.19	0.179	0.093	1.06	0.29
	Search ads: makes you understand more about products and promotions	0.266	0.185	0.135	1.439	0.152

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	Search ads: Ads is trustable	0.067	0.156	0.031	0.428	0.669
	Search ads: Doesn't feel annoy when repetitive	0.268	0.115	0.135	2.333	0.021

**Dependent Variable: Banner ads: Overall satisfaction**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	)Constant(	-0.434	0.789		-0.549	0.583
	internetskeptics	-0.432	0.273	-0.081	-1.583	0.115
	internethaters	-0.388	0.34	-0.062	-1.143	0.254
	strategist	-0.304	0.32	-0.054	-0.95	0.343
	spontaneous	-0.643	0.324	-0.114	-1.985	0.048
	diplomat	-0.06	0.355	-0.009	-0.169	0.866
	male	-0.063	0.241	-0.012	-0.263	0.793
	Age	-0.026	0.105	-0.013	-0.251	0.802
	Education	0.021	0.237	0.004	0.087	0.931
	Income	-0.045	0.096	-0.024	-0.47	0.639
	Banner ads: Attract your attention	0.294	0.181	0.122	1.623	0.106
	Banner ads: when interest, usually click	0.365	0.16	0.167	2.284	0.023
	Banner ads: makes you understand more about brand	-0.048	0.201	-0.021	-0.239	0.811
	Banner ads: makes you understand more about products and promotions	0.532	0.207	0.237	2.573	0.011
	Banner ads: Ads is trustable	0.601	0.185	0.257	3.252	0.001
	Banner ads: Doesn't feel annoy when repetitive	0.246	0.14	0.107	1.758	0.08

**Dependent Variable: Video ads: Overall satisfaction**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	)Constant(	-0.435	0.826		-0.526	0.599
	internetskeptics	-0.253	0.292	-0.042	-0.869	0.386
	internethaters	-0.41	0.359	-0.058	-1.141	0.255
	strategist	0.029	0.36	0.005	0.082	0.935
	spontaneous	-0.352	0.346	-0.056	-1.015	0.311
	diplomat	0.129	0.389	0.018	0.333	0.74
	male	-0.302	0.257	-0.053	-1.174	0.242
	Age	0.034	0.11	0.015	0.309	0.757
	Education	-0.015	0.252	-0.003	-0.061	0.952
	Income	-0.052	0.102	-0.024	-0.509	0.611
	Video ads: Attract your attention	-0.064	0.18	-0.03	-0.357	0.722
	Video ads: when interest, usually click	0.427	0.184	0.196	2.321	0.021
	Video ads: makes you understand more about brand	0.274	0.221	0.126	1.239	0.217
	Video ads: makes you understand more about products and promotions	0.436	0.216	0.198	2.023	0.044
	Video ads: Ads is trustable	0.358	0.196	0.154	1.821	0.07
	Video ads: Doesn't feel annoy when repetitive	0.568	0.135	0.248	4.221	0

**Dependent Variable: Remarketing ads: Overall satisfaction**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	)Constant(	-0.38	0.683		-0.556	0.579
	internetskeptics	-0.437	0.247	-0.075	-1.769	0.078
	internethaters	-0.449	0.304	-0.065	-1.478	0.141
	strategist	-0.183	0.295	-0.03	-0.619	0.537
	spontaneous	-0.104	0.291	-0.017	-0.356	0.722
	diplomat	0.266	0.321	0.038	0.828	0.409
	male	-0.378	0.215	-0.068	-1.761	0.08

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	Age	-0.008	0.093	-0.004	-0.085	0.933
	Education	-0.022	0.213	-0.004	-0.104	0.917
	Income	0.022	0.089	0.011	0.246	0.806
	Remarketing ads: Attract your attention	0.502	0.188	0.235	2.672	0.008
	Remarketing ads: when interest, usually click	0.238	0.187	0.115	1.269	0.206
	Remarketing ads: makes you understand more about brand	0.254	0.194	0.116	1.307	0.193
	Remarketing ads: makes you understand more about products and promotions	0.477	0.226	0.221	2.109	0.036
	Remarketing ads: Ads is trustable	0.202	0.188	0.085	1.075	0.284
	Remarketing ads: Doesn't feel annoy when repetitive	0.242	0.136	0.108	1.783	0.076

**Dependent Variable: Popup ads: Overall satisfaction**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	)Constant(	0.353	0.722		0.489	0.625
	internetskeptics	-0.454	0.257	-0.074	-1.764	0.079
	internethaters	-0.766	0.323	-0.107	-2.371	0.019
	strategist	0.02	0.31	0.003	0.065	0.948
	spontaneous	-0.292	0.305	-0.046	-0.958	0.339
	diplomat	0.282	0.344	0.039	0.82	0.413
	male	-0.716	0.229	-0.123	-3.125	0.002
	Age	-0.01	0.099	-0.004	-0.101	0.92
	Education	-0.206	0.221	-0.039	-0.936	0.35
	Income	0.049	0.09	0.023	0.548	0.585
	Popup ads: Attract your attention	-0.164	0.142	-0.083	-1.157	0.248
	Popup ads: when interest, usually click	0.382	0.191	0.178	2.003	0.047

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	Popup ads: makes you understand more about brand	0.097	0.188	0.043	0.515	0.607
	Popup ads: makes you understand more about products and promotions	0.467	0.157	0.231	2.968	0.003
	Popup ads: Ads is trustable	0.393	0.174	0.18	2.265	0.025
	Popup ads: Doesn't feel annoy when repetitive	0.721	0.15	0.322	4.795	0

**Dependent Variable: Shopping ads: Overall satisfaction**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	)Constant(	0.324	0.745		0.435	0.664
	internetskeptics	-0.172	0.246	-0.032	-0.7	0.485
	internethaters	-0.651	0.301	-0.104	-2.161	0.032
	strategist	-0.425	0.301	-0.076	-1.41	0.16
	spontaneous	-0.729	0.296	-0.131	-2.465	0.015
	diplomat	-0.116	0.328	-0.018	-0.354	0.724
	male	-0.347	0.215	-0.069	-1.612	0.109
	Age	0.004	0.095	0.002	0.044	0.965
	Education	-0.075	0.212	-0.016	-0.354	0.723
	Income	-0.086	0.086	-0.046	-1	0.318
	Shopping ads: Attract your attention	0.399	0.215	0.169	1.856	0.065
	Shopping ads: when interest, usually click	0.298	0.212	0.134	1.408	0.161
	Shopping ads: makes you understand more about brand	0.427	0.165	0.187	2.596	0.01
	Shopping ads: makes you understand more about products and promotions	0.493	0.187	0.217	2.636	0.009
	Shopping ads: Ads is trustable	0.043	0.182	0.018	0.235	0.814
	Shopping ads: Doesn't feel annoy when repetitive	0.324	0.14	0.147	2.311	0.022

## APPENDIX H

### ONLINE SURVEY-QUESTIONNAIRE

#### Key Attributes of Effective Online Advertising on Internet Users in Thailand

**\* Required**

**Have you ever shop online? \***

- ☐ Yes
 ☐ No

#### Internet Usage Behavior

**🔔 Please use landscape mode on mobile devices 🔔**

**How much time you spent on internet per day? \***

- ☐ less than 1 hr
 ☐ 1 - 4 hrs  
☐ 5 - 8 hrs
 ☐ 9 - 12 hrs  
☐ 13 hrs +

**How frequent do you shop online? \***

- ☐ Everyday
 ☐ Once every 2 - 3 days  
☐ Once every week
 ☐ Once every month  
☐ less than once a month  
☐ Other:

**How many social media platform do you use? (multiple)\***

- ☐ Facebook
 ☐ Instagram  
☐ Youtube
 ☐ Line  
☐ Twitter
 ☐ Snapchat  
☐ Tumblr
 ☐ Other.....

**How many type of devices you own? \***

- ☐ Smartphone
 ☐ Tablet  
☐ Laptop / Notebook
 ☐ Desktop Computer (PC)  
☐ Other:

What do you usually do online in your free time? (Pick 3)\*\*\* \*

- |                                    |  |
|------------------------------------|--|
| <input type="radio"/> Shopping     | <input type="radio"/> Netflix          |
| <input type="radio"/> Youtube      | <input type="radio"/> Listen to music  |
| <input type="radio"/> Social media | <input type="radio"/> Gaming           |
| <input type="radio"/> Freelancing  | <input type="radio"/> Find Inspiration |
| <input type="radio"/> Other.....   |  |

### Attitude toward internet

**🔔 Please use landscape mode on mobile devices 🔔**

Please fill in the score based on your judgement\*

I love shopping online

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

I think that the internet is safe

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

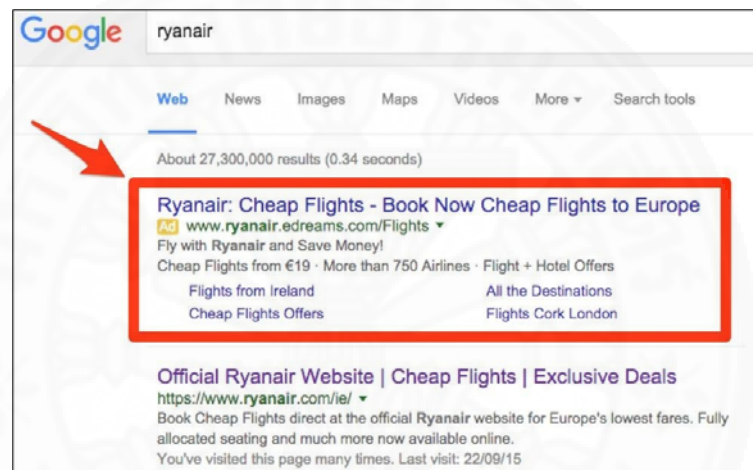
The internet makes my life easier

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

Internet is addictive

- o Strongly Disagree
- o Disagree
- o Neither Agree or Disagree
- o Agree
- o Strongly Agree

### มุมมองต่อสื่อโฆษณาออนไลน์ (Search Ads)



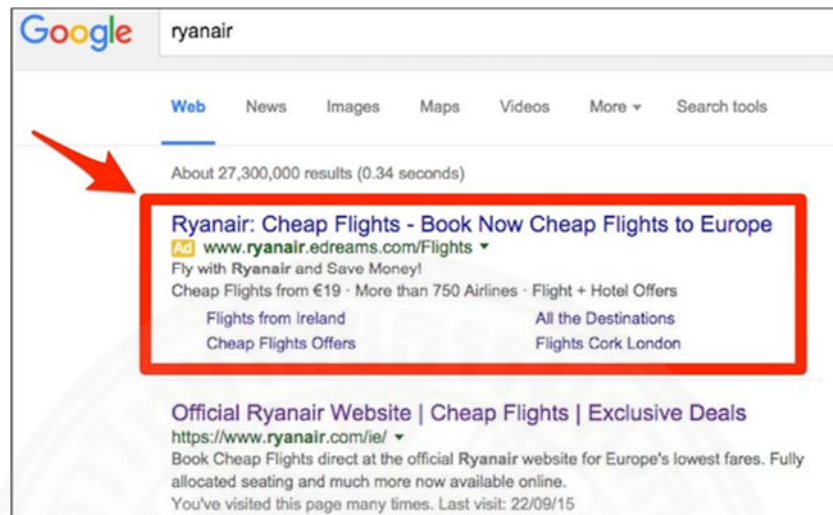
How frequent do you see this type of ads? \*

- o Never
- o Rarely
- o Sometimes
- o Often
- o Always



## Attitude toward Search Ads

🔔 Please use landscape mode on mobile devices 🔔



**Please fill in the score based on your judgement\***

This type of ads usually catches my attention?

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

If interested, I always interact with the ads for more information

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to communicate the brand messages or brand awareness

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to promote new products or new promotions

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

You think this type of ads are usually trustable

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

You don't feel annoy at all when see this type of ads many times

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

Overall, you are satisfying with this type of ads (scale 1 - 10)

- ☐ 0 (Strongly Disagree)
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 (Strongly Agree)

## Attitude toward Banner ads



How frequent do you see this type of ads? \*

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

## Banner ads



Please fill in the score based on your judgement\*

This type of ads usually catches my attention?

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

If interested, I always interact with the ads for more information

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to communicate the brand messages or brand awareness

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to promote new products or new promotions

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

You think this type of ads are usually trustable

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

You don't feel annoy at all when see this type of ads many times

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

Overall, you are satisfying with this type of ads (scale 1 - 10)

- ☐ 0 (Strongly Disagree)
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 (Strongly Agree)

### Attitude toward Video ads



How frequent do you see this type of ads? \*

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

## Video ads

🔔 Please use landscape mode on mobile devices 🔔



Please fill in the score based on your judgement\*

This type of ads usually catches my attention?

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

If interested, I always interact with the ads for more information

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to communicate the brand messages or brand awareness

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to promote new products or new promotions

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

You think this type of ads are usually trustable

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

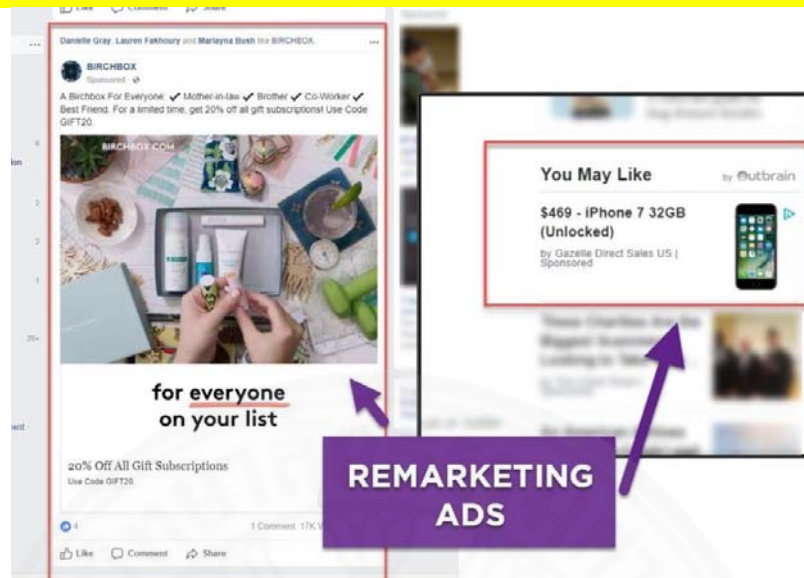
You don't feel annoy at all when see this type of ads many times

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

Overall, you are satisfying with this type of ads (scale 1 - 10)

- ☐ 0 (Strongly Disagree)
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 (Strongly Agree)

## Attitude toward remarketing ads

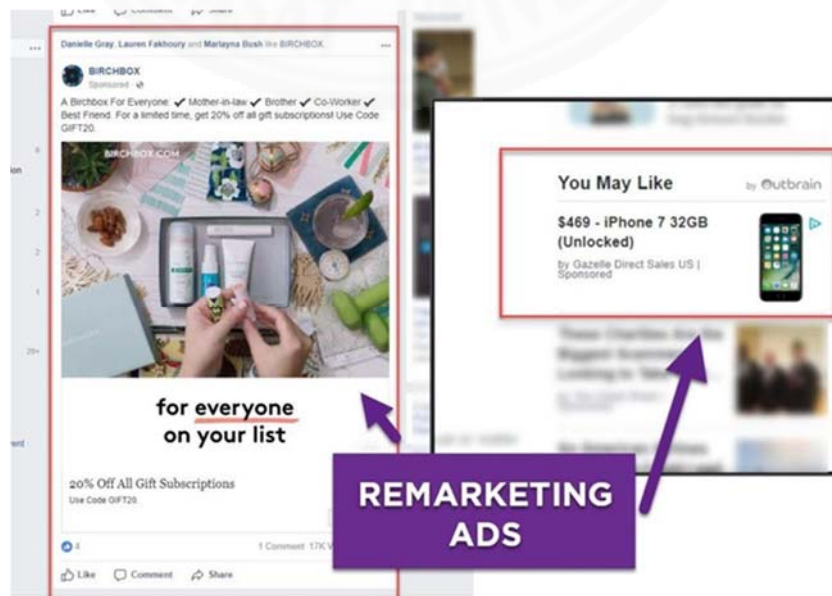


How frequent do you see this type of ads? \*

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

## Remarketing ads

🔔 Please use landscape mode on mobile devices 🔔





Please fill in the score based on your judgement\*

This type of ads usually catches my attention?

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

If interested, I always interact with the ads for more information

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to communicate the brand messages or brand awareness

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to promote new products or new promotions

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

You think this type of ads are usually trustable

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

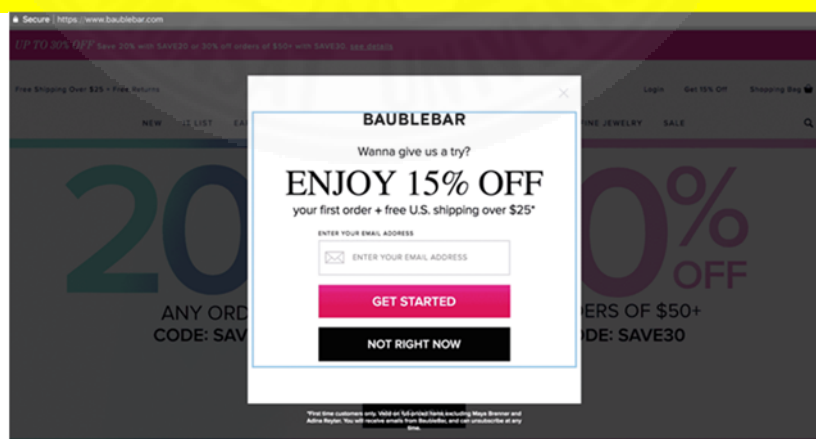
You don't feel annoy at all when see this type of ads many times

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

Overall, you are satisfying with this type of ads (scale 1 - 10)

- ☐ 0 (Strongly Disagree)
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 (Strongly Agree)

### Attitude toward popup ads)

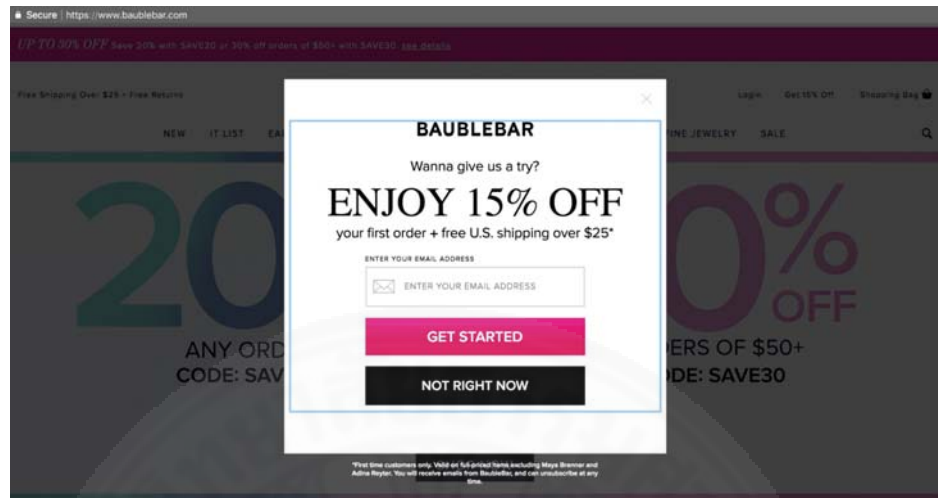


How frequent do you see this type of ads? \*

- |                                 |                              |
|---------------------------------|------------------------------|
| <input type="radio"/> Never     | <input type="radio"/> Rarely |
| <input type="radio"/> Sometimes | <input type="radio"/> Often  |
| <input type="radio"/> Always    |                              |

## Popup ads

🔔 Please use landscape mode on mobile devices 🔔



Please fill in the score based on your judgement\*

This type of ads usually catches my attention?

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

If interested, I always interact with the ads for more information

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to communicate the brand messages or brand awareness

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to promote new products or new promotions

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

You think this type of ads are usually trustable

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

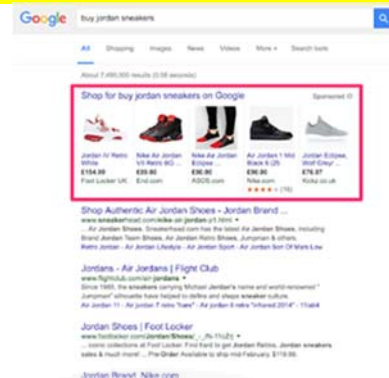
You don't feel annoy at all when see this type of ads many times

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

Overall, you are satisfying with this type of ads (scale 1 - 10)

- ☐ 0 (Strongly Disagree)
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 (Strongly Agree)

## Attitude toward shopping ads)

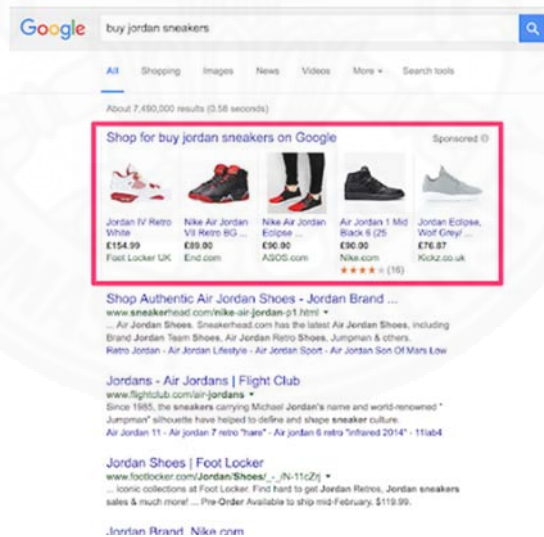


How frequent do you see this type of ads? \*

- ☐ Never
- ☐ Sometimes
- ☐ Always
- ☐ Rarely
- ☐ Often

## Shopping ads

🔔 Please use landscape mode on mobile devices 🔔



Please fill in the score based on your judgement\*

This type of ads usually catches my attention?

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

If interested, I always interact with the ads for more information

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to communicate the brand messages or brand awareness

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

It's an effective way to promote new products or new promotions

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

You think this type of ads are usually trustable

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

You don't feel annoy at all when see this type of ads many times

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree or Disagree
- ☐ Agree
- ☐ Strongly Agree

Overall, you are satisfying with this type of ads (scale 1 - 10)

- ☐ 0 (Strongly Disagree)
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 (Strongly Agree)

### Personality

🔔 Please use landscape mode on mobile devices 🔔เป็นคนแบบไหน?

Openness: impulsive vs. careful \*

- |                                     |                                   |                         |
|-------------------------------------|-----------------------------------|-------------------------|
| <input type="radio"/> 1 (impulsive) | <input type="radio"/> 2           | <input type="radio"/> 3 |
| <input type="radio"/> 4             | <input type="radio"/> 5 (careful) |                         |

Conscientiousness: organized vs. careless \*

- |                                     |                                   |                         |
|-------------------------------------|-----------------------------------|-------------------------|
| <input type="radio"/> 1 (impulsive) | <input type="radio"/> 2           | <input type="radio"/> 3 |
| <input type="radio"/> 4             | <input type="radio"/> 5 (careful) |                         |

Extroversion: introvert vs. extrovert \*

- |                                     |                                   |                         |
|-------------------------------------|-----------------------------------|-------------------------|
| <input type="radio"/> 1 (impulsive) | <input type="radio"/> 2           | <input type="radio"/> 3 |
| <input type="radio"/> 4             | <input type="radio"/> 5 (careful) |                         |

Agreeableness: friendly vs. challenging \*

- |                                     |                                   |                         |
|-------------------------------------|-----------------------------------|-------------------------|
| <input type="radio"/> 1 (impulsive) | <input type="radio"/> 2           | <input type="radio"/> 3 |
| <input type="radio"/> 4             | <input type="radio"/> 5 (careful) |                         |

Neuroticism: nervous vs. confident \*

- |                                     |                                   |                         |
|-------------------------------------|-----------------------------------|-------------------------|
| <input type="radio"/> 1 (impulsive) | <input type="radio"/> 2           | <input type="radio"/> 3 |
| <input type="radio"/> 4             | <input type="radio"/> 5 (careful) |                         |

## Demographic

### Gender \*

- ☐ Male
 ☐ Female

### Age \*

- ☐ less than 18
 ☐ 18 – 24
 ☐ 25 - 34  
☐ 35 – 44
 ☐ 45 – 54
 ☐ 55 - 64  
☐ 65 +

### Education \*

- ☐ High school diploma
 ☐ Bachelor's Degree  
☐ Master's Degree
 ☐ Ph.D. or higher  
☐ Other: .....

### Marital Status \*

- ☐ Single
 ☐ Married
 ☐ Divorce  
☐ Widowed
 ☐ Other:

### Occupation \*

- ☐ Student
 ☐ Office workers
 ☐ Government officials  
☐ Business owner
 ☐ Freelancer
 ☐ Part-time  
☐ Retired
 ☐ Unemployed
 ☐ Other: .....

### Income level \*

- ☐ Below THB 15,000
 ☐ THB 15,001 - THB 30,000  
☐ THB 30,001 - THB 45,000
 ☐ THB 45,001 - THB 60,000  
☐ THB 60,001 and more



## BIOGRAPHY

Name	Mr. Kunapas Thongpiam
Date of birth	July 17, 1992
Educational attainment	2015: Bachelor of Arts in Economics (International Program) Chulalongkorn University
Work Position	Senior Division Marketing Manager (SEO) Central Department Store Co., Ltd. (Central.co.th)

