

ATTITUDES TOWARDS ONLINE ADVERTISING

gemiusAdHoc

Ukraine

2006



TABLE OF CONTENTS

- Methodology 3
- Executive summary 9
- Summary 11
- General attitudes towards online advertising 17
- Attitudes towards the format of advertisements..... 24
- Declared behaviour in response to online advertising 27
- The perceived image of the advertised companies..... 31
- Demographics 33

METHODOLOGY OF THE RESEARCH

METHODOLOGY

- The research was conducted by Gemius & partners in seven European countries: the Czech Republic, Hungary, Lithuania, Poland, Romania, Slovakia and Ukraine.
- In **Ukraine** Gemius conducted the research in cooperation with **fraza.com.ua**, **liga.net** and **meta.ua**. Data from the Ukrainian research was taken into account in this report.



METHODOLOGY

- The aim of the research was to identify attitudes of Internet users towards online advertising.
- Questions involved in the research concerned:
 - general attitudes towards advertising (online & TV)
 - attitudes towards advertisements' formats
 - declared behaviour in response to online advertising
 - the perceived image of the advertised companies.
- The recall of different formats of advertisements was aided by screen shots of advertisements' formats.
- The research was conducted on the Internet in the form of a pop-up survey (random sampling) on 16th-22th of May 2006.
- The total sample of 2 992 valid cases, used in the study, was re-weighted with the use of an analytic weight computed on the basis of structural data on Internet users.

FORMATS OF ADVERTISEMENTS (international) (1)

Banner

Products Company Case Studies gPublishersIndex

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THINKING BEYOND BORDERS

Log In

Monitor & analyze online behavior
Analyze Internet audience profiles
Analyze campaign effectiveness
Conduct online surveys

gemiusTraffic
helped us to really manage our corporate web sites. We gained a professional research tool.

Krzysztof Pina,
Manager Marketing Communication,
Toyota Motor Poland Co., Ltd.

Freedom of speech in the Ukrainian Internet - what do people think about it?
20 March 2006

Since October 2005 Gemius SA has launched its gemiusAudience research study on the Ukrainian market. The first results are already published, to the satisfaction of all participants and open public. At the present there are more 80 web-site publishers that in the

MEET YOUR ONLINE AUDIENCE
You have invested time and money into building your web site. Now, let that web site work for you.

If you want to:

- Gain credible data on the usage of your web site
- Understand the socio-demographic profile of your online audience

Billboard

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- Gain arguments to sell advertising space online

Make use of the **gemiusTraffic** or **gemiusProfile** studies.

WATCH YOUR COMPETITION
Do you analyze your online performance? Now you can compare your online performance to that of your competitors.

If you want to learn:

- How your web site's performance compares to your competitors,
- How web sites rank according to reach or other indicators,
- How selected target groups use the Internet

Make use of the **gemiusAudience** study.

CHECK YOUR ONLINE ADVERTISING
So you have conducted an online advertising campaign.

Now you can determine:

- Whether the money you spent was spent effectively
- Whether your campaign reached its desired goals
- How the campaign impacted on your brand

Make use of the **gemiusEffect** study.

Gemius Hungary and Szonda Ipsos have started cooperation!
20 March 2006

Both companies agreed to jointly introduce gemiusAudience study to the Hungarian market under the local

advertising

Button

Button

Button

Products Company Case Studies gPublishersIndex

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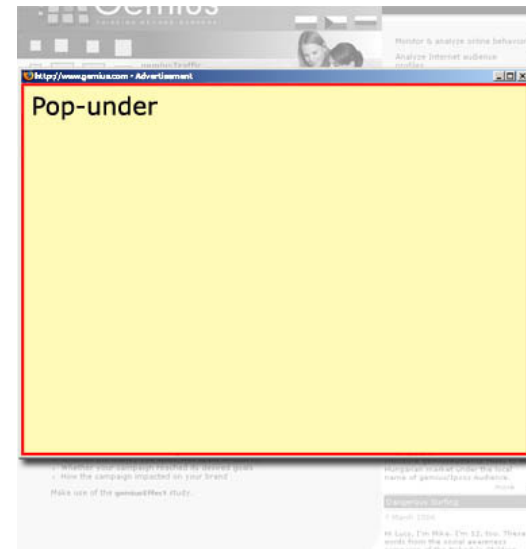
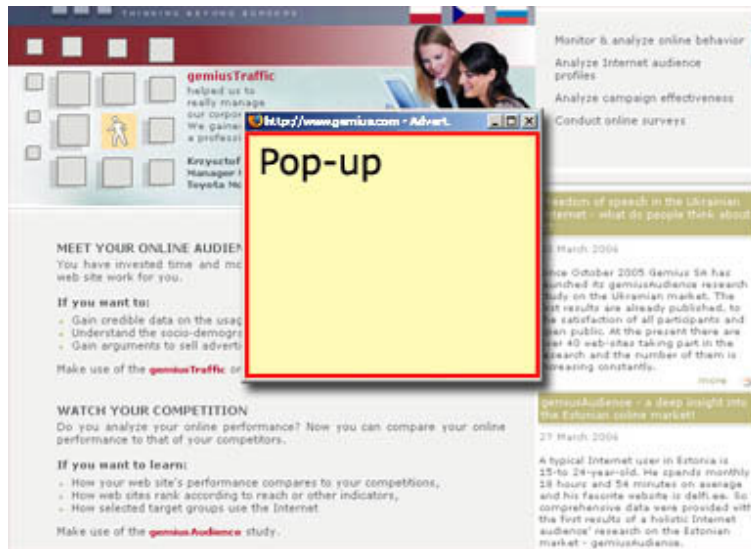
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Make use of the **gemiusEffect** study.

Skyscraper

FORMATS OF ADVERTISEMENTS (international) (2)



FORMATS OF ADVERTISEMENTS (international) (3)

Toplayer

Streaming

Gemius

Sponsored link



EXECUTIVE SUMMARY

Executive summary

The highlights of the study include the following findings:

- According to the study, 64% of the Internet users accept treating online advertisements as the price for free access to web sites.
- The study shows that advertisements are perceived in general as irritating, however TV adverts are perceived as much more irritating comparing to internet ones.
- According to the opinion of 27% of the respondents, online advertising is efficient.
- The study found that the banner was the most frequently recognized as a format.
- From all of the presented creatives, the streaming was the favourite one.
- 76% of the respondents declared to click on online advertisements.



SUMMARY

General attitudes towards online advertising (1)

- **Frequency of advertisements' emission:** 58% of the Internet users perceive advertisements as appearing on the Internet too often/much too often.
- **Online advertising as the price for free access to web sites:** 64% of the Internet users accept treating online advertisements as the price for free access to web sites. 4% of them would prefer to pay for the access to web sites than watch advertisements on them.
- **Perception of TV and online advertisements:** Advertisements are perceived in general as irritating, however Internet adverts are perceived as less irritating comparing to TV ones. On the other hand almost 50% of respondents agreed that adverts are informative. Not more than 8% of Internet users stated that they trust the advertisements.

General attitudes towards online advertising (2)

- **Characteristics of advertisements which attract Internet users' attention:** The most frequently chosen (53%) feature of adverts was 'which product/service is advertised'. 'The format of the creative' was perceived as less important (8%).
- **Perceived efficiency of advertising:** According to the opinion of 27% of the respondents, online advertising is efficient.
- **Feeling of being deceived:** 60% of the respondents claimed to feel deceived by online advertisements, but only 6% of them feel that way 'always', whereas 16% feel deceived 'often' and 30% 'from time to time'.

Attitudes towards advertisements' formats

- **Familiarity with different formats of creatives:** In Ukraine the respondents were most familiar with the banner type of creative (59%). The similar share of respondents chose e-mailing as a format they are familiar with. The least frequently chosen was toplayer (34%).
- **Attitudes towards advertisements' formats:** The streaming was the most frequently chosen as a favourite one (30%). The lowest percentage of the respondents stated they like pop-up (9%), toplayer (11%), pop-under (12%) and e-mailing (12%). It can be noticed that the least liked advertisements are the most imposing ones. Internet users need some additional activities (such as closing windows or deleting e-mails) to deal with it.

Declared behaviour in response to online advertising

- **Declared Clickthrough frequency:** 76% of the Internet users declared to click on online advertisements, the biggest share of respondents stated to do it 'seldom' (40%). According to the opinion of the respondents, 21% of the Internet users never click on adverts.
- **Looking for additional information about the advertised product/service:** 78% of the respondents – after being exposed to an online ad – look for additional information. Most of them stated to do it 'seldom' (32%).
- **Option of purchasing the product:** 27% of the Internet users who took part in the research, would like to have an option of purchasing products straight after clicking the online advertisement and being re-directed to an online store's web site.

The perceived image of the advertised companies

- According to the opinion of 43% of the respondents, companies that are advertising on the Internet, are **modern**. Three out of ten interviewed Internet users perceive such companies as **technologically advanced**.

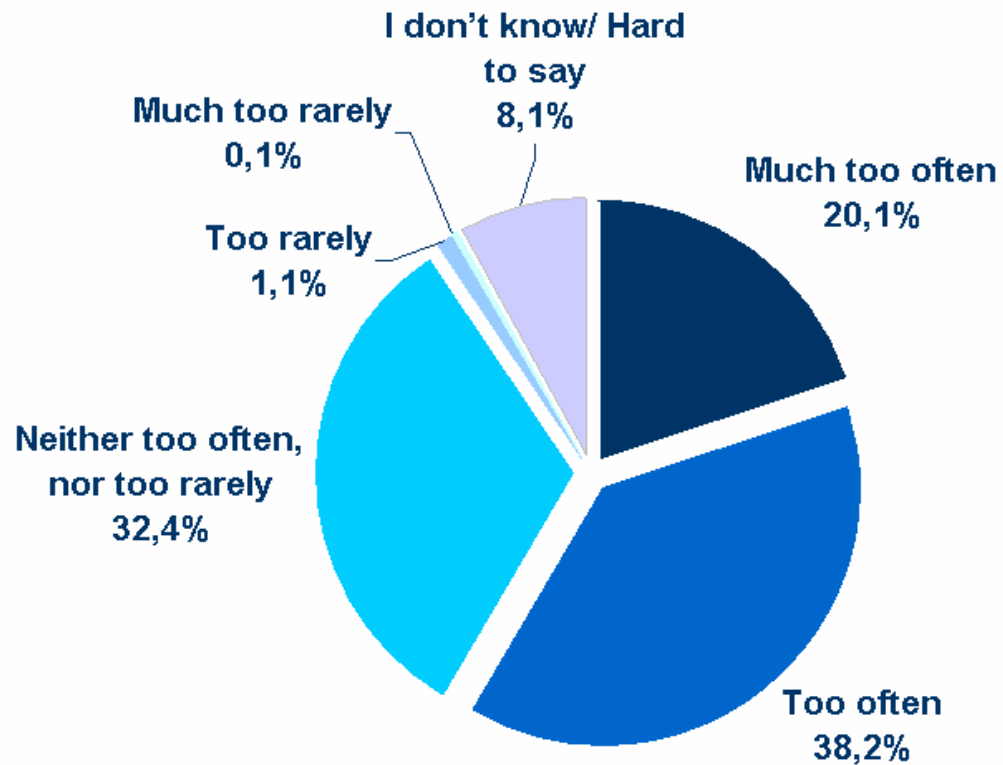




General attitudes towards online advertising

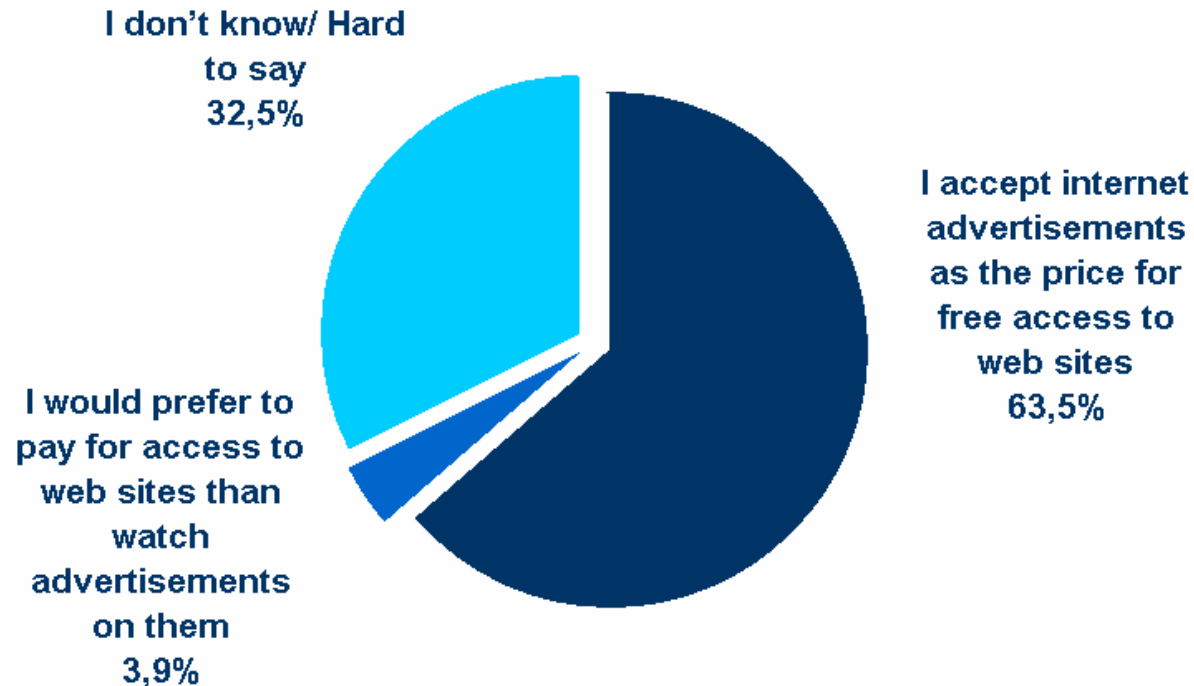
Frequency of advertisements' emission

'Do you think that advertisements appear on the Internet ...?'



Online advertising as the price for free access to web sites

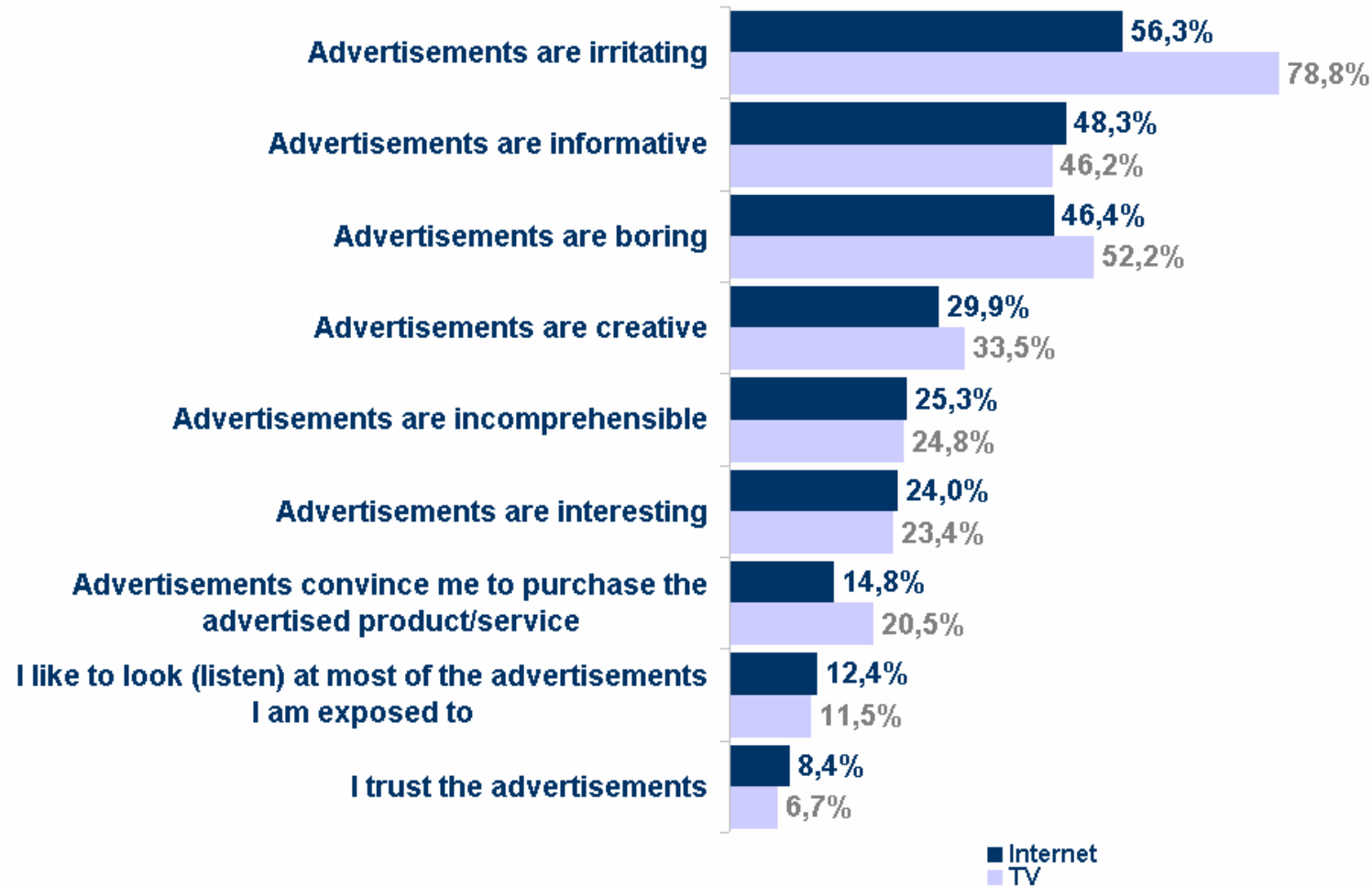
‘With which of the statements below do you agree?’



Attitudes towards TV and online advertisements

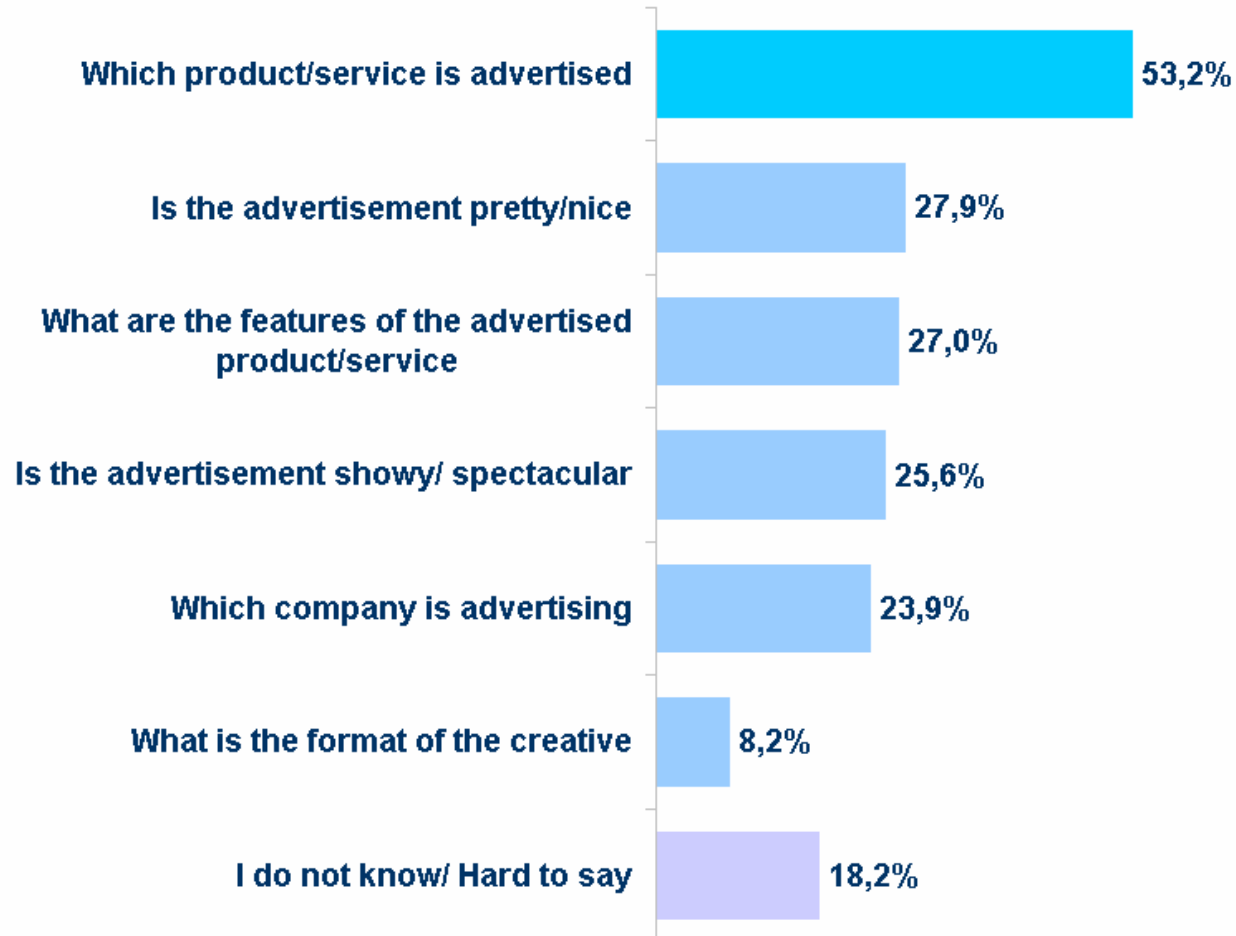
'To what extent do you agree with the following statements?'

The percentage of the 'strongly agree' and 'agree' ratings is presented on a chart.



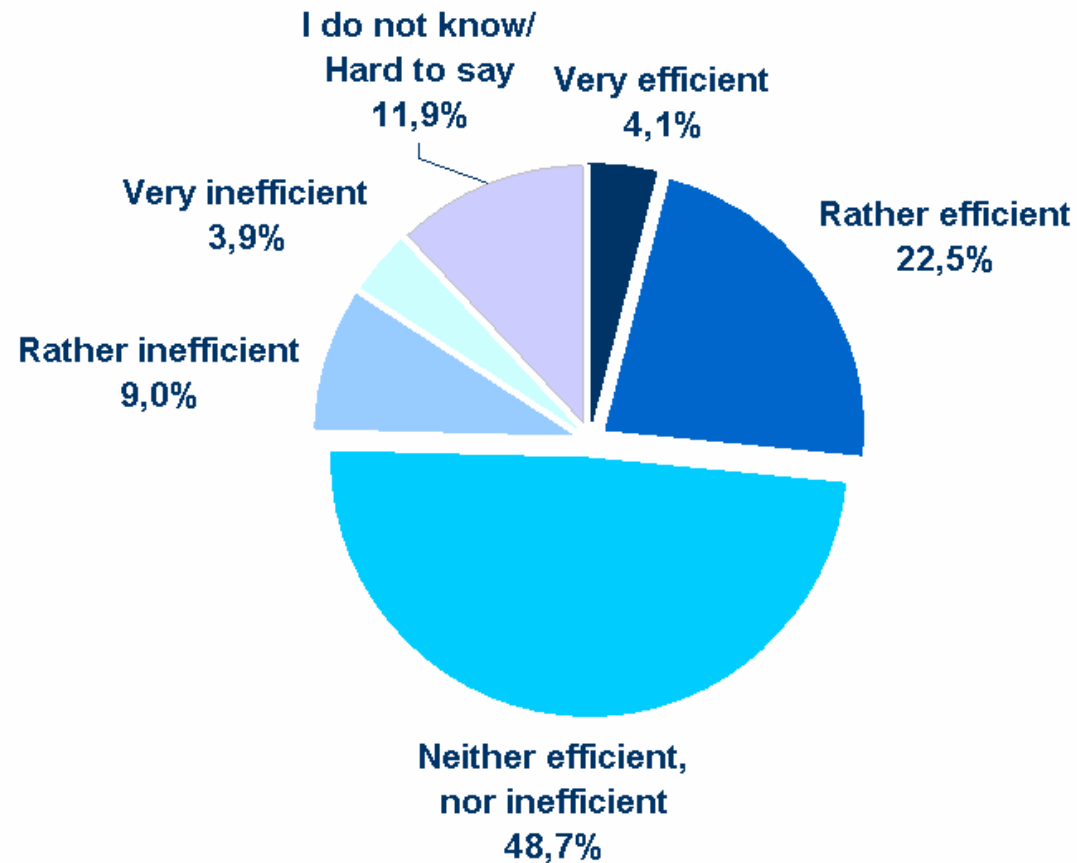
Features of advertisements which attract attention of internauts

‘What do you pay the most attention to in online advertisements?’



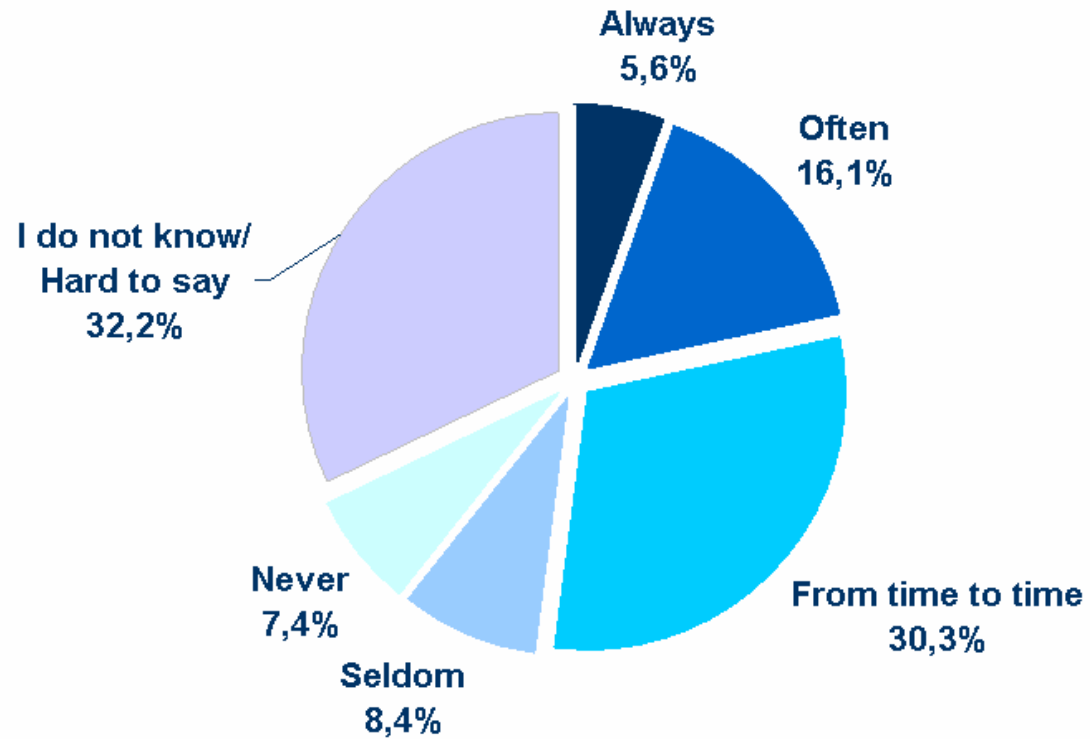
Efficiency of advertising

'Do you think that online advertisements are efficient?'



Feeling of being deceived

‘How often do you feel deceived by online advertisements?’

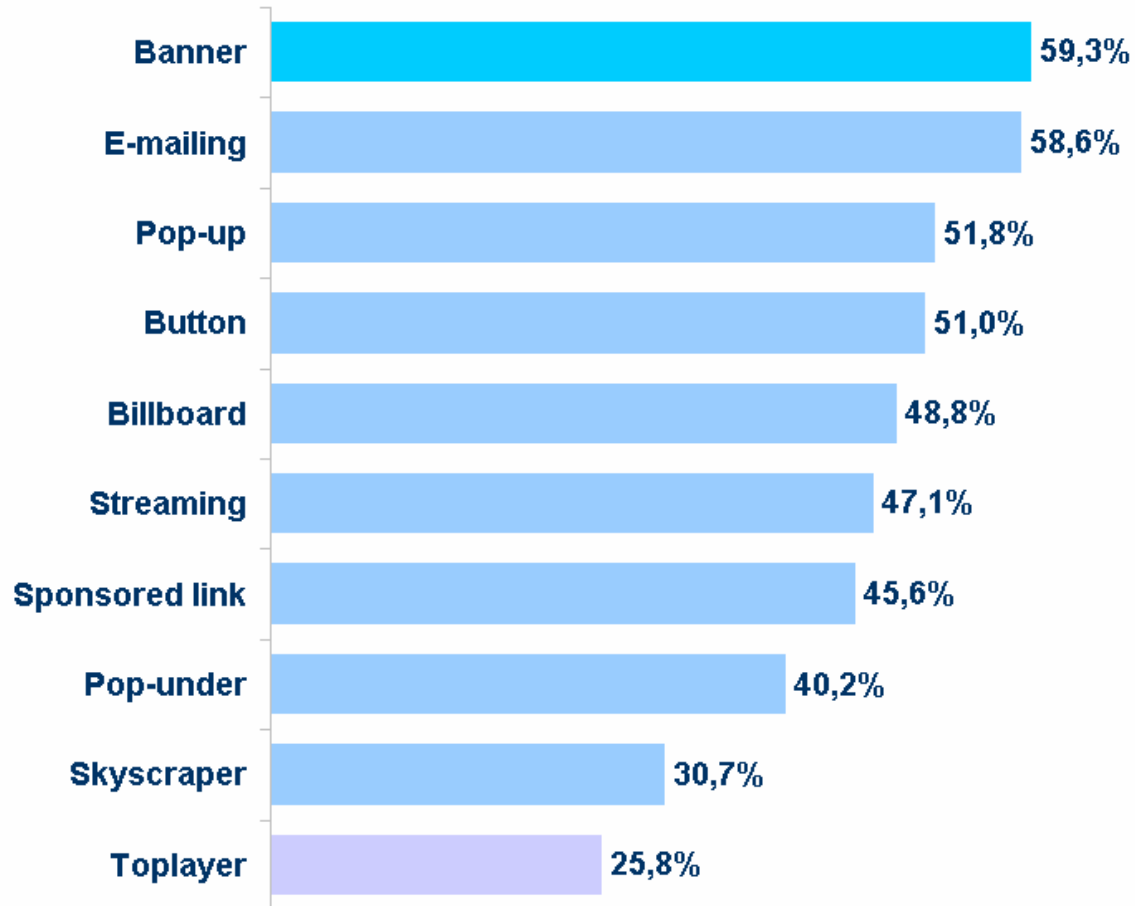




Attitudes towards formats of advertisements

Familiarity with different advertisements' formats

'Which of the listed formats of creatives do you know?'

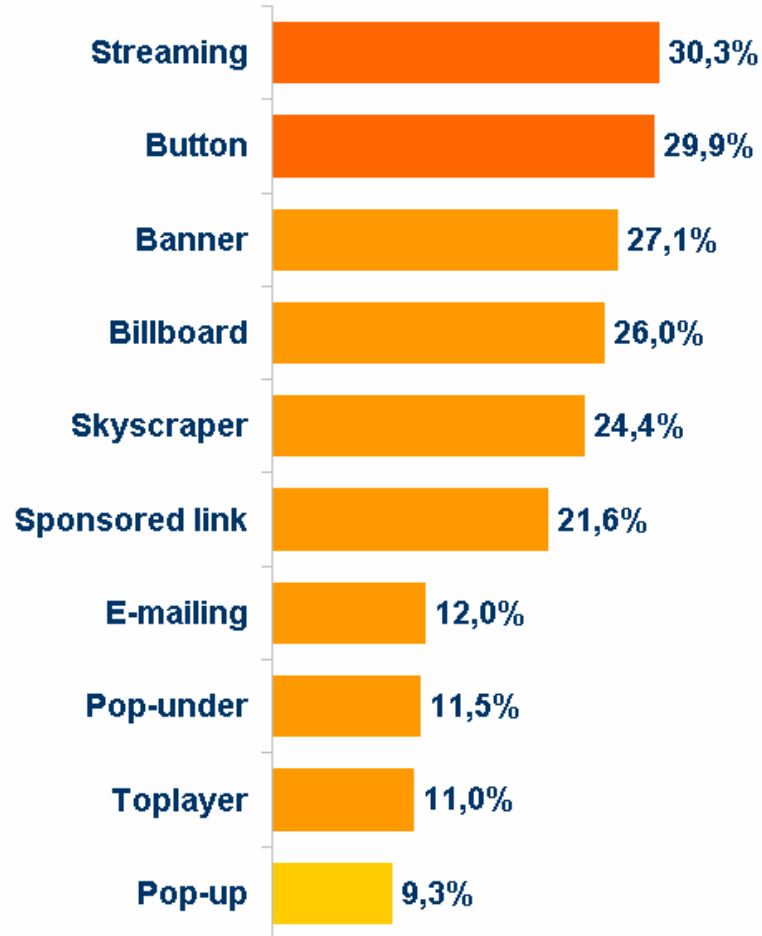


Attitudes towards advertisements' formats

'What is your attitude towards the listed formats of creatives?'

The percentage of the 'definitely like' and 'like' answers is presented on a chart.

The respondents familiar with the creative were rating their attitude towards it.

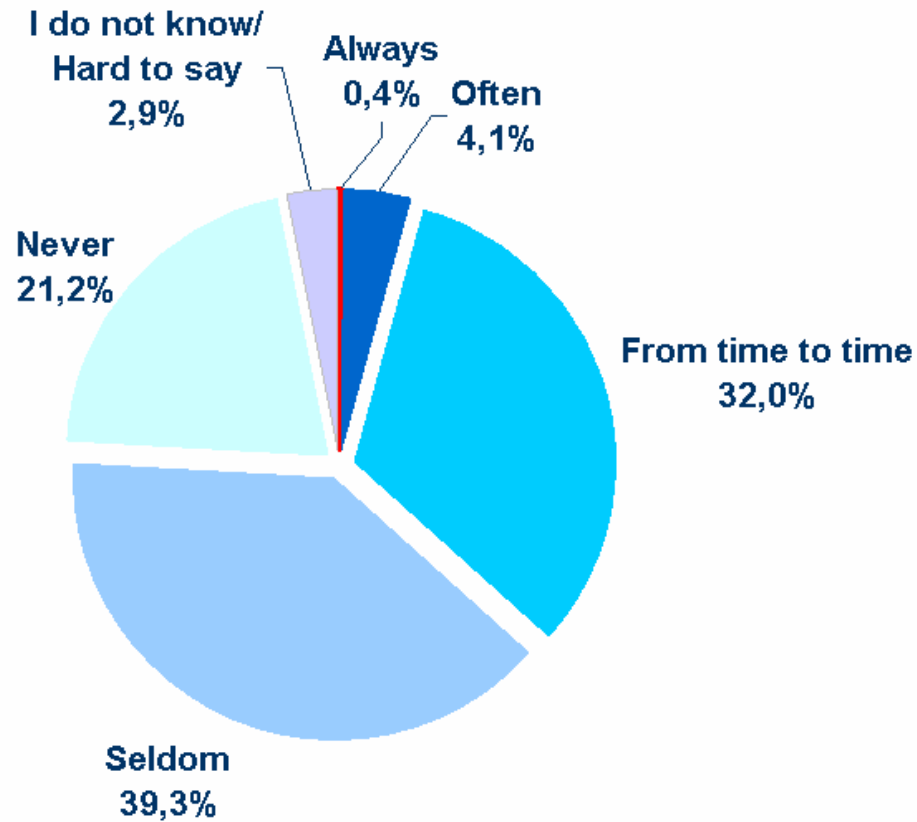




Declared behaviour in response to online advertising

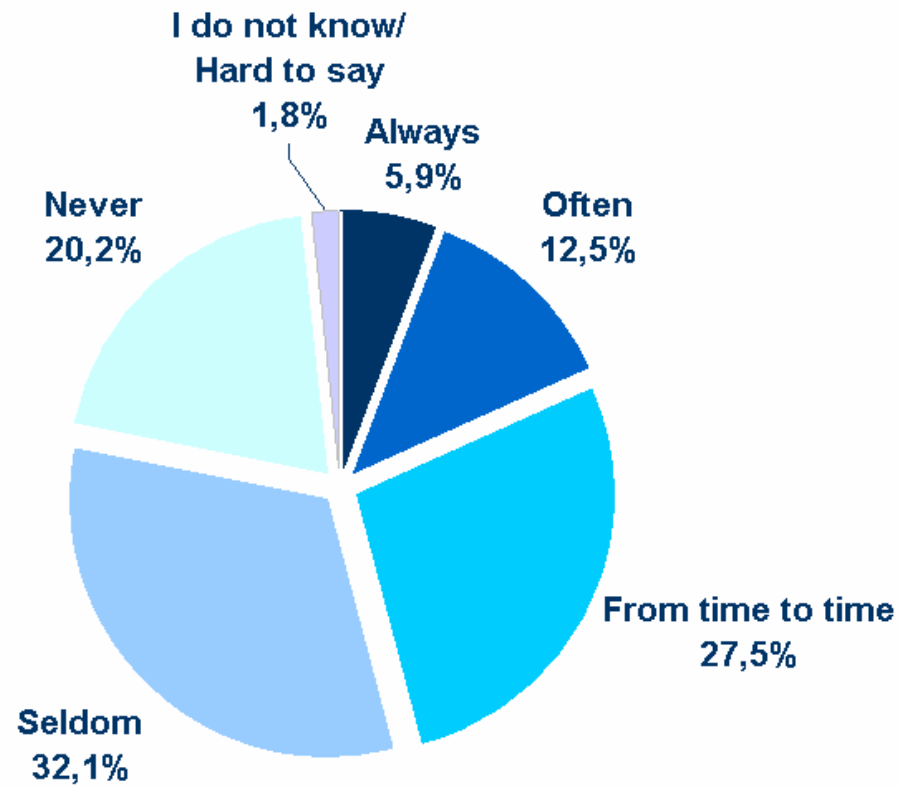
Declared Clickthrough frequency

‘Do you click on online advertisements?’



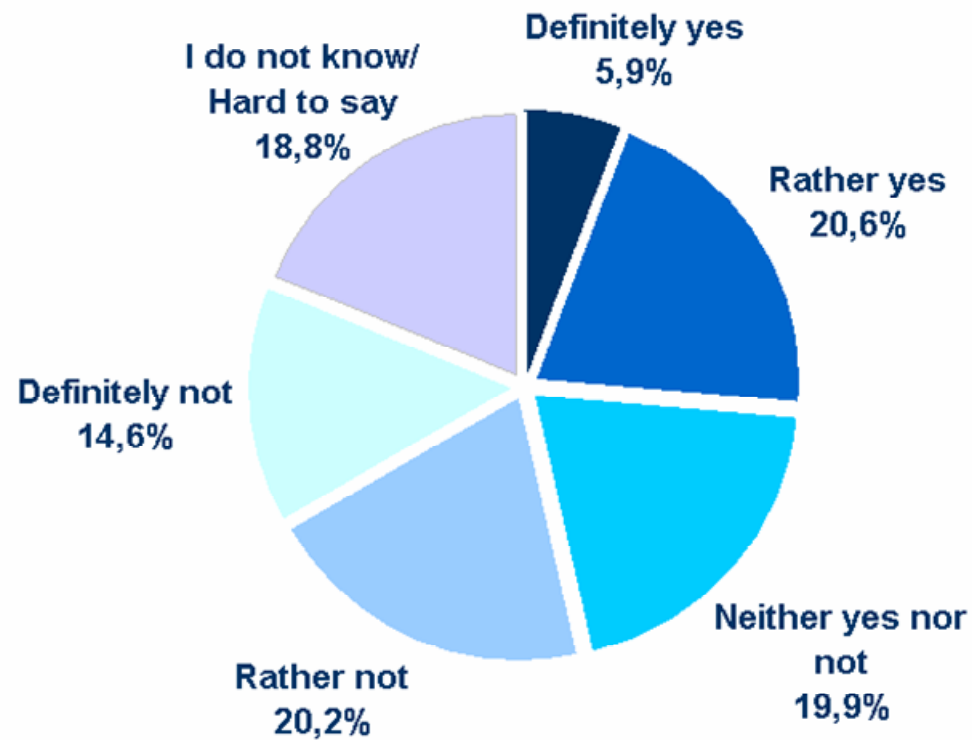
Looking for additional information

'Do you look for additional information about the advertised products/services on the web sites?'



Option of purchasing products

‘Would you like to have the option of purchasing products straight after clicking the online advertisement and being re-directed to an online store’s web site?’





The perceived image of the advertised companies



The perceived image of the advertised companies

‘What is your opinion about the companies that advertise on the Internet?’

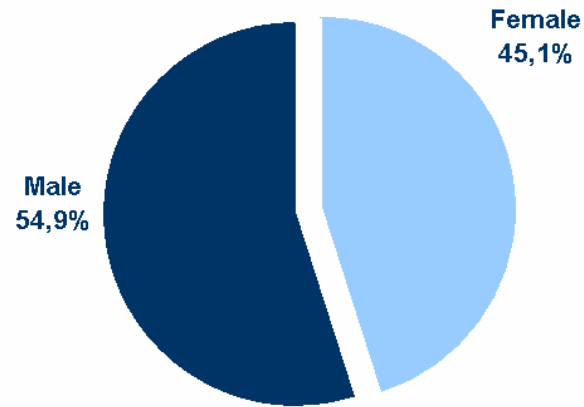




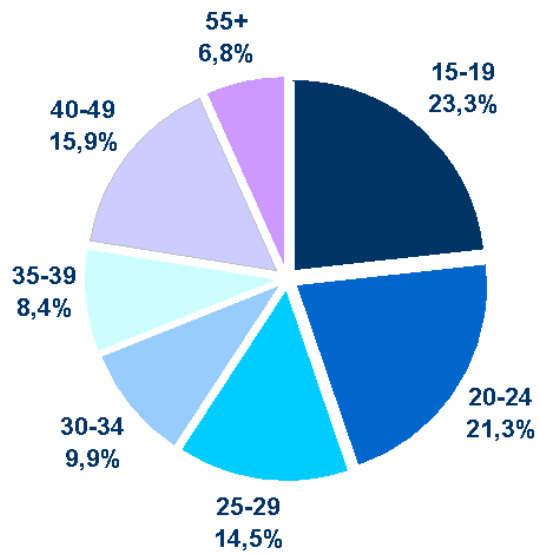
Demographics

Basic demographics

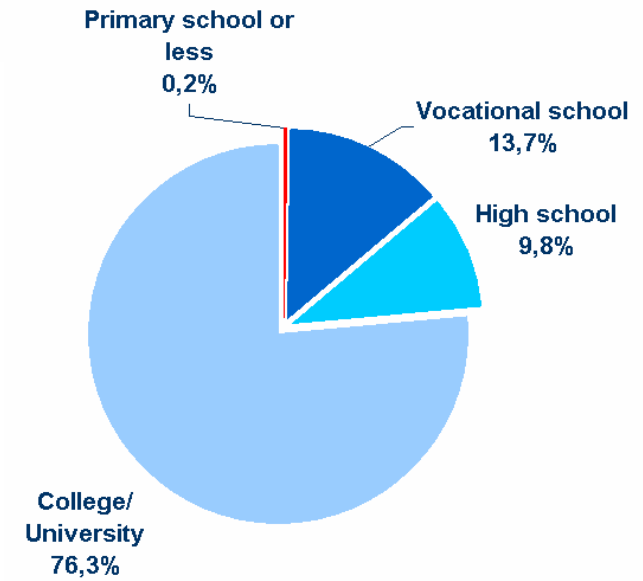
Gender



Age

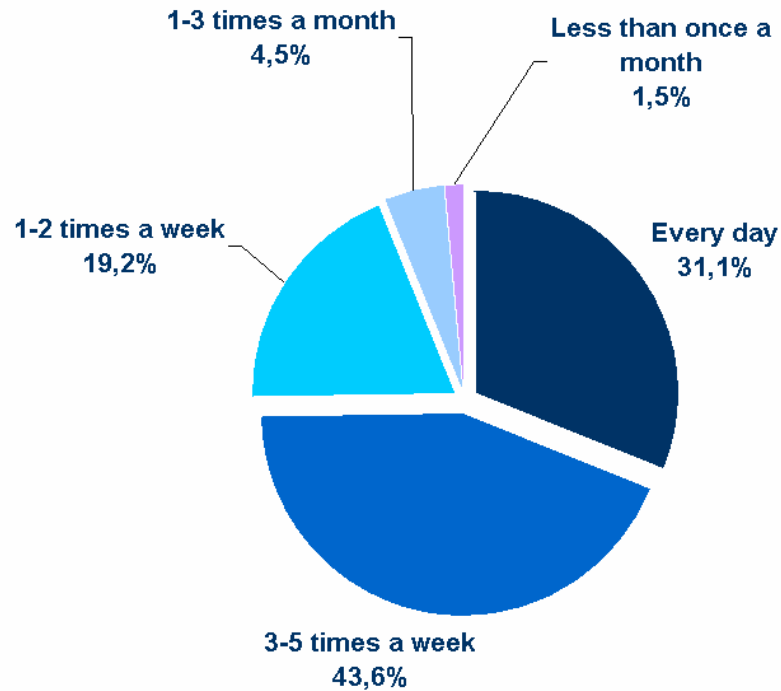


Education

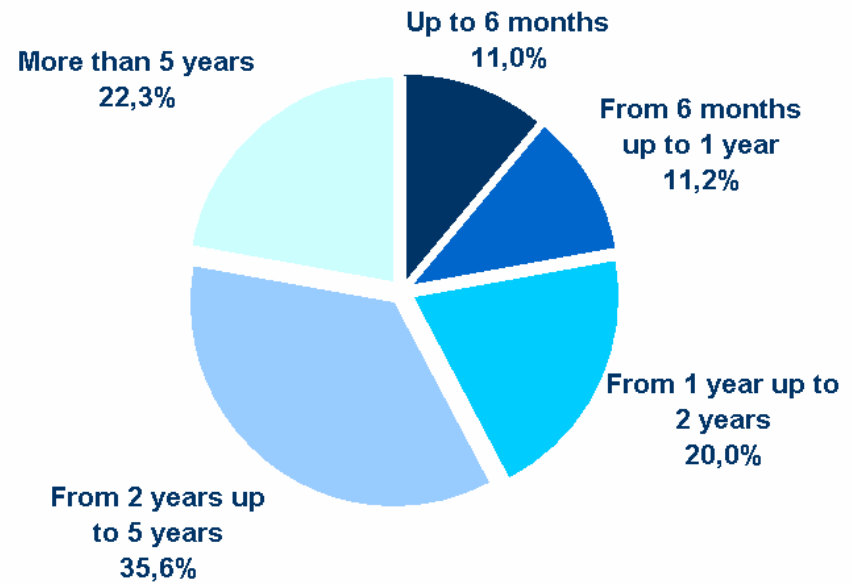


Declared Internet usage (1)

‘How often do you use Internet?’

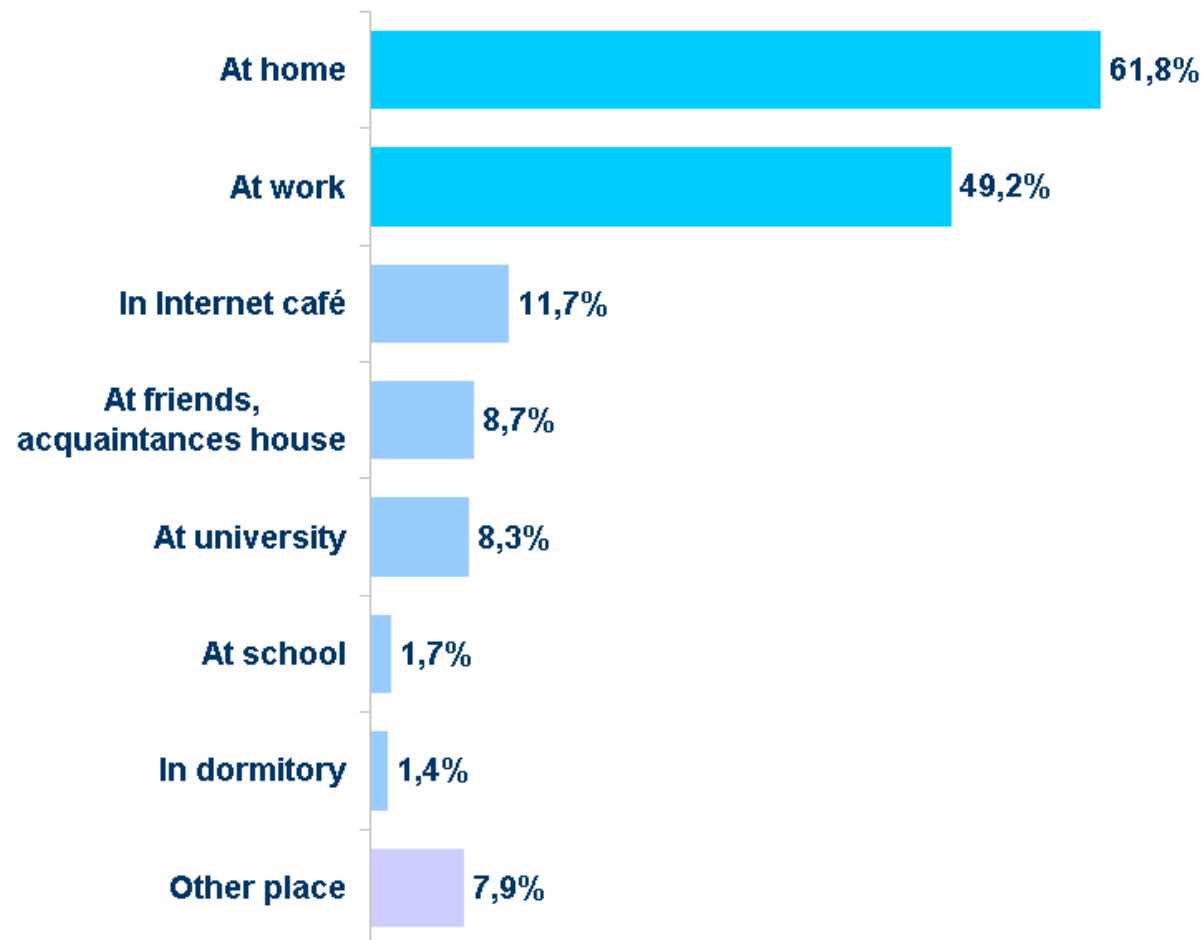


‘How long have you used internet?’



Declared Internet usage (2)

‘Where do you usually use the Internet?’



Gemius Ukraine

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