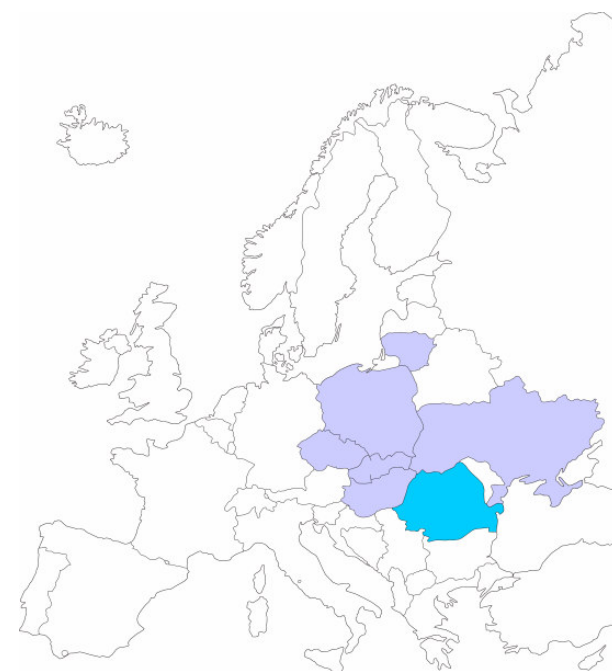


# ATTITUDES TOWARDS ONLINE ADVERTISING

gemiusAdHoc

Romania

2006



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## METHODOLOGY OF THE RESEARCH

# METHODOLOGY

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- The research was conducted by Gemius & partners in seven European countries: the Czech Republic, Hungary, Lithuania, Poland, Romania, Slovakia and Ukraine.
- In **Romania** Gemius conducted the research in cooperation with **Vodanet** and **Rolro**. Data from the Romanian research was taken into account in this report.



# METHODOLOGY

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- 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 11<sup>th</sup>–16<sup>th</sup> of May 2006.
- The total sample of 3 115 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 in Romania.

# FORMATS OF ADVERTISEMENTS (international) (1)

**Banner**

Products Company Case Studies gPublishersIndex

**Gemius**  
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 Pius, Manager Marketing Communication, Toyota Motor Poland Co., Ltd.

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

**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**

Products Company Case Studies gPublishersIndex

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**Brandmark**

Products Company Case Studies gPublishersIndex

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- Gain credible data on the usage of your web site
- Understand the socio-demographic profile of your online audience
- 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 Toyota Motor have started cooperation!  
20 March 2006

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

**Button**

**Button**

**Button**

Products Company Case Studies gPublishersIndex

**Gemius**  
THINKING BEYOND BORDERS

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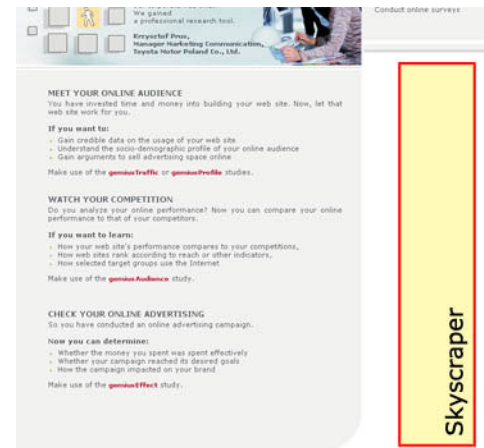
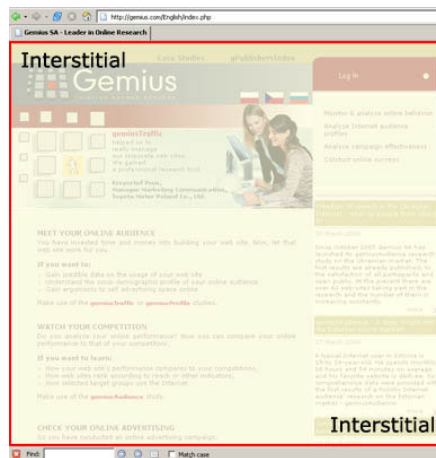
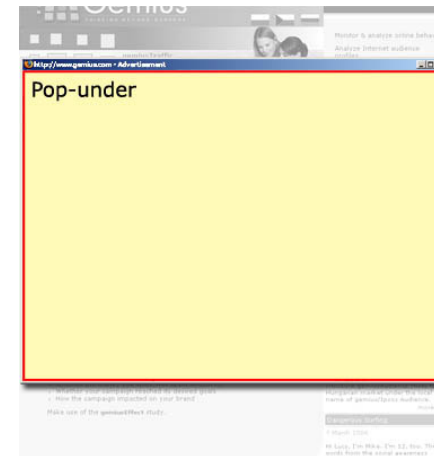
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Gemius Hungary and Toyota Motor have started cooperation!  
20 March 2006

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# FORMATS OF ADVERTISEMENTS (international) (2)



# FORMATS OF ADVERTISEMENTS (international) (3)

**Toplayer**

**Streaming**

**Gemius**

mailing

**Sponsored link**

**gemiusTraffic**  
Gain an independent, accurate assessment of the traffic & usage of your web site  
[www.gemius.com/gemiusTraffic](http://www.gemius.com/gemiusTraffic)

**gemiusProfile**  
gemiusProfile is a research study designed to provide you with the socio-demographic profile  
[www.gemius.com/gemiusProfile](http://www.gemius.com/gemiusProfile)

**gemiusEffect**  
gemiusEffect provides you with the most complete set of data to measure the effectiveness  
[www.gemius.com/gemiusEffect](http://www.gemius.com/gemiusEffect)

**gemiusAuditor**  
you can rapidly receive answers to critical questions regarding your web site  
[www.gemius.com/gemiusAuditor](http://www.gemius.com/gemiusAuditor)

**gemiusAccessibility**  
Are you losing some portion of your online audience to your competition?  
[www.gemius.com/gemiusAccessibility](http://www.gemius.com/gemiusAccessibility)



## EXECUTIVE SUMMARY



# Executive summary

---

## The highlights of the study include the following findings:

- According to the study, 67% of the respondents declared to accept online advertisements as the price for free access to web sites.
- The study shows that in general advertisements (TV and online) are perceived as informative, creative and interesting.
- According to the opinion of 53% of the respondents, online advertising is efficient.
- The study found that the e-mailing was the most frequently recognized as a format.
- From all of the presented creatives, the streaming was the favourite one.
- 83% of the respondents declared to click on online advertisements.



## SUMMARY



## General attitudes towards internet advertising (1)

---

- **Frequency of advertisements' emission:** 56% 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:** 67% of the Internet users accept treating online advertisements as the price for free access to web sites. 5% 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 informative, creative and interesting. However every fourth respondent choose advertisements to be irritating and boring. The same proportion of respondents (16%) stated that they trust advertisements.

## General attitudes towards online advertising (2)

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- **Characteristics of advertisements which attract Internet users' attention:** The most frequently chosen features of adverts were 'which product/service is advertised' (36%) and 'what are the features of the advertised product/service' (36%). Format of creatives was perceived as less important.
- **Perceived efficiency of advertising:** According to the opinion of 53% of the respondents, online advertising is efficient.
- **Feeling of being deceived:** 60% of the respondents claimed to feel deceived by online advertisements, but only 5% feel that way 'always', whereas 22% feel deceived 'often' and 33% 'from time to time'.

## Attitudes towards advertisements' formats

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- **Familiarity with different formats of creatives:** In Romania the respondents were most familiar with the e-mailing type of creative (57%). 51% of respondents as format they are familiar with mentioned banner, 40% mentioned pop-up. The least frequently chosen was interstitial (13%).
- **Attitudes towards advertisements' formats:** The streaming was the most frequently chosen as a favourite one (56%). The lowest percentage of the respondents stated they like pop-unders (14%) and similar proportion likes pop-ups (16%). It can be noticed that the least liked advertisements are the most imposing ones (pop-under, pop-up, interstitial). Internet users need some additional activities (such as closing windows) to deal with it.

# Declared behaviour in response to online advertising

---

- **Declared Clickthrough frequency:** 83% of the Internet users declared to click on online advertisements, the biggest share of the respondents stated to do it 'from time to time' (33%). According to the opinion of the respondents, 16% of Internet users never click on adverts.
- **Looking for additional information about the advertised product/service:** 32% of the respondents – after being exposed to an online ad – look for additional information from time to time. 23% stated to do it often, whereas 13% claimed to do it always.
- **Option of purchasing the product:** 45% 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

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- According to the opinion of 49% of the respondents, companies that are advertising on the Internet, are **modern**. Not less than 28% of the Internet users stated that they are **technologically advanced**, **dynamic** and **innovative**.



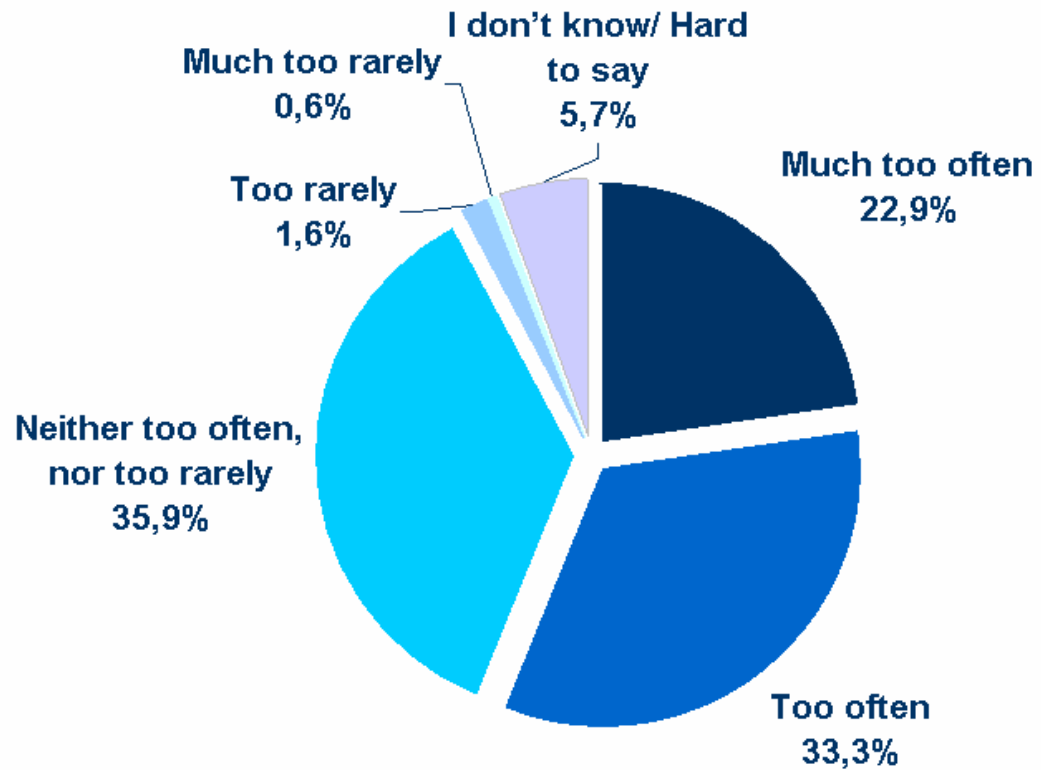


## General attitudes towards online advertising



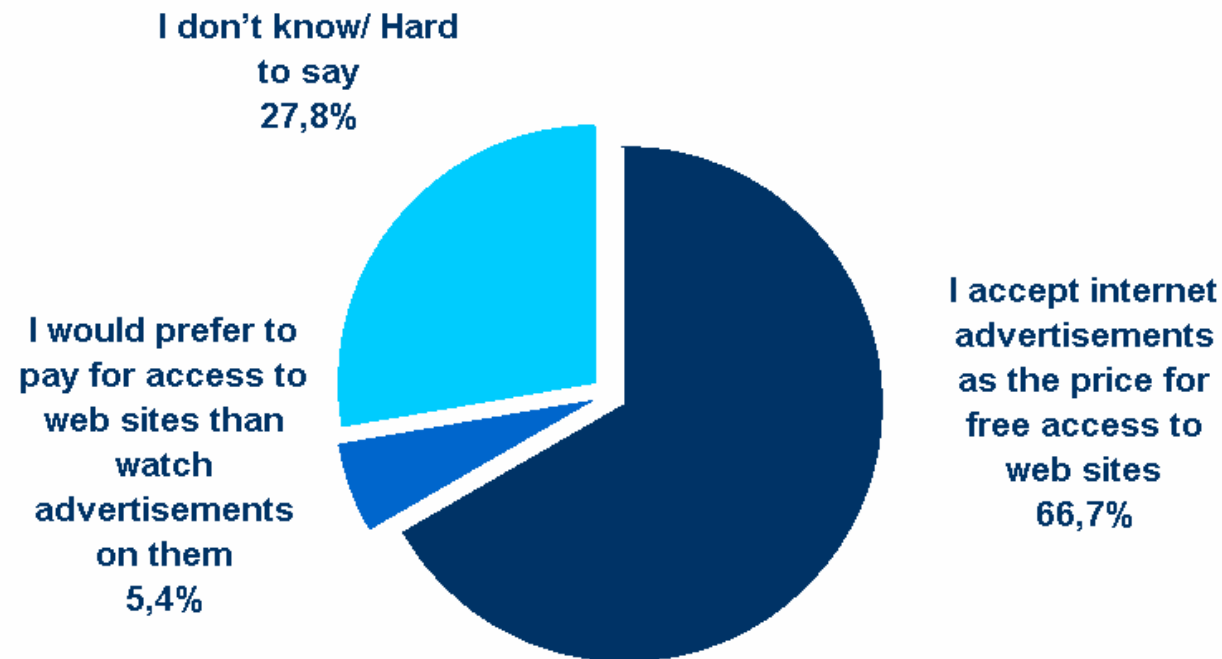
## Frequency of advertisements' emission

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



## Online advertising as the price for free access to web sites

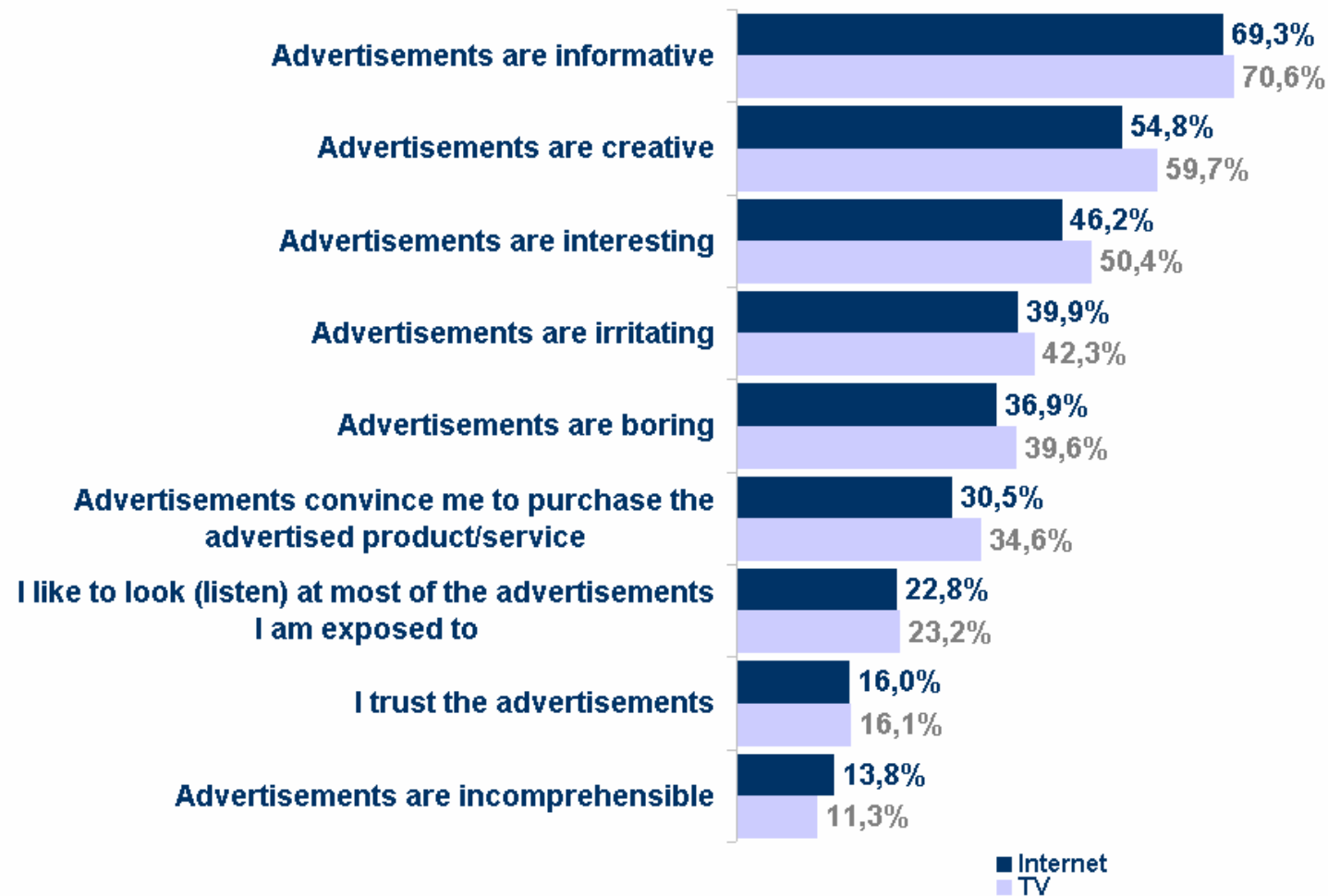
‘With which of the statements below do you agree?’



## Attitudes towards TV and online advertisements

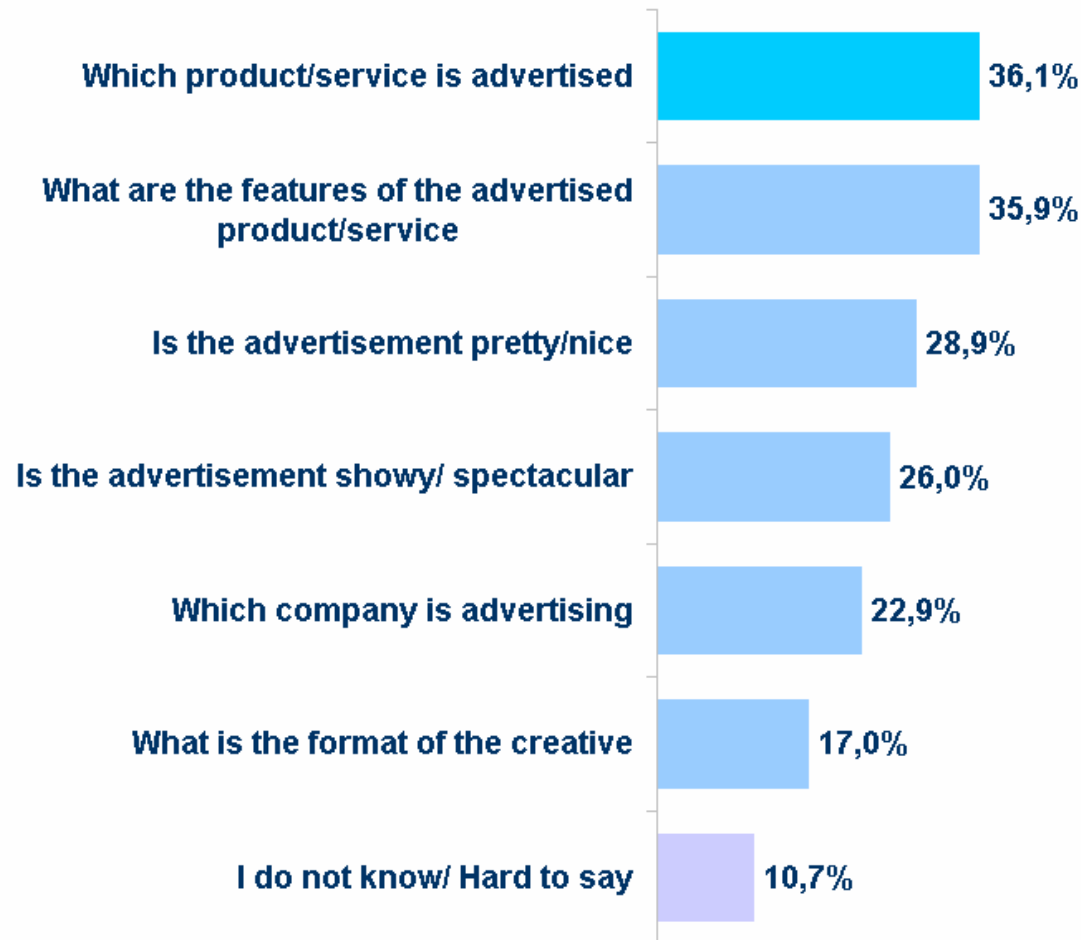
'To what extent do you agree with the following statements?'

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



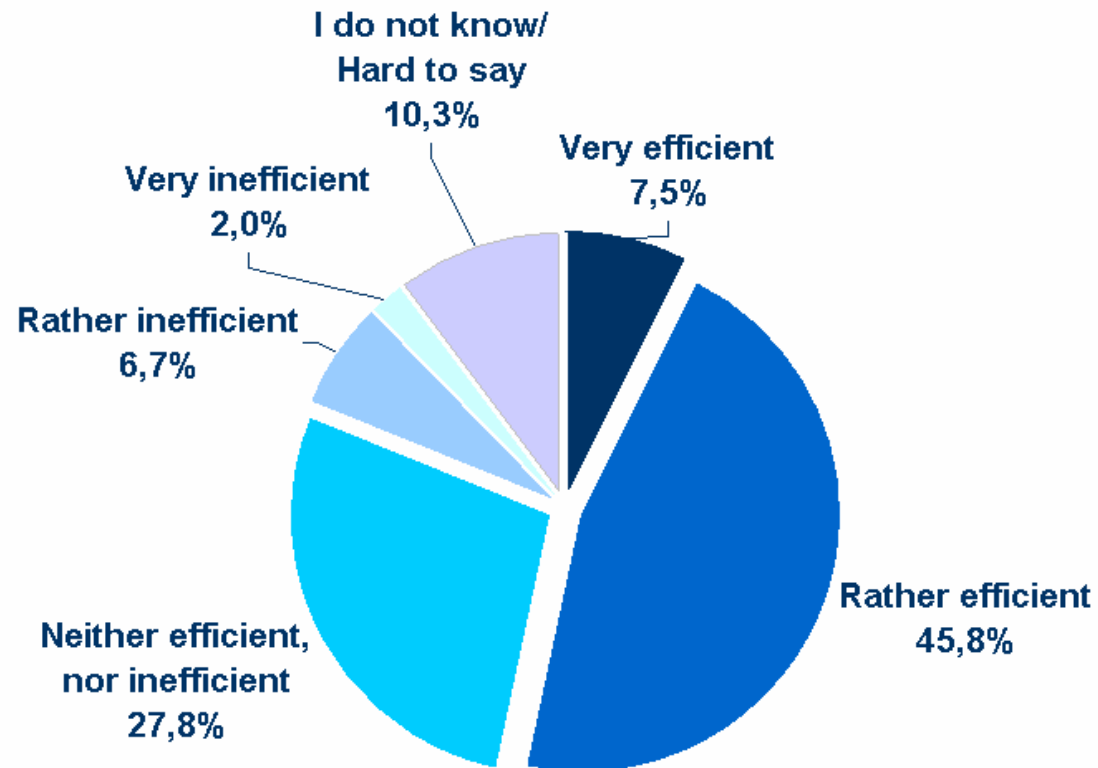
## Features of advertisements which attract attention of internauts

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



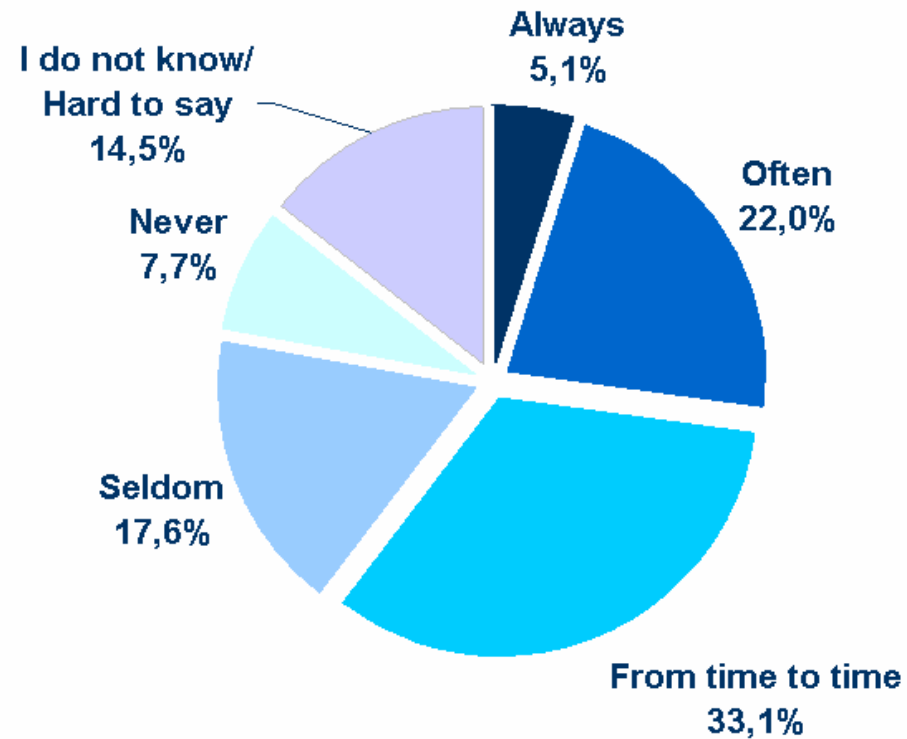
## Efficiency of advertising

'Do you think that online advertisements are efficient?'



## Feeling of being deceived

'How often do you feel deceived by online advertisements?'



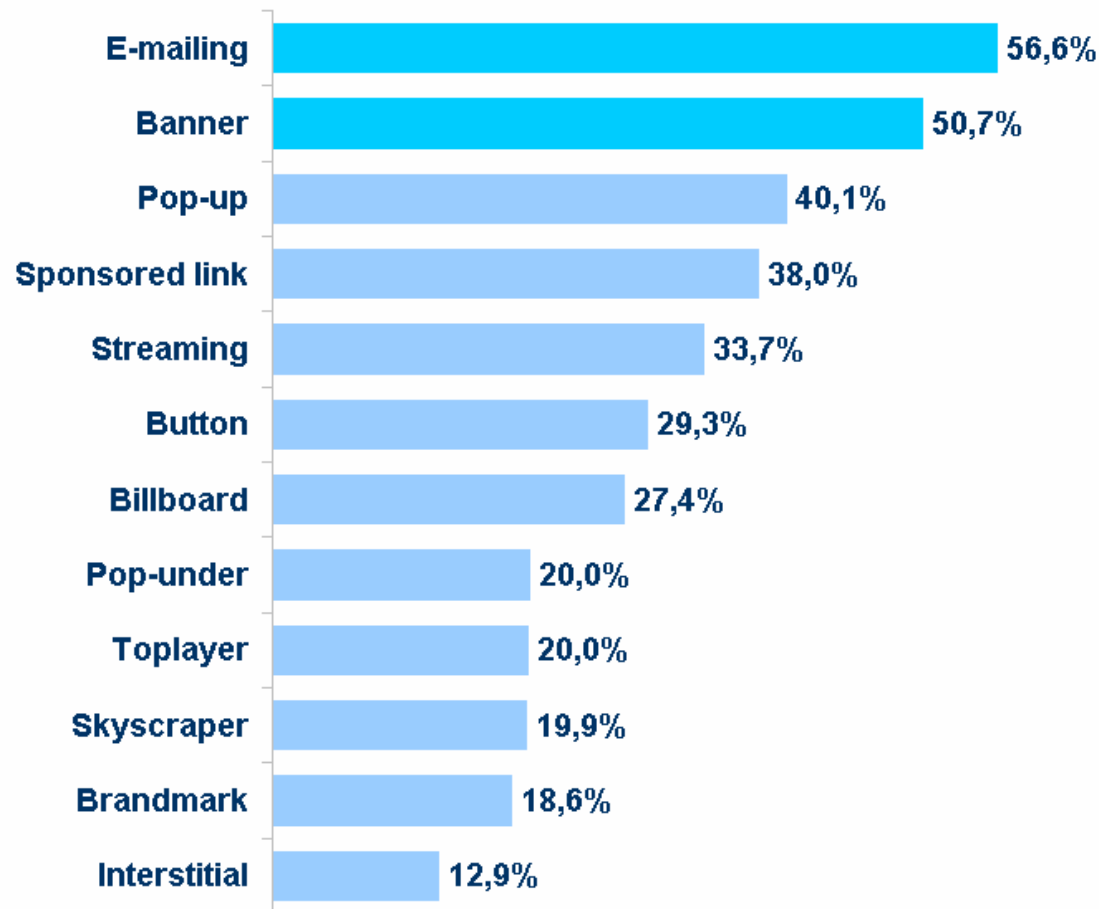


## Attitudes towards formats of advertisements



## Familiarity with different advertisements' formats

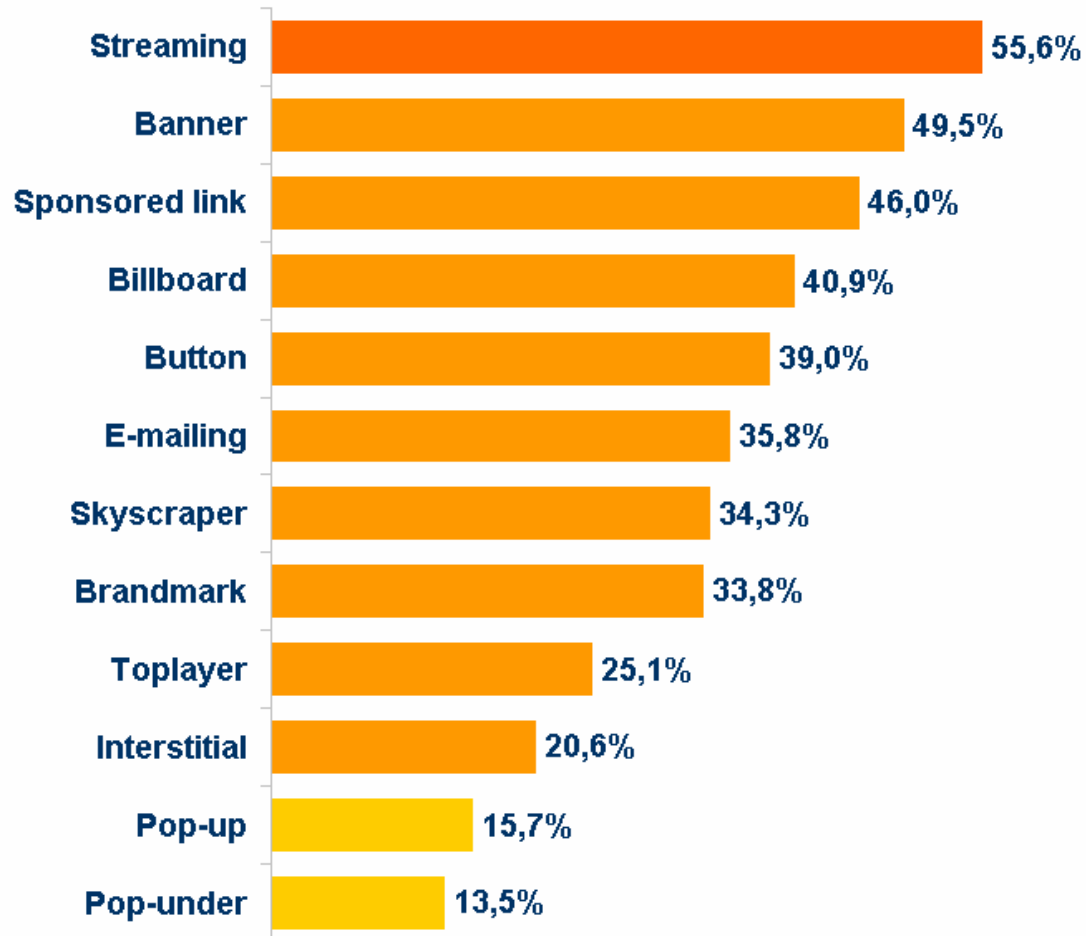
'Which of the listed formats of creatives do you know?'



## 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.



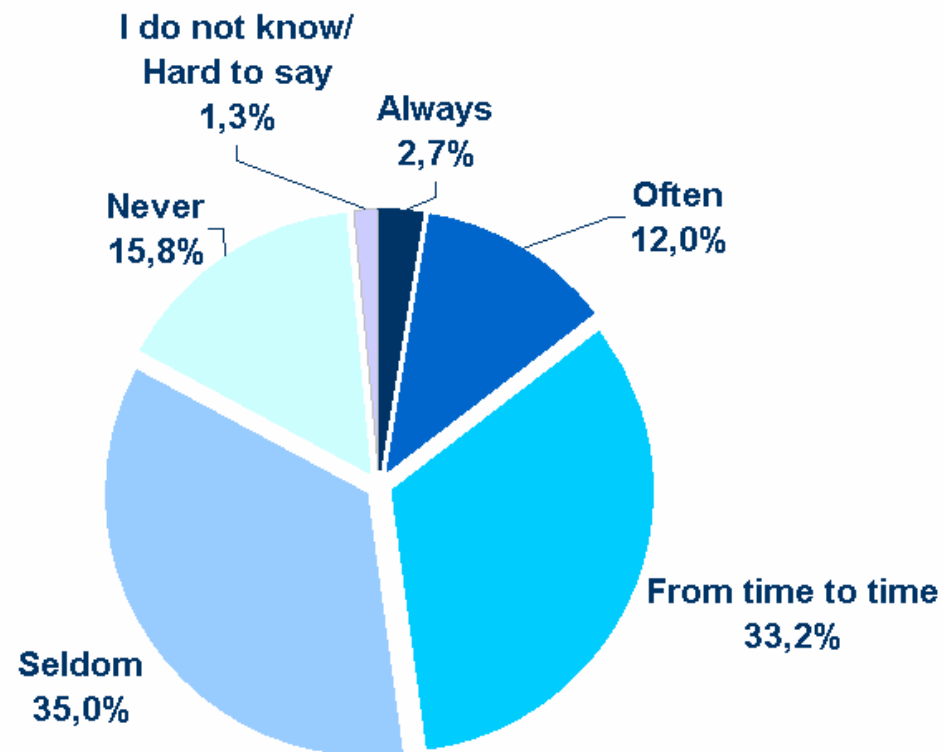


## Declared behaviour in response to online advertising



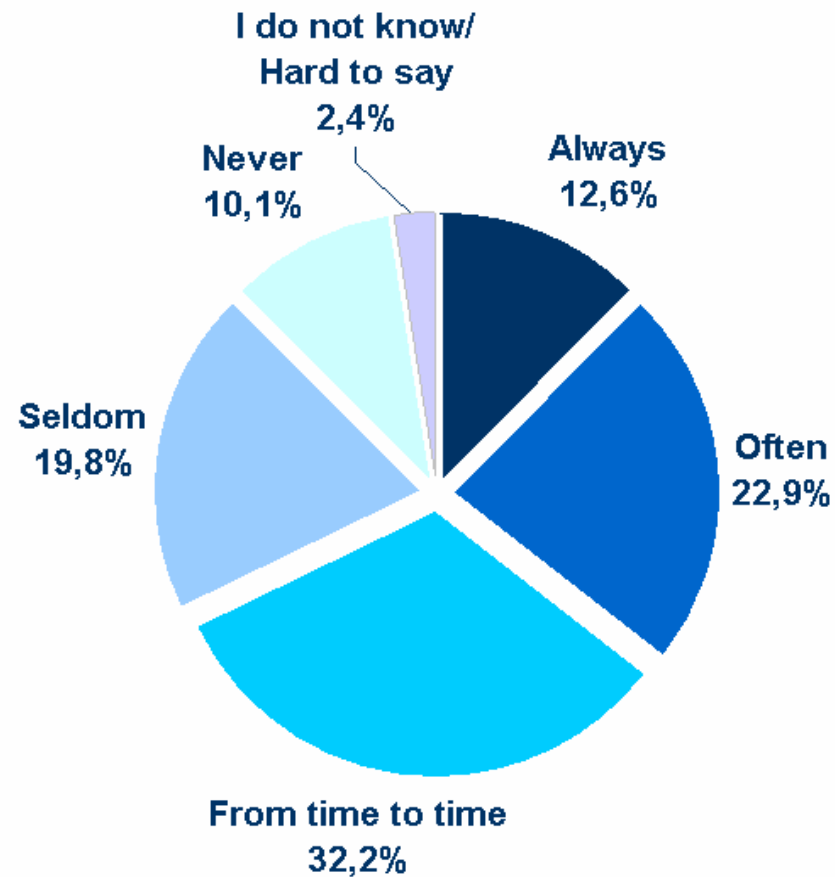
## Declared Clickthrough frequency

'Do you click on online advertisements?'



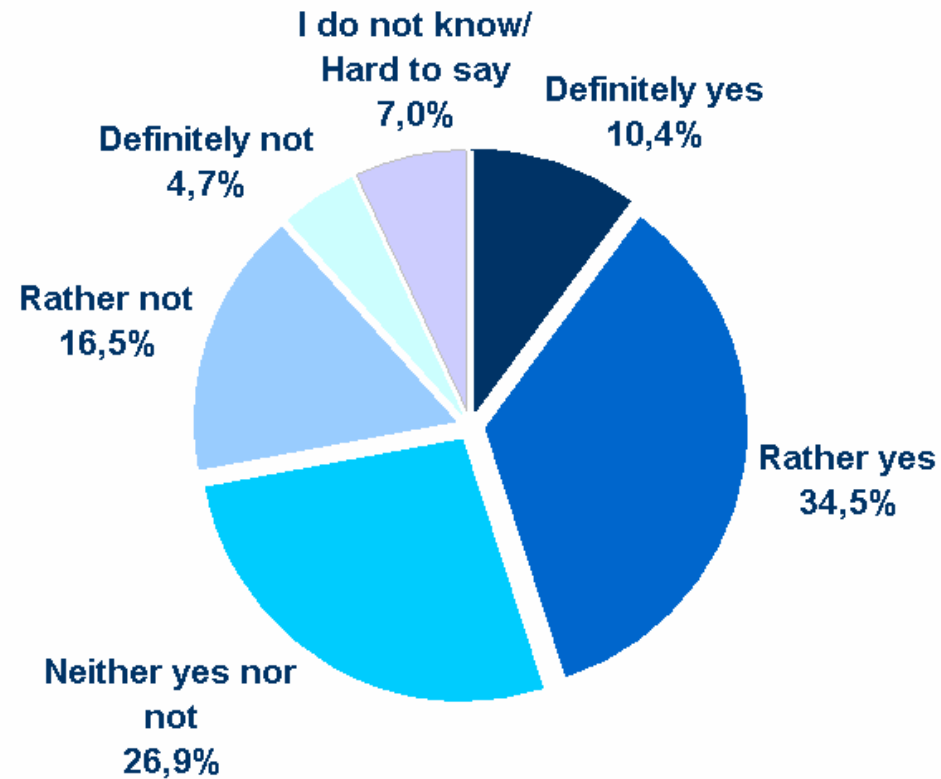
## Looking for additional information

'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?'



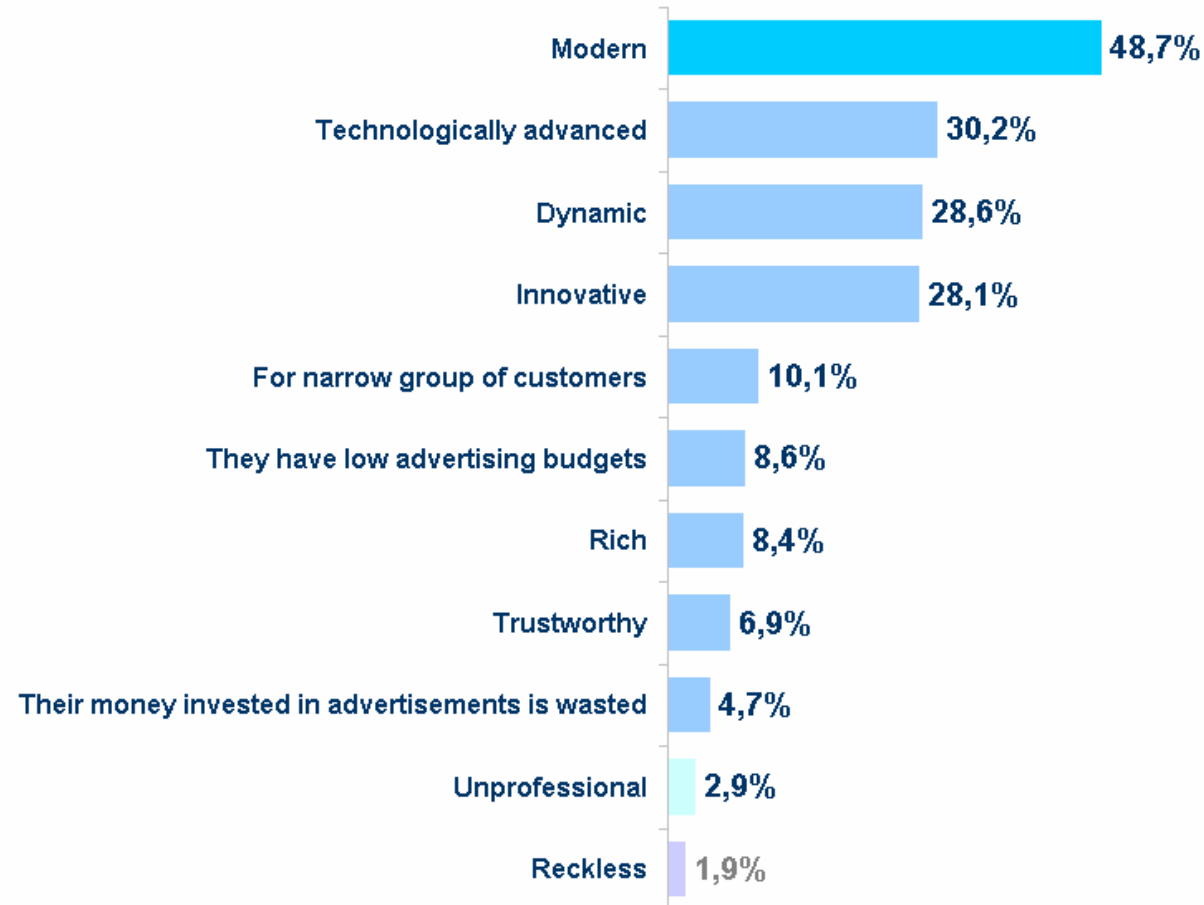


## The perceived image of the advertised companies



## The perceived image of the advertised companies

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



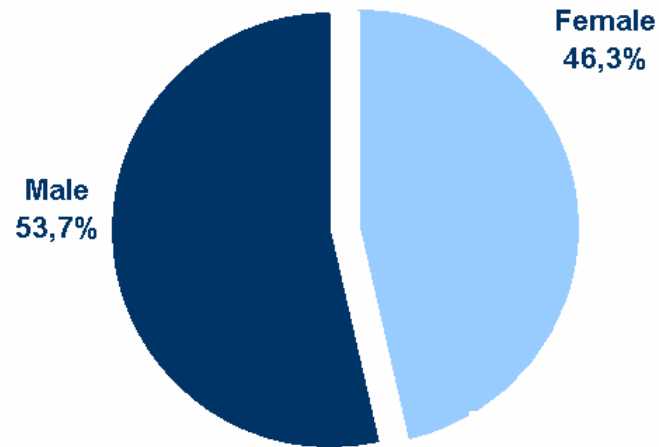


## Demographics

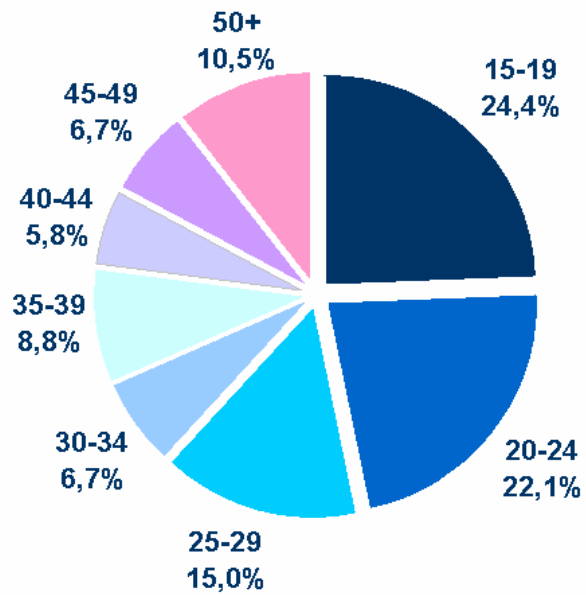


# Basic demographics

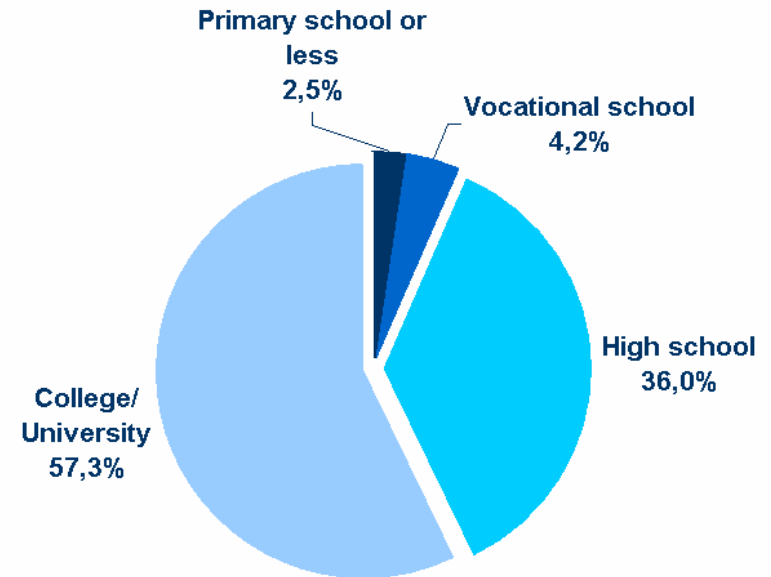
### Gender



### Age

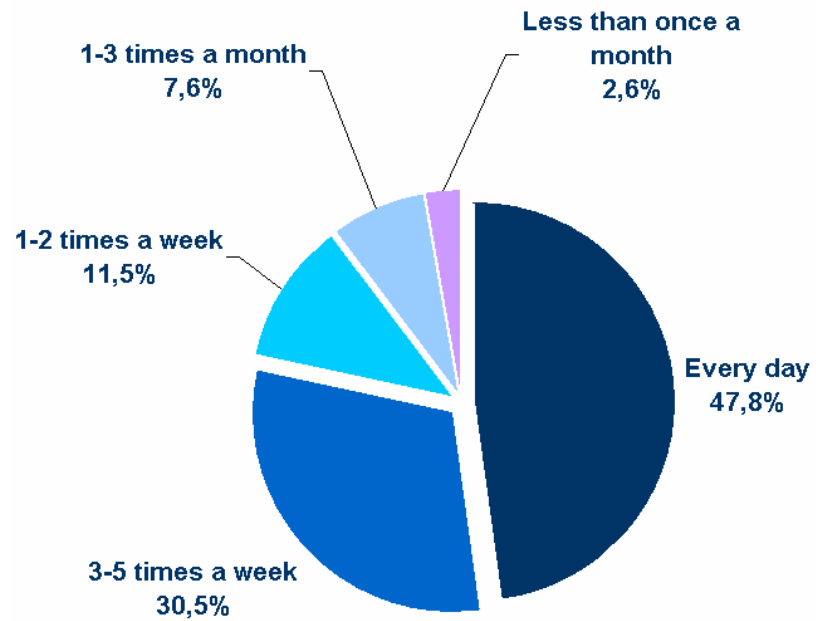


### Education

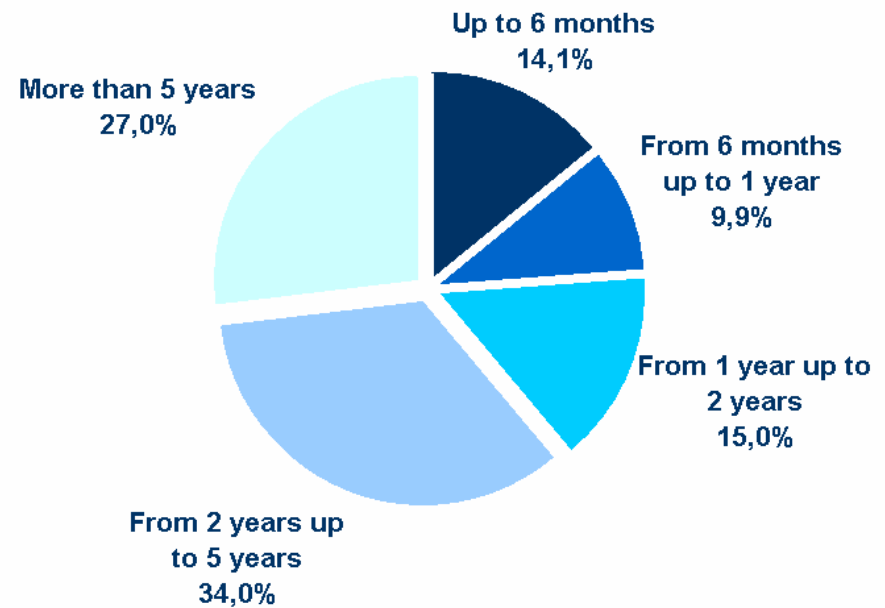


# Declared Internet usage (1)

‘How often do you use Internet?’

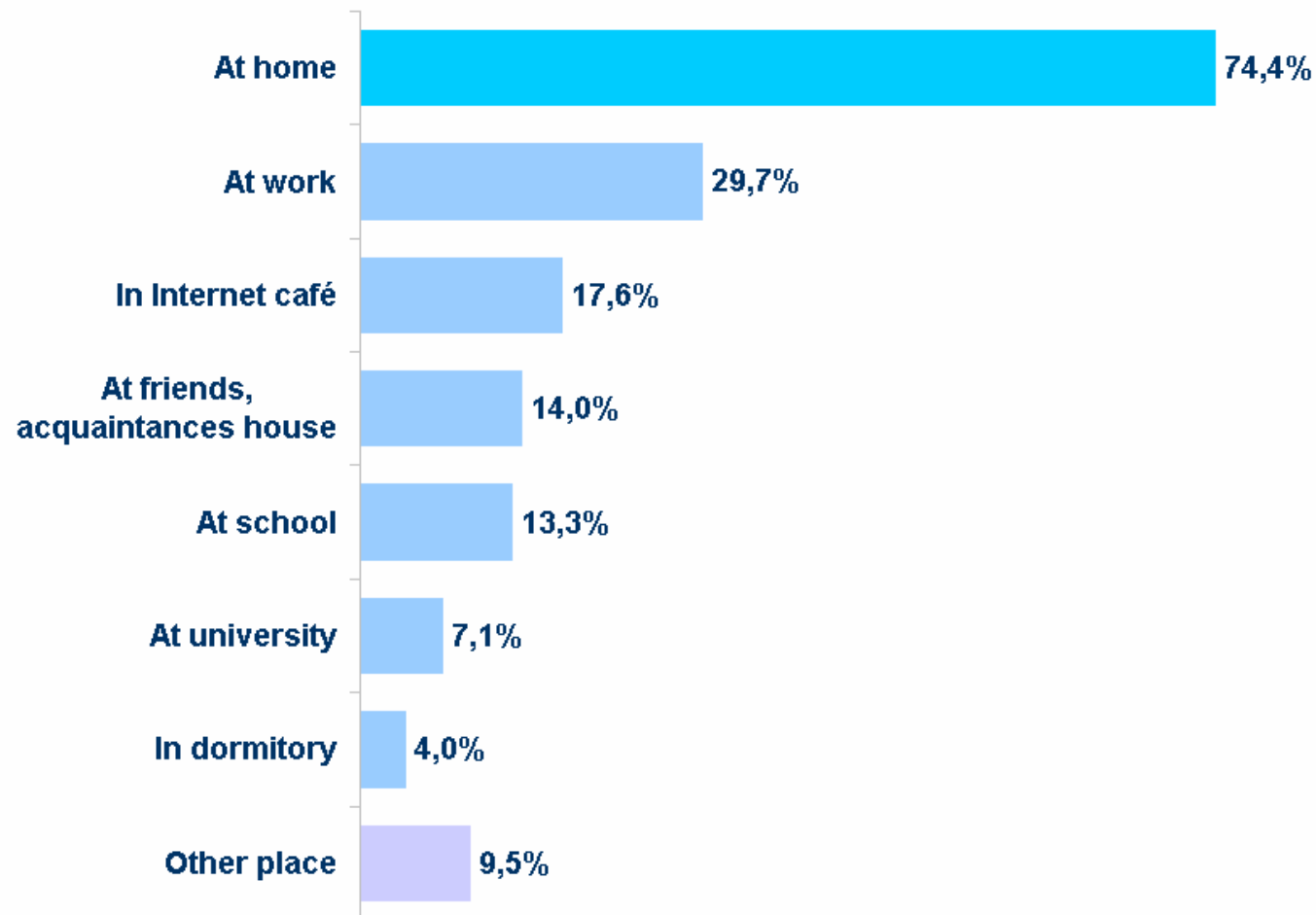


‘How long have you used Internet?’



## Declared Internet usage (2)

‘Where do you usually use the Internet?’



---

## **Gemius Research**

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