The Impact of Demographics, Personality and Internet Experience Factors on Online Advertising in China

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The purpose of this research is to examine the factors such as demographics, personality and internet experience influencing attitudes toward online advertising among Chinese customers. A structured questionnaire was designed to collect the empirical data from 395 internet users. Results show that there are some differences between various demographic factors in terms of their attitudes toward online advertising. In addition, personality and internet experience positively influence attitude toward online advertising in China. They were found to be a significant positive predictor of attitudes toward online advertising. Marketers would benefit from understanding the factors influencing online advertising as they can apply this knowledge for targeting Chinese consumers. The business can develop an advertising campaign and marketing plan more effectively in their global marketing efforts.