

Investigating Online Advertising in Chile

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Abstract. Internet advertising continues to show signs of healthy growth despite the current economic downturn, but online advertisements are often considered undesirable by most users. In this study, we focus on the impact these online advertisements have on users in Chile. The study was conducted in a laboratory setting with 80 student subjects. Results are helpful for both researchers and practitioners.

Keywords: Online Advertising, Electronic Commerce, Attitudes, Intentions, Latin America.

1 Introduction

Online advertising continues to grow as a percentage of overall advertising despite the perceived intrusiveness and irritation on behalf of users. Much of the previous research in online advertising has focused on specific types of ads in studies conducted primarily in the US [1, 2, 3]. We attempt to build on this research in investigating the impact of online advertisements in Chile.

2 Prior Research

Research has reported that users develop negative attitudes towards ads and avoid them when possible [4], [5]. A recent study [2] found that although users remembered the online ad content when presented with website content, the attitudes toward those ads were low suggesting that users have little tolerance for online advertisements. These negative attitudes affect brand perceptions [6].

3 Proposed Research

This research focuses on previously investigated factors in the context of web users in Chile. The experiment was conducted in Chile in Latin America. The focus on this area was for several reasons. First, Latin America is one of the fastest growing areas

in advertising. Second, Chile has one of the highest Internet penetration rates at over 50% [7].

The study was conducted in an experimental setting to control the location and frequency of the advertisements, as well as to allow measurement of all of the outcome variables. The use of a real website and real ads was intentional to make the experiment as realistic as possible.

4 Summary and Conclusion

The data for this project has been collected and the results will be shared at the conference. These results will guide future work for both researchers and practitioners.

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