

# The Role Of Blogger And Personalization In Digital Ads Indonesia

Ignatius Enda Panggati<sup>1</sup>, Boto Simatupang<sup>2</sup>, Sri Bramantoro Abdinagoro<sup>3</sup>

<sup>1</sup> Bina Nusantara University, Binus Business School. Hang Lekir I No. 6, Senayan, Jakarta 10270,

<sup>2</sup> Bina Nusantara University, Binus @Malang. Green Boulevard No. 1, Araya, Malang, East Java 65126,

<sup>3</sup> Bina Nusantara University, Doctoral of Research in Management. Kebon Jeruk Raya No. 27, Kebon Jeruk, Jakarta 11530

<sup>1</sup> ndoghy@gmail.com, <sup>2</sup> bsimatupang@binus.edu, <sup>3</sup> bramabdinagoro@gmail.com

## ABSTRACT

Digital ads or digital advertising showed a promising growth in Indonesia. However, digital ads spending in Indonesia was very low compared to television ads spending. This study investigates consumers' attitude towards digital ads (CATDA) in Indonesia and its antecedents that are relevant to Indonesian consumers' context. Blogger as digital influencer played a significant role in consumers' decision-making process in Indonesia. This study focusses on the role of blogger and personalization in digital ads in Indonesia. Quantitative questionnaires were used in this study. Data were collected from 262 university students. Findings found that trust in Blogger doesn't have an influence in digital ads. Blogger's recommendation was found to have significant impacts on CATDA and consumers' purchase intention and personalization was found to have significant effect toward CATDA in Indonesia. For managerial implications, this study suggests that marketers should strategize their marketing effectively by considering the personalization factor in their digital ads, and blogger recommendation as one of their media.

## Keywords

trust, Blogger, recommendation, attitude, personalization, digital ads

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## Introduction

Digital ads are a compelling marketing channel for marketers and agencies due to their potential to support one to one, one to many, and mass communication both cheaply and effectively. Worldwide digital ads spending showed a steady growth, with spending growth hover between 5% and 9% according to eMarketer. The predictions made by eMarketer suggest that digital ads will represent over 46.3% of total media ad investment. According to this, digital ads will be a dominant media ad, replacing traditional ads such as television ads, newspaper ads, etc. Digital ads industry also showed compelling growth in Indonesia. Digital ads reached 30% growth by 2016, and is predicted to have a steady growth of 15% in 2020 according to eMarketer. However digital ads in Indonesia only take a small share in total media ads spending. Digital ads spending only took 14.8% of total media ads spending in 2016. With Indonesia being one of the countries with the highest number of internet users, and it being one of the countries that is the most active in social media, according to wearesocial.com, digital ads have the potential growth to become a dominant marketing channel in Indonesia.

Marketers and agencies need to understand Indonesian consumers' behaviour in order to increase the digital ads potential in Indonesia. Marketers used digital ads to act as a catalyst to behaviour (Wolin, Korgaonkar, & Lund, 2015). According to The Theory of Reasoned Action, the main predictor of consumers intention is consumers attitude (Fishbein & Ajzen, 1975). Consumers' attitude towards digital ads or CATDA is an important concept in advertising or ads, which has been a focus of attention in ads research and plays an important role in the effectiveness of ads (Saadeghvaziri, Dehdashti, & Reza Kheyrikhah Askarabad, 2013; Saadeghvaziri & Hosseini, 2011). In order to make consumers' attitude positive towards digital ads, marketers

and agencies need to understand previous factors that affected CATDA, especially antecedents that are relevant to the Indonesian local context. This study proposed two phenomena that are relevant as antecedents of CATDA in Indonesia. Those two antecedents are Blogger and personalization. Blogger in this study refers to digital influencer. In recent years, blogging has become a popular media for recording, discussing, publishing ideas, personal feelings, and opinions (Hsu, Lin, & Chiang, 2013). Blogging has also become a popular media in Indonesia; there are a lot of Indonesian bloggers or digital influencers that have million followers, such as the Instagram accounts of Raditya Dika, Karin Novilda, Deddy Corbuzier, among others. Nowadays, consumers think that the content of Blogger is relatively more useful and trustworthy than traditional media, an online community (Hsu et al., 2013). Thus, this study proposed that Blogger becomes one of the antecedents of CATDA in Indonesia. Some consumers disliked this and wanted to avoid digital ads because of the intrusive and invasive attitude, so they use ad blockers. Personalized digital ads can be used to reduce avoidance and are disliked by the consumers because the messages in personalized digital ads are customized to meet consumers preference and interest (Kim & Han, 2014). Thus this study proposed personalization as one of the antecedents towards CATDA in Indonesia.

The purpose of this study is, in the first place, to investigate the role of CATDA towards purchase intention. Secondly, it is to investigate the role of perceived usefulness of blogger recommendations towards CATDA. Thirdly, it is to investigate the role of perceived usefulness of blogger recommendations towards purchase intention. The fourth purpose was to analyze the relationship between Perceived Usefulness of blogger Recommendation (PUBLOG) and Purchase intention (PI). In the fifth place, it is to investigate the role of trust to blogger recommendation towards

CATDA. And lastly it is to investigate the effect of personalization toward CATDA in Indonesia. The novelty from this study is the exploration of the blogger role in digital ads in Indonesia.

## Literature Review

### • Attitude Towards Digital Ads

This study used The Theory of Reasoned Action as a theoretical foundation. Theory of Reasoned Action (TRA) states that the attitude of a person does not directly affect his/her behaviour, but attitude influence his/her behaviour through his/her intention (Fishbein & Ajzen, 1975). Consumers' attitudes towards ads are important indicators of ad effectiveness (Mehta, 2000; Saadeghvaziri et al., 2013). Fishbein defined attitude as a learned disposition of human beings (Fishbein & Ajzen, 1975). Kotler defined attitude as a person enduring favourable and unfavourable evaluations, emotional feelings, and action tendencies toward some object or idea (Kotler & Armstrong, 2016). This research defines CATDA as consumers' favourable and unfavourable evaluations, emotional feelings, and tendencies towards digital ads.

A study done by Saadeghvaziri (Saadeghvaziri et al., 2013) empirically proved that CATDA has a significant and positive influence toward purchase intention. Study by Yang and Huang, (Yang, Huang, Yang, & Yang, 2017), also done empirically, proved that CATDA has significant positive effect towards purchase intention in the YouTube platform. A study done by Zedan and Salem (Zedan & Salem, 2016) also revealed that consumers' attitude toward digital ads have significant positive effect toward purchase intention in mobile ads.

Thus, this study proposed that:

H1. CATDA have a significant positive effect toward purchase intention

### • Personalization

Digital ads play an increasingly important role in helping the consumers' decision-making process (Kim & Han, 2014). In contrast, some consumers disliked and wanted to avoid digital ads that are intrusive and invasive, so they use ad blockers. Personalized digital ads can be used to reduce avoidance and disliking by consumers because the messages in personalized digital ads are capable to be customized to meet consumers' preference and interest by using state of the art technology and infrastructure (Kim & Han, 2014). Consumers are receptive to digital ads that are personalized and relevant to their lifestyle, interest, and preference (Xu, 2006). Personalization was developed by Xu (Xu, 2006) by incorporating personalization as belief toward digital ads. Personalized digital ads refer to sending ad messages to consumers through the internet based on consumers user demographics, user preference, context, and content factors (Xu, 2006).

A previous empirical study by Fatima, Abbas, and Xu (Fatima & Abbas, 2016; Xu, 2006), found that personalization has a significant positive effect towards CATDA in mobile ads.

Due to this, the study proposed:

H2. Personalization has significant effect toward CATDA in Indonesia.

### • Usefulness of Blogger Recommendation

One of the best ways to assist consumers in their purchase decision is via electronic word of mouth (EWOM) (Tjhin, Abbas, & Budiastuti, 2018). Electronic word of mouth is word of mouth that takes places online, typically through social network, brand communities, blogs, chat room, and tweets (Schiffman & Kanuk, 2010). Consumers usually rely on opinions or suggestions from others to decrease the risk of uncertainty when they purchase something. Blogger recommendation constitutes an informal communication media and makes consumers depend on blogger recommendations to reduce risk and uncertainty in their buying process (Hsu et al., 2013). Consumers usually relate to blogger recommendation positively because blogger opinions are deemed non-commercial. Therefore consumers perceive that blogger recommendations are more reliable and valuable than commercial ads (Hsu et al., 2013; Wu, 2011). Perceived usefulness of blogger recommendations was developed by Hsu (Hsu et al., 2013) by extending perceived usefulness from the Technology Acceptance Model (TAM) in the context of blogger recommendation. In this study, perceived usefulness of blog recommendation is defined as the degree to which a consumer as blogger follower believes that adopting a blogger recommendation would enhance his or her online shopping performance (Hsu et al., 2013). The definition of perceived usefulness of blogger recommendation in this study was adapted from Hsu et al. (2013). Previous study by (Hsu et al., 2013), empirically proved that perceived usefulness of blog recommendation has positive significant effect toward consumers attitude toward online shopping.

Thus, this study proposed:

H3. Perceived usefulness of blogger recommendation has significant effect toward CATDA in Indonesia.

Empirical study by Hsu (Hsu et al., 2013), also proved that perceived usefulness of a blogger recommendation has significant and positive effect toward online purchase intention.

Thus, this study proposed:

H4. Perceived usefulness of blogger recommendation has significant effect toward purchase intention

### • Trust in Blogger

Trust is an important concept for successful purchase decisions. Nowadays, consumers considered blogger as one of the most popular electronic words of mouth (eWOM) to be a highly credible source of information among other media (Hsu et al., 2013; Johnson & Kaye, 2009). Trust in blogger is regarded as knowledge-based trust, which is built by repeated interaction between blogger, as the target of trust, and consumers, as blogger readers. Through repeated frequent interactions on blogger content, consumers will become familiar with the blogger and its contents, and in return, trust will be formed between consumers toward blogger (Gefen, Karahanna, & Straub, 2003; Hsu et al., 2013).

Trust in blogger variable was developed by Hsu (Hsu et al., 2013) on the basis of TAM and incorporated the concept trust from Suh and Han (Suh & Han, 2002). In this study, trust in blogger is defined as perceived credibility and

benevolence of blogger as the target of trust (Hsu et al., 2013). Previous study done by Hsu (Hsu et al., 2013), empirically proved that trust in blogger has a positive significant effect towards consumers' attitude towards online shopping.

Thus, this study proposed:

H5. Trust to blogger has significant effect toward CATDA in Indonesia.

Previous study by (Hsu et al., 2013), also revealed that trust to blogger have a positive significant effect toward online purchase intention.

Thus, this study proposed:

H6. Trust to blogger has significant effect toward purchase intention.

## Research Methodology

### SAMPLING METHOD

A survey was conducted using convenience sampling. Prior studies in digital ads also employed a similar method (Chowdhury, Parvin, Weitenberger, & Becker, 2006; Eze & Lee, 2012). The survey utilised a questionnaire designed to collect data regarding purchase intention, CATDA, trust to blogger, perceived usefulness of blogger recommendation, and personalization.

The study was conducted in Jakarta, Indonesia. This study chose Jakarta because it has the highest penetration rate of the internet in Indonesia, and Jakarta has established a firm development of the internet and digital ads industry in Indonesia.

The target group of this study were university students. They were chosen because they are considered to be the generation that are the most willing to accept new technology, new digital ads, and that they are a part of a major market in the internet industry (Cheng, Blankson, Wang, & Chen, 2009). Prior studies in digital ads also used university students as populations (Chowdhury et al., 2006; Yu Sum & Leung Hui, 2009). University students are the ones that have the highest internet penetration percentage in Indonesia. (APJII, 2016).

### Measures Development

Personalization was measured with items adapted from Kim, Han and Xu (Kim & Han, 2014; Xu, 2006). Trust to blogger was measured with items adapted from Hsu, McKnight and Chervany (Hsu et al., 2013; McKnight & Chervany, 2001). Perceived usefulness of blogger recommendation was measured with items adapted from Hsu (Hsu et al., 2013). Consumer attitude toward digital ads was adopted from studies done by Ling, Piew, Chai, and Saadeghvaziri (Ling, Piew, & Chai, 2010; Saadeghvaziri et al., 2013). Purchase intention was adapted from studies done by Saadeghvaziri, Zedan and Salem (2016) (Saadeghvaziri et al., 2013; Zedan & Salem, 2016). All the indicators are presented in Table 1.

**Table 1**

**Indicators**

Code	Questions	Variable
TRUST1	I believe bloggers recommendations to be true	Trust to Blog
TRUST2	Bloggers are trustworthy	
TRUST3	I trust blogger information to be true	Perceived Usefulness of Blogger Recommendation
TRUST4	I believe blogger to hold their commitments	
TRUST5	Blogger will consider their follower interest, not just profit	
TRUST6	Blogger would act, in followers' interest.	
PUBLOG1	Blogger recommendation will increase my shopping performance	
PUBLOG2	Blogger recommendation will help effectiveness of my shopping	Personalization
PUBLOG3	I will use blogger recommendation and will increase the effectivity from my work/study/ activity	
PUBLOG4	Using blogger recommendations enables me to finish my work/study/activity early	
PUBLOG5	Using blogger recommendations will increase my work/study/activity	
PSN1	I feel that contents of digital ad were personalized for me	Consumers Attitude Toward Digital Ad
PSN2	I feel that digital ad was personalized with my internet usage	
PSN3	Contents of digital ad were relevant with the consumers activity and work	
PSN4	Content of digital ad were relevant with the consumers preference	
PSN5	Content of digital ad were relevant with consumers needs	
ATTD1	Overall, I like digital ad	Purchase Intention
ATTD2	Overall, I prefer digital ad than other media	
ATTD3	Overall, I consider digital ad as a good thing	
ATTD4	Overall, I support digital ad, because creativity played a huge part in it	
ATTD5	Digital ad has effect on my purchase intention.	
PI1	There is a big chance that I will buy brands that are presented in digital ad	Purchase Intention
PI2	I might buy brands that are presented in digital ad	
PI3	I will recommend products that used digital ad to others	
PI4	I will consider products that are presented in digital ad, as priority	
PI5	Digital ad that I received affected my purchase intention	
	I will use digital ad as reference for future shopping	

All of the constructs in this study were measured on a five-point Likert scale from "strongly disagree" to "strongly agree". All of the items in the questionnaires were translated from English to Indonesian and went through the process of modifying in order to adapt to the context of Indonesian consumers. This was done with the supervision of a PhD graduate that specializes in marketing management. According to Symonds, the optimal reliability for a Likert scale is a seven point scale; however, if the respondents were untrained or relatively disinterested, maximal reliability will be reached with fewer increments than seven points (Matell & Jacoby, 1971).



## Results And Discussion

Data were collected from questionnaires through 262 respondents. Malhotra (2010) suggests that the number of sample size for the research in advertising should enough be in the range around 200 to 300. In this study, the non-probability sampling convenience sampling techniques were selected to conduct the survey. Selecting non-probability sampling techniques was best because using the list of all university students as the sampling frame could not be obtained (Eze & Lee, 2012; Sekaran & Bougie, 2016). Previous studies in digital ads also employ the convenience sampling technique (Eze & Lee, 2012; Tan, Kwek, & Li, 2013; Watson, McCarthy, & Rowley, 2013; Xu, 2006). Data that was collected was then processed with path analysis using Smart PLS (Partial Least Square) 3.0. In PLS Analysis, the model was evaluated by analysing its inner model and outer model (Chin, 1998). The Outer model evaluation was done by analysing the model validity and reliability, while the Inner model evaluation was done objectively to predict the relationship between constructs variables. In the process to have loading factors that are valid for measuring the constructs, indicator ATD1 from ATTD, and TRB5 from TRUST were taken out.

### 1. OUTER MODEL

First, the measurement model was executed using PLS algorithm. The results are presented in Table 2.

**Table 2** Outer Model

Scale	Average Variance Extracted	Composite Reliability
Attd	0.592	0.853
Pi	0.647	0.917
Psn	0.574	0.870
Publog	0.603	0.884
Trust blog	0.524	0.845

The outer model concerns about validity and reliability of the research model. The validity of the model was determined by the value of Average Variance Extracted (AVE), which the value of AVE indicators had to have a loading factor that is greater than 0.50 (Hair et al., 2014; Ringle, Wende, & Becker, 2015). Table 1 demonstrates that the AVE value from all the variables was above 0.50, which indicated that all of the indicators that were used in measuring CATDA, purchase intention, personalization, perceived usefulness of blogger recommendation and trust to blogger were valid for measuring their constructs.

The reliability of the model was determined by the value of Composite Reliability (CR), all of the Composite Reliability scores had to have a score greater than 0.70 (Hair et al., 2014; Ringle et al., 2015). Table 1 shows that the Composite Reliability value from all the variables were above 0.70, which indicated that all the variables in this research model were met the reliability requirements.

### 2. INNER MODEL

After the measurement model passed the required elements of validity and reliability, the measurement model was then executed by using bootstrapping. The results of bootstrapping are presented in Table 3.

**Table 3** Inner Model

Variables	Original Sample	T Statistics	P Values
Attd – Pi	0.559	9.557	0.000
Psn – Attd	0.440	6.602	0.000
Publog – Attd	0.160	2.330	0.010
Publog – Pi	0.284	4.412	0.000
Trust Blog - Attd	0.073	1.152	0.125
Trust Blog - Pi	0.014	0.224	0.411

P-value is associated with the path coefficient. If p-value is below 0.05, then the corresponding hypothesis is assumed to be supported (Chin, 1998). The t-statistics value was used to examine the nature of the relationship between variables and to answer the research questions. If t-statistics from variables relationship is lower than 1.956, then the relationship is not considered significant and the hypothesis is rejected (t-statistics significant is 5% = 1.956) (Chin, 1998).

The first hypothesis addressed the relationship between CATDA (ATTD) and Purchase Intention (PI). As shown in Table 2, the measurements t-statistic value of ATTD – PI is 9.557, and P-value is 0.000, indicating that CATDA has a significant effect toward Purchase Intention. This result is consistent with previous studies that proved consumers' attitude toward ads have significant effect toward purchase intention (Saadeghvaziri et al., 2013; Wolin et al., 2015). Indeed, if consumers liked or have a positive attitude toward some digital ads, then those consumers already have a tendency or intention to buy products being advertised.

The second hypothesis addressed the relationship between Personalization (PSN) and CATDA (ATTD). As shown in Table 2, the measurements t-statistic value of PSN – ATTD is 6.602, and P-value is 0.000, indicating that Personalization has a significant effect toward CATDA. This result was consistent with the previous studies (Fatima & Abbas, 2016; Xu, 2006). These results revealed that consumers tend to show a positive attitude toward digital ads that are considered personalized, relevant to their interest, or preference.

The third hypothesis addressed the relationship between Perceived Usefulness of Blogger Recommendation (PUBLOG) and CATDA (ATTD). As shown in Table 2, the measurements t-statistic value of PUBLOG – ATTD is 2.330, and P-value is 0.010, indicating that PUBLOG has a significant effect toward CATDA. This result was consistent with the previous studies (Hsu et al., 2013). The result revealed that consumers tend to perceive that blogger recommendation are useful and thereby develop positive attitude toward contents and toward products that are endorsed by the blogger recommendation.

The fourth hypothesis addressed the relationship between Perceived Usefulness of Blogger Recommendation (PUBLOG) and Purchase Intention (PI). As shown in Table 2, the measurements t-statistic value of PUBLOG – PI is 4.412, and P-value is 0.000, indicating that Perceived Usefulness of blogger Recommendation (PUBLOG) has a significant effect toward Purchase Intention (PI). This result was in line with previous studies (Hsu et al., 2013). This result revealed that consumers perceive blogger recommendation to be useful, thereby they used it as their reference in their purchase, so blogger

recommendations have an effect toward consumer purchase intention.

The fifth hypothesis addressed the relationship between Trust to Blogger (TRUSTBLOG) and CATDA (ATTD). As shown in Table 2, the measurements t-statistic value of TRUSTBLOG– ATTD is 1.151, and P-value is 0.125, indicating that Trust in blogger does not have a significant effect toward CATDA. Thus, hypothesis number five was rejected. This result was contradictory with previous studies (Hsu et al., 2013). These contradictory results may be because of different customers' behaviour between Taiwan and Indonesia, and the study by Hsu (Hsu et al., 2013) focused on attitude toward online shopping, while this study focused on attitude toward digital ads.

The sixth hypothesis examined the relationship between variable Trust to Blogger (TRUSTBLOG) and Purchase Intention (PI). As shown in Table 2, the measurements t-statistic value of TRUSTBLOG– PI is 0.224, and P-value is 0.411, indicating that Trust to Blogger does not have a significant effect toward Purchase Intention. Due to this, hypothesis number six was rejected as well. This result was contradictory with previous studies (Hsu et al., 2013). These contradictory results may be because of different customers' behaviour between Taiwan and Indonesia, and as mentioned above, the study by Hsu (Hsu et al., 2013) focused on attitude toward online shopping, while this study focused on attitude toward digital ads.

## Conclusions

### Theoretical contributions

There are several theoretical contributions from this research. Firstly, this study reveals that CATDA has significant effect toward purchase intention, this result extended the application of TRA in the context of digital ads. Secondly, this study justified that personalization plays an important role in digital ads. The research model for this study was based on the Xu (Xu, 2006) model of personalization and combined it with the blogger model from Hsu (Hsu et al., 2013). Third, this study justified that perceived usefulness of blogger recommendation plays an important role in attitude toward digital ads and toward purchase intention. The research model for this study was based from Hsu's study (Hsu et al., 2013), and extended it for attitude toward digital ads.

### Managerial implications

From a practical perspective, this study will contribute an insight of digital ads consumers behaviour to marketers and advertisers. First, this study research model provides insight that personalization plays an important role in digital ads. Marketers and agencies should consider delivering digital ads that are more personalized and relevant to consumer preference, needs, and interest. Because consumers are more positive toward ads that are relevant to their liking, preference and needs. Second, this study empirically proved that perceived usefulness of blogger recommendation plays a role in both consumers attitude toward digital ads and purchase intention. Consumers tend to use blogger recommendation to decrease risk in their shopping

process. Marketers and agencies should use blogger as part of their strategy because blogger seems to be a promising marketing media to increase sales. Third, this study concludes that consumers attitude toward digital ads have an important role in consumers purchase intention. This showed that digital ads are a promising marketing media in increasing sales. Marketers and agencies can use this research as reference to extending their consumers. Organizations and companies should include digital ads in their marketing strategy, especially if their target is the millennial generation.

### Limitations and future research

One of the limitations from this study is in the generalization of the results. In the first place, the location of the population is limited to Jakarta, with the consideration that Jakarta has the highest penetration of internet in Indonesia. In the second place, the sampling method used in this study is convenience sampling. Nonetheless, respondents come from many different knowledge fields. In addition, future research can explore the limitation of this study. Future research also can explore how trust in blogger and perceived usefulness of blogger recommendation affected consumers, (e.g. its effects toward consumers attitude toward the brand).

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