

# The Differences in Online Advertising Acceptance in China and Slovakia

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**Abstract.** Advertising, marketing and commercial activities on the Internet are the most recent trends of the last years. In most countries of the world, the Internet is operated on a fully commercial basis. More than a half of its users need it for commercial purposes. Marketing experts in businesses are the main users of information from the Internet. This article is focused at the acceptance of online advertising in China and compare the results of the Chinese and Slovak marketing researches.

## Introduction

Advertisement spread out everywhere in our world. In every possible media, there are advertisements: TVs, Radios, Cinemas, Newspapers, and Streets. So, it is natural to find online advertisement at the web. This is a new way how to communicate, to buy and to search and it is a marvelous media for the advertisements, which are really important. For example, unsolicited advertisement emails represent nowadays more than 80% of the traffic on the network [1].

This article compares the customer's acceptance of the online advertising in different geographical locations in China and in Slovakia. As a lot of people seem to be annoyed by the online advertisements, the study will help us to know the exact situation of the online advertisements. With this study, we can compare intercultural acceptance of web advertisements and find some similarities of online advertisement in these two counties.

## Study aims

This study has two main aims:

The improvement of the web use: With the knowledge of the Chinese customers' view at the online advertising, the use of the web will get better [2]. Either the online advertising are successful, either they fail. With the results, we can see that the feeling about the online advertising is bad and, however they think that the online advertising are succeeding which is a weird paradox we will explain.

The economic improvement of the Internet: the knowledge of the precise impact of the online advertising would be helpful to the firms, which use this kind of communication. Statistics like the click percentage, the acceptance of the different kind of online advertising will be precious indicators.

## Methodology

To lead this study until the end, we used a precise methodology:

- Determination of the context: As the Internet is a new tool; its context can change rapidly. [3, 4] In fact there are apparitions of new phenomena, which need to be put together in order to explain the main issue of the survey. So we had to establish clearly the main issue:

Issue: How does the Chinese Internet customer react to the online advertisement?

- This issue will enlighten us about the real effect of the online advertising, its true success and, moreover with the comparison with the same survey realized in Slovakia [5, 6], differences between two different (geographical and cultural) countries.

• **Research:** The form of research – quantitative questionnaires. To reach potential respondents we decided to use the questionnaire. Our target respondents were online users therefore the decision about medium was very simple. We used online questionnaire system installed at <http://fped.uniza.sk>. The respondents of the questionnaire are the representative sample of population from China and from Slovakia (we set confidence interval estimate at 95% and acceptable margin of error at  $\pm 7\%$ ).

## Results

The results of the questionnaire are divided to the four basic sections [7]:

- You and Internet,
- You and advertising,
- You and online advertising,
- Personal information.

The average Chinese person/respondent use Internet connection between at home or at work and is connected many times per day (Fig. 1). Almost the same results are at the Slovak part of research, where the typical respondent use the Internet mostly daily, but prevails the Internet connection from home.

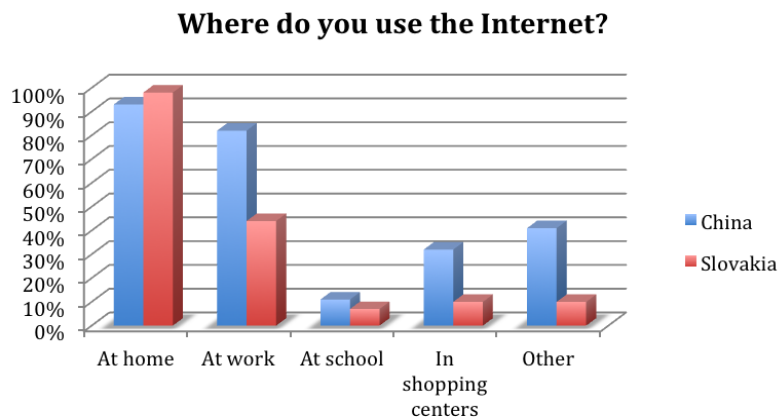


Figure 1 Place of Internet usage

The average person/respondent in China and in Slovakia has a different advertising form's preference. Slovak respondents prefer TV advertising to Internet advertising, but in the China respondents prefer Internet advertising. Very interesting finding is, that 23% of Chinese respondents preferring billboard advertising, in Slovakia it is only 6% of respondents.

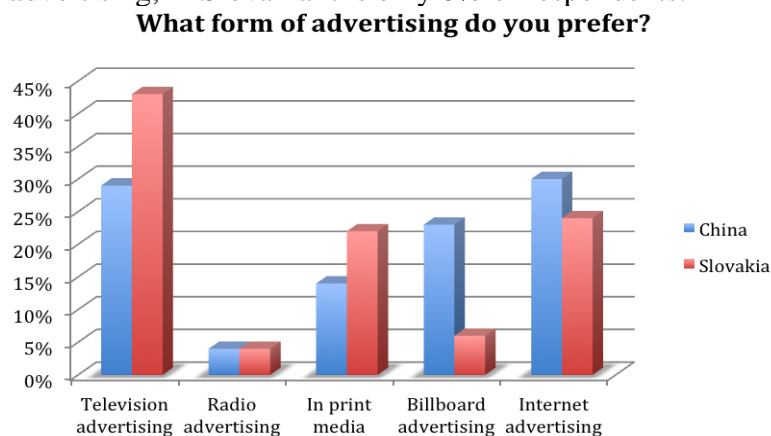


Figure 2 Preferable form of advertising

At the question: "How often are you in contact with advertising on the internet?" 47% of Chinese respondents answers that they have contact regularly, but in Slovakia 92% of respondents have a

regularly contact with Internet advertising. We can assume that the answer on the next question is based on previous experiences with Internet advertising.

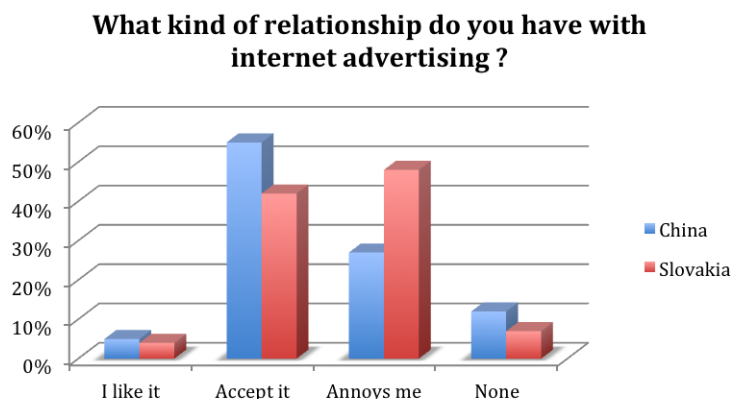


Figure 3 Acceptation of Internet advertising

55% of Chinese respondents accepting Internet advertising (in Slovakia only 42%), but internet advertising annoys 48% of Slovak respondents (against 27% respondents in China) (Fig. 3). For the respondents in both countries is the most important aspect of internet advertising content (27% - China and 30% in Slovakia), but for Chinese respondents is very important if internet advertising has a good design - 18,5% and is colorful - 10,5% (in Slovakia its only 13% of respondents – design and 6% of respondents – colorful).

Negative experiences with internet advertising or some conservatism of slovak respondents we can find in their answers at the question: “Does the internet advertising affect your buying decision?”. Answer “sometimes” checked only 48% of Slovak respondents, but 61% of Chinese respondents (Fig.4). The reasons of these answers we could find in more negative relationship with internet advertising in Slovakia then in China.

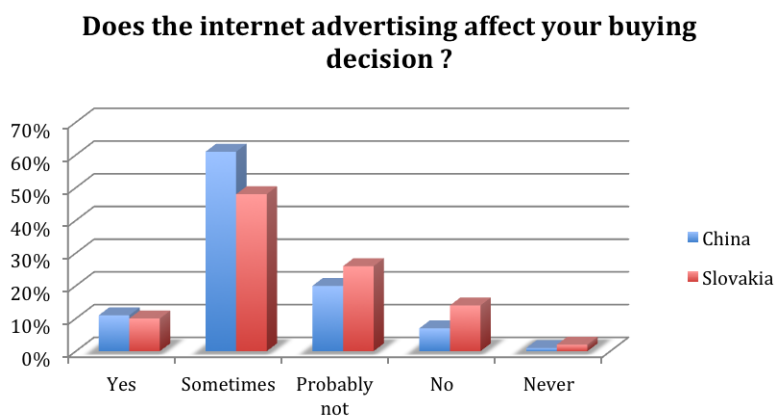


Figure 4 Impact of Internet advertising on buying decision

The similar results we could find in answers at the question: “How do you see the amount of online advertising market?” Relative optimistic views have 35% of Chinese respondents. They declare, that at the market is reasonable amount of Internet advertising. Significantly negative opinion has 79% of Slovak respondents. They stated that the market with Internet advertising is oversaturated. Very interested finding that confirms previous questionnaire’s results is statement that for 54% of Chinese respondents is Internet advertising source of information. On the other side, for 42% of Slovak respondents are Internet advertising unneeded.

Respondents in questionnaire could express the level of their acceptance of each type of advertising. In the Table 1 we can find different respondent’s preferences in some forms of advertising. “Banners” are the most acceptable forms of internet advertising and “pop-up windows”

dislikes people at the same level in China and in Slovakia, but Chinese respondents prefer “Display advertising” and Slovak respondents like “Paid links” as form of internet advertising.

Table 1 Level of acceptance Internet advertising forms

Advertising form	The Best		Good		Normal		Bad		The Worst	
	China	Slovakia	China	Slovakia	China	Slovakia	China	Slovakia	China	Slovakia
Banners	31,5%	25,1%	32,9%	17,9%	18,2%	28,5%	6,3%	13,5%	11,2%	17,9%
Pop-up windows	7,8%	1,9%	12,7%	2,9%	9,2%	13,5%	4,9%	20,3%	65,5%	62,3%
Interstitial advertising	9,9%	1,9%	15,5%	11,2%	12%	22,8%	18,3%	18,9%	44,4%	46,6%
Email advertising	11,4%	7,4%	18,4%	12,4%	25,5%	27,7%	19,2%	17,8%	25,5%	37,6%
Display Advertising	15,6%	2%	38,3%	11%	27%	34%	9,9%	24%	9,2%	31%
Paid Links	11,4%	17,7%	20%	14,1%	26,4%	27,8%	26,4%	18,7%	15,1%	23,7%
Other	9,9%	7,4%	11,5%	8,3%	47,3%	47,9%	20,6%	17,4%	10,7%	19%

The last question was about most important features of Internet advertising. In our research we discover very interesting findings. For Slovak respondents are very important all mentioned features of Internet advertising (truthful, credibility, understanding, non-vulgarity, originality, and funny). But Chinese respondents are not so strict in these Internet advertising features. The level of importance is lower and its very interesting that they are tolerant to some level of vulgarity in Internet advertising.

Table 2 Importance of Internet advertising features

Advertising features	Very important		Important		Neutral		Less important		Unimportant	
	China	Slovakia	China	Slovakia	China	Slovakia	China	Slovakia	China	Slovakia
Truthful	64,8%	87,8%	13,1%	10,7%	13,1%	3,1%	0,7%	0,5%	8,3%	2,6%
Understanding	49,7%	71,1%	28,4%	20,1%	12,8%	5,4%	2,1%	1,5%	7,1%	2,5%
Credible	43,6%	72%	26,4%	22%	19,3%	3,5%	2,9%	1%	7,9%	2,5%
Without vulgarisms	23,1%	69,5%	26,6%	15,2%	35%	9,1%	6,3%	2,5%	9,1%	6,6%
Original	46,4%	64,9%	24,3%	15,8%	16,4%	14,4%	4,3%	3%	8,6%	3%
Funny	38,2%	46,9%	31,3%	21,7%	18,8%	22,2%	4,9%	5,2%	6,9%	7,2%

The average person/respondent in China and in Slovakia is a woman (more than 60% of respondents), she is between 20 and 39 years old (about 80 % of respondents). She lives in city, she has university degree (bachelor or master level) and she is employed.

## Conclusion

According realized two researches we can find some differences in relationship between Internet users and advertising in China and Slovakia. The most interesting cultural differences are:

- The most preferable type of advertising in Slovakia is TV advertising and relative high preferences of billboard advertising in China.
- Higher level of Internet advertising acceptance in China then in Slovakia.
- Some negative experiences of Slovak respondents with Internet advertising result to low influence of internet advertising on buying decision in Slovakia.
- Slovak respondents think Internet is oversaturated with advertising.
- For Chinese respondents is important nice design and colorful of advertising,
- Chinese respondents accepting the Internet advertising with some level of vulgarity.

On the basis of these findings is possible to identify some critical factors that are important for understanding situation, conditions and preferences of advertising market in this different countries.

## Summary

This article deals with the problem of comparison of Internet advertising in Slovakia and China. Mention the difference between the preferences of Slovak and Chinese Internet users. On the basis of

the current state of the Internet and Internet advertising in Slovakia and China and realized marketing researches in China and in Slovakia, we tried to identify the common and different aspects of Internet advertising. This research could be some kind of instruction how to provide successful business activities in these different cultural conditions.

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