CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This chapter will elaborate more on the conclusion, recommendation, limitation and suggestion for future research. In concluding the research that being done, it also refers to the objectives of the research, which are:

1. Determine the consumers' behavior on the internet activities, in general by the survey which will be done through questionnaires.

2. Examine the consumers' awareness towards Yahoo! Indonesia.

3. Examine the consumers' preferences towards Yahoo! Indonesia's products and services.

4. Asses the consumers' attitude towards the display advertising on Yahoo! Indonesia.

As the proposal given to Yahoo! Indonesia to assess the consumer attitude towards online advertising in Yahoo! Indonesia, the author done the research by having a questionnaire and the simulation process which involved the consumers' interaction directly to the online advertising. The non-simulation questionnaire has been distributed to 150 respondents and mostly is teenagers into young adults' people. The aim for distributing the non-simulation questionnaire is to develop an insight towards the consumers' behavior, their general awareness and preferences and also the attitude towards online advertising. On the other hand, the simulation process is done with 40

respondents to examine the consumers' attitude towards online advertising on Yahoo! Indonesia with involving the consumers' interaction towards the advertising. The respondents are comparing five examples of online advertising shown in Yahoo! Indonesia and also comparing the online advertising with the traditional advertising media.

5.1.1 Non-Simulation Process

Based on the research being done, people is being more attached to the internet and perceived it as one of the lifestyle or trend, therefore they like to access the internet and perform the activities on the internet in a high frequencies of usage, however with a shorter period of time. On the internet activities, most of the users are included as teenagers into young adults' people which varies from 15-24 people with good educational background and good occupation which they currently have. People also tend to access the social media, e-mail and searching as the activities they usually do while they are browsing on the internet. Due to the easiness and practicality, supported by sophisticated technology, people are often using their smart phone to open or access the internet. People also have a tendency to look about the current news and entertainment on the internet.

Focusing more into Yahoo! Indonesia, in order to know the consumers' awareness and preferences towards Yahoo! Indonesia, there are several questions being asked. In overall, the consumers are actually aware towards Yahoo! Indonesia services and products. On the other hand, people's preferences are in accessing Yahoo! News and

Yahoo! Lifestyle pages and use Yahoo! Mail and Messenger products; they usually access it at least 1-3 times in a day.

Then the respondents are being asked regarding the online advertising. However in this non-simulation questionnaire, the respondents just saw a screenshot of two types of display advertising. From the survey, the respondents have a tendency to see the online advertising is interesting for them. They also satisfied enough in using the Yahoo! products or services; therefore they are also willing to recommend Yahoo! Indonesia to their friends or others.

5.1.2 Simulation Process

Based on the simulation process, there are five types of online advertising examples given to the respondents, such as tear page, wallpaper video, magazine, magazine video and lights out. They also have to compare the interestingness between online advertising and traditional advertising media and assess the overall interestingness of online advertising in Yahoo! Indonesia.

On the tear page, people is tend to unaware towards the existence of the tear page advertising, due to the location which is on the right top of the page. However, after the respondents are being told that there is a tear page on the right top of the page, people are curious enough and feel interested to click and see what kind of advertising behind the tear page. After the respondents saw the advertising behind the tear page, they feel interested towards the animation used on the advertising.

On the wallpaper and video type of advertising, the respondent is not quite interesting to see and watch the video until finish. They also think that the wallpaper design on the left

and right side of the page is not helpful enough to get further information. The tendency to click on the advertising is also not that high, however it also does not conclude that the respondents are not interested at all. Therefore there are possibilities of people to click on the advertising; however it might be depends on the advertising being served.

On the magazine type, the respondents think that this type of advertising is interesting to see and they are tend to flip over the magazine pages to see what is in the next page. However, the respondents do not interesting enough to click on the advertising to see further information served by the advertisers on their websites. With this type of advertising, the respondents also do not find it is annoying for them while they are doing their activities on Yahoo! Indonesia pages.

In order to compare to the basic magazine type of advertising, on the fourth example, the author choose to have the magazine and video type of advertising. The respondents are aware towards the existence of the advertising, which is located on the top of the page. In addition from previous type of advertising, in here the advertisers was adding a video of the products and the respondents feel that the video is helpful for them to get more information regarding the products. This type of advertising also does not affect the consumers' activity on Yahoo! Indonesia pages. The respondents also feel that the magazine type will be more interesting if it is completed with a video insight the magazine.

The last examples of online advertising is the lights out, the author choose this type of advertising in order to compare between the advertising which have more interaction with the consumers and the less interaction with the consumers. The lights out advertising has the very least interaction compare to the previous advertising. If the

advertising assess individually, the respondents feel that this type of advertising does not affect them while they are doing the activities on Yahoo! Indonesia page, the respondents are also interested with this type of advertising, and they would like to click on the replay button on the advertising. However, if the consumers asked to compare it with the previous types of advertising, the consumers do not quite interested to see this type of advertising. They tend to feel interested to see the four previous type of advertising.

After see all of the examples of online advertising on Yahoo! Indonesia pages, the respondents are asked to compare those online advertising with the traditional advertising media, such as newspaper, magazine, television, radio, and billboard. The respondents feel that the online advertising is much more interesting than the traditional advertising media. In overall, the respondents also feel interested towards the online advertising shown on Yahoo! Indonesia pages.

5.2 Recommendation for Yahoo! Indonesia

To have Yahoo! Indonesia as one of the source for the author's research, it has been a pleasure and honored for the author. After the analysis and evaluation has been done, there are several recommendations for Yahoo! Indonesia which might be included as improvement for the future, such as:

Based on the survey, most of the respondents mostly use the smart phone to access the internet to do their activity, there is a chance for Yahoo! Indonesia to expand their market into smart phone users by improving their services and technology, and therefore they could do the advertising also on the smart phone. They also have tendencies to

access the internet in high frequencies, therefore it would be great if the news or article in Yahoo! Indonesia is keep updating, therefore people will not get bored and can depend on Yahoo! as one of the fastest news provider. Similar to the search engine optimization, even though Google is still considered on the consumers' top of mind, however the result shows that the differences between Google as the first and Yahoo! as the second is not quite significant, therefore there is still a huge chance to improve the services.

Yahoo! Indonesia could also keep updating with the news content as people is more frequent to access the internet rather than to spend the longer time on accessing the internet. Therefore, people will not get bored easily and keep updated with the current news from Yahoo!.

On the e-mail usage, the results show that most of the respondent is using Yahoo! as their e-mail provider, which means Yahoo! has bigger opportunities in expanding the advertising business on the Yahoo! Mail homepage and also improving the mail services for people.

Yahoo! also could add or change several words from their advertising, therefore people will more aware towards the advertising and have a curiosity to click the advertising.. As people think, if they click the advertising, it might be some sort of spam on their computer. Make an innovative words, therefore people will not feel annoyed and yet they are interested to click the advertising

Yahoo! can also make an interactive advertising that involved the customer's interaction more on their favorite products, like Yahoo! Mail and Yahoo! Messenger or their

favorite pages like Yahoo! News and Yahoo! OMG. Therefore, it will drive more traffic from the customer to the client's website page.

After the simulation process done, it results that the high involvement of consumers interaction towards the advertising tend to make the consumers feel interesting to see the advertising, therefore it will become a good opportunities either for Yahoo! Indonesia and the advertisers to create more advertising that involved the interaction from the consumers and not just doing the push marketing strategy, therefore the consumers are more curious to know more regarding the information.

5.3 Limitation

The research is not perfect enough because there are several limitations which the author encounter while doing the research, such as:

- Due to the convenience sampling method that the author uses, most of the respondents are on the age group between teenagers until young adults' people or 15-24 years old.

- The online advertising example used on the simulation process is still limited and did not cover all of the types of online advertising.

- Due to the limited time, not all the Yahoo! products or services are being assessed and examine through this research.

- The respondents are only 150 people for non-simulation and 40 people for simulation process which will limit the capability of the research and not maximize the representativeness and the result will not be generalized.

- The respondents are still come from people who unaware with the digital area.

5.4 Suggestion for Future Research

Based on the limitation that the author has encountered, there are several suggestions to conduct the future research, such as:

- The researcher should distributed the questionnaire with a balanced proportion of group age, therefore the representativeness will be more reliable for the research

- If it is not possible to have all types of online advertising, the researcher can add several types which can be as comparison for the future research.

- Add several Yahoo! products or services to be involved in the research, therefore the result will convey more comparison of preferences by the respondents

- Increase the number of respondents to maximize the representativeness and to achieve the objectives of the research.