



Research Paper

## Effectiveness of Audio Advertisement on Listener's Attitude and Purchase Intent on Audio Streaming Platforms.

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### Abstract

*With the rapid growth of digital audio streaming platforms such as Spotify, Apple Music, and YouTube Music, audio advertising has emerged as a powerful marketing tool to engage listeners. This study examines the effectiveness of audio advertisements by analysing their impact on listener attitudes and purchase intent. The research focuses on key factors, including informativeness, personalization, ad repetition, and perceived intrusiveness, to assess their influence on consumer perception and behavioural outcomes. A quantitative survey-based approach was employed, collecting responses from active users of audio streaming platforms. Findings indicate that ad repetition can have both reinforcing and diminishing effects and informativeness and personalisation doesn't impact much on listener's attitude towards audio ads. Perceived intrusiveness negatively impacts attitudes and reduces engagement with advertised brands. Additionally, a favourable attitude towards audio ads significantly increases purchase intent, highlighting the importance of strategic ad placement and content design.*

**Keywords:** Audio Advertising, Attitude Towards Ads, Purchase Intent, Streaming Platforms, Consumer Behaviour

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### I. Introduction

India, the most populous country in the world and now the one with the fastest-growing major economy, is poised for technical, social, and economic advancement that has the potential to completely transform the global landscape. There are numerous impressive figures illustrating India's changing look. As per report by Kemp, 2022, the internet penetration rate in India rose over 47 percent in 2022, from about 14 percent in 2014. This also ranked the country second in the world in terms of active internet users. The way people consume content on internet changes every decade keeping them well informed and entertained. Global cultural markets have been upended by digital platforms, such as social networking sites and streaming services, which have become significant economic players. They are helping to reorganize various markets, methods of operation, and ways of creating, communicating, and capturing value (Kenney and Zysman 2016, Langley and Leyshon 2017, Srnicek 2017, Nieborg and Poell 2018). With the advent of streaming services like Netflix, Audible, Spotify, and Amazon Prime, creators and rights holders now have the opportunity to distribute and profit from their vast music, film, television, audiobook, and podcast catalogues (Morris and Powers 2015, Wayne 2018, Webster 2019b). Even though digital platforms have emerged quickly and recently, social scientists have produced helpful conceptualizations (Van Dijck 2013, Langley and Leyshon 2017, Srnicek 2017, Mackenzie 2018). Digital platforms enable people, content, brands, and businesses to interact online, from the technical infrastructure that allows data to flow to the interfaces through which interactions take place. Digital platforms are thought to be highly dynamic and contingent in nature (Mackenzie 2018, Nieborg and Poell 2018). Their identity and methods of intervention in markets and daily life are influenced by shifting user behaviour, business goals, and rival strategies (Van Dijck 2013, Sanz 2014). The audio medium is among the widely used media to which we Indians are particularly accustomed.

### Audio Streaming Services

The music industry was aware of a number of technological inventions in the past few decades. This industry has continuously been reinventing ever since the vinyl, the radio, and CDs were invented. All these inventions are considered to be maintaining inventions. When the industry digitalized, it destroyed many existing business models. This recovery is being made through new business models which tends to generate income on the internet. In the beginning, payment was made on per album or per track basis but now, it is being made on the basis of interactive streaming, Leyshon and Thrift et al. (2016). Streaming music or an audio refers to being able to hear a song without having to download it. Apple Music, Spotify, and Pandora are a few music services which use this method to allow their users to enjoy the songs on any device without having to download it. Furthermore, the business model of streaming was detected with a doubtful approach.

Audio streaming apps such as Spotify, Apple Music, YouTube Music, and Amazon Music have transformed the way users consume audio content. With the rise of freemium models, audio advertisements have become a critical revenue source for platforms offering free-tier services. This review examines the effectiveness of audio advertising, user attitudes, and emerging trends in the field. Audio advertising in music streaming apps plays a critical role in platform monetization and brand engagement. Research highlights the impact of informativeness, personalization, repetition, and intrusiveness on user attitudes and purchase intent.

### **Audio Advertisements**

Over the upcoming years, in-app advertising is expected to play a major role in driving mobile advertising. Similar to how Spotify, a music streaming app, introduces and promotes its premium services through in-app advertising. While free users are listening to music, Spotify inserts audio ads that promoting the benefits of Spotify premium (Audio ads). These ads typically last around 30 seconds and un-skippable which 2 highlight the superior features, For instance, "Bread and jam, flowers and beetles, romeo and juliet. some things in life, are meant to be together.

The "audio advertising" is simple – it's the ads you hear while listening to an audio streaming platform. Whether you're streaming your favourite radio station or tuning in to content on Pandora, Spotify, Stitcher or a similar platform, you're likely to be targeted with audio advertisements. Advertisers can buy space on streaming platforms, and strategically target users who fit their desired audience profile. Each individual who uses an audio streaming service must create an account. In today's cluttered advertising environment, digital audio ads have proven to be a powerful tool for advertisers, driving full-funnel results from brand discovery to purchase. Audio ads boost brand awareness and influence purchasing decisions at critical moments, whether for everyday purchases or seasonal shopping (like back-to-school or holiday items).

Music streaming apps like Spotify exemplify the strong brand loyalty not only through AI-driven playlist curation, such as 'Discover Weekly' and 'Release Radar,' but also through targeted advertising by recognizing a deep understanding of their needs. Spotify's ad-supported model delivers personalized advertisements based on users' listening habits, demographics, and even moods inferred from playlists. For instance, a user frequently streaming workout playlists may receive ads for fitness gear or health supplements, while another listening to jazz late at night might be targeted with ads for relaxation products. This precision in ad delivery enhances user engagement and ensures relevance, making advertisements feel less intrusive and more value-driven. By aligning content and advertising with consumer preferences, audio streaming platforms strengthens its brand-consumer relationship while optimizing revenue streams."

### **Conceptual Background**

#### **Attitude towards Audio Ads**

Several studies have demonstrated the significant positive influence of informativeness on attitudes toward advertising (Brackett & Carr, 2001; Cho et al., 2016; Haghirian&Madlberger, 2005; Schlosser et al., 1999; Tsang et al., 2004). However, Lin and Hung (2009) concluded that the importance of informativeness regarding individuals' attitudes toward sponsored search advertisements is minimal. Thus, there appears to be inconsistency in the literature regarding the significance of informativeness in attitudes toward audio advertising. Building on existing studies, this study seeks to further explore the impact of informativeness on listener attitudes within the context of audio advertising. Furthermore, studies have shown that irritation and intrusiveness also have a direct effect on consumers' attitudes toward advertising (Haghirian&Madlberger, 2005; Lin & Hung, 2009; Tsang et al., 26 2004; Tseng & Teng, 2016). However, no research has explored the direct effect of audio advertising intrusiveness on attitudes toward podcast advertisement. Moreover, Haghirian and Inoue (2007) proposed that consumers tend to have positive attitudes toward advertising on digital platforms that are relevant and tailored to their interests. This finding was supported by the research of Tsang et al. (2004) and Khasawneh and Shuhaiber (2018), who identified a significant correlation between ad content relevance and positive attitudes toward advertising in mobile and SMS advertising respectively. However, this has not been studied in the context of audio advertisement.

### **Informativeness**

Ducoffe (1996) defined the informative nature of advertising as its ability to inform consumers about alternative products, thereby facilitating improved purchasing satisfaction. This creates an alignment between consumers' needs and producers' offerings, resulting in a more efficient marketplace (Pollay & Mittal, 1993). Informativeness plays a crucial role as an antecedent of audio advertisement effectiveness, as consumers tend to engage more with ads that provide valuable and relevant information. Research suggests that highly informative ads enhance consumer trust, brand recall, and purchase intention by fulfilling consumers' need for knowledge (Ducoffe, 1995; Pelsmacker et al., 2002). Previous research highlights the significances of providing informative content to attract customers' attention toward product details and functionalities. This effectively communicates the value of products and services, thereby influencing how the advertisements are perceived (Martins et al. 2019; Shareef et al., 2019). Shao (2009) found that seeking information is a primary motivation for using social networks and engaging with advertisements. Additionally, Murillo, Merino, and Núñez (2016) demonstrated that when an advertisement offers useful, timely, and relevant information, consumers are more inclined to perceive it as valuable. Consumers' preference for useful and clear information regarding advertised products or services results in informative advertisements tending to receive positive responses (Bakr et al., 2019; Sharma et al., 2021). The advertisement information serves as a crucial predictor of advertisement value and is essential for the effectiveness of online advertising (Bakr et al., 2019; Ducoffe, 1996; Sharma et al., 2021). In the context of music streaming platforms like Spotify, well-curated and informative advertisements—such as those providing details about new product launches, exclusive offers, or industry insights—can significantly improve ad receptivity and user engagement.

### **Personalisation**

Personalisation is an extensive concept of targeting, which goes beyond just reaching audiences based on identifiable characters. Personalisation refers to advertisers using audience data and analytics to create marketing messaging and creativity that is directly applicable to the audience segment based on their internet behaviour and interests (Susser, Roessler, Nissenbaum, 2020). Personalised advertisements serve as a channel for fostering profound connections between brands and consumers by delivering content finely tuned to individual preferences. Advertisers, in certain instances, may excessively rely on data-driven targeting strategies, resulting in an over-personalisation of content. This overemphasis on individualised content can evoke feelings of overwhelm or discomfort among users, contributing to a suboptimal user experience (Kumar, Rajan, & Venkatesan, Lecinski, 2019). Prolonged exposure to personalised advertisements, particularly without sufficient management, may induce ad fatigue among users (Laux, Stephany, Russell, Wachter, & 21 Mittelstadt, 2022). This phenomenon arises when individuals become desensitised or annoyed by the repetitiveness of personalised messages, thereby diminishing the overall efficacy of this targeted approach. Such occurrences may lead to inaccuracies in content targeting, resulting in the presentation of material that fails to align accurately with user preferences, compromising the efficacy of the advertising effort (Laux, Stephany, Russell, Wachter, & Mittelstadt, 2022). This heightened relevance establishes a substantive connection with the audience, fostering increased user engagement.

### **Ad Repetition**

Ad repetition facilitates the capability of the receiver to process persuasive messages, as the accumulation of stimuli along subsequent impressions consolidates the encoding and retention of the message (Wilson et al., 2015). Additionally, repetition helps reinforce brand messages and information, allowing the consumer to remember brand names at the point of sale (Jeong et al., 2011). Thus, ad frequency exerts a prime influence on recall and brand awareness. That is why planners recommend a frequency strategy for advertising effectiveness (Jeong et al., 2011). For many years, the minimum frequency necessary to effectively achieve the advertising goals was the same as for television, that is, the rule of three impressions (Krugman's three plus hit (Krugman, 1972)). But some authors pointed out that to receive an ad three times, more impressions were needed: between 11 or 12 (Schmidt and Eisend, 2015). In more recent years, Makienko (2012) has pointed out that local media planners use a minimum five impression frequency threshold. In early exposures, the receiver is more open to new stimulus. As the number of impressions increases, the initial expectations are progressively fulfilled up to a certain threshold (top effective frequency level). Beyond this number of impressions, the effectiveness of new ads decreases, since the receiver of messages can experience some kind of boredom and even annoyance (Broussard, 2000; Riebe and Dawes, 2006; Tellis, 2009; Schmidt and Eisend, 2015).

### **Perceived Ad Intrusiveness**

Intrusiveness, according to Ha (1996, p. 77), is "the degree to which advertisements in a media vehicle interrupt the flow of an editorial unit". If a user's freedom to access online content or complete a task is restricted, they are motivated to remove the barrier, which is at best viewed as an intrusive advertisement or, in the worst-case scenario, avoided entirely (Jagan, Mehta, & Panda, 2018; McCoy et al., 2017; Riedel, Weeks, & Beatson, 2018). Ideally, a web user should receive uninterrupted access to online content or perform the desired

task. While on a website, users have specific tasks to complete or information to look for (Bang, Kim, & Choi, 2018; McCoy et al., 2017). Because of this goal seeking behaviour of web users, any ad placed in the content is perceived as intrusive by the user. As per Li et al. (2002), ads may be perceived as irritating or even avoided based on their content, placement over the screen or length of execution but these ads are first evaluated on their intensity of intrusion or perceived intrusiveness. Ads as such are not considered intrusive but their act of interrupting the goal of the user is considered as intrusive. In comparison to traditional media, online environment is perceived more intrusive (Belanche, Flavián, & Pérez-Rueda, 2017b). Advertisement is intrusive in nature, but its unintended effects can be minimized by exploring Perceived ad intrusiveness and taking suitable measures. Researchers have revealed that high perceived intrusiveness reduces user engagement and trust in the advertising platform (Youn & Shin, 2019). On the flip side, an interesting view of the effect of websites' intrusiveness on privacy on the brand's performance reveals that high intrusiveness leads to better performance (Cecere & Rochelandet, 2013). In addition, more intrusive ads tend to be more eye-catching, making them more effective in reaching potential customers. Thus, positive or negative ad avoidance behaviour of consumers primarily relies on their perception on ad intrusion which in itself is the result of one's perception towards brand.

### Objectives of the Study:

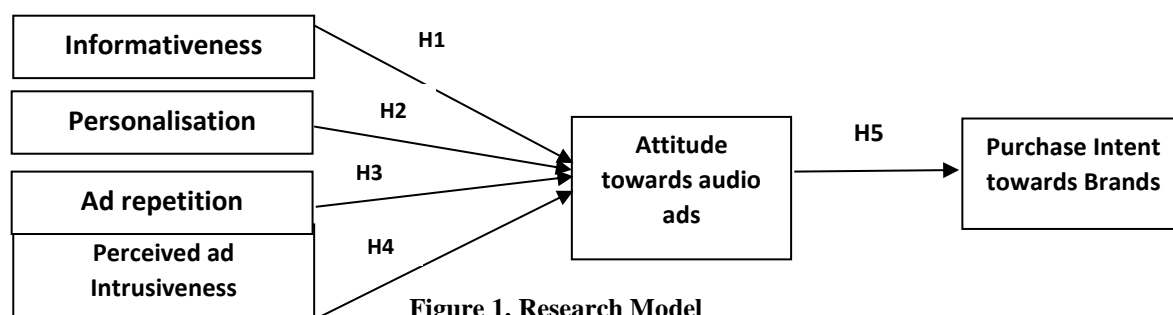
1. To evaluate the effect of informativeness and personalization in audio advertisements on listener attitudes.
2. To analyse how ad repetition and perceived intrusiveness influence consumer perceptions.
3. To assess the impact of listener's attitude toward audio ads on purchase intent.

## II. Research Methodology

This study employs a quantitative research design using a survey-based approach to examine the impact of audio advertisements on listeners' attitudes and purchase intent on audio streaming platforms. The study follows a descriptive and causal research design to analyse relationships between key variables, such as informativeness, personalization, ad repetition, perceived intrusiveness, attitude toward audio ads, and purchase intent. A structured questionnaire is used to collect primary data from respondents. The questionnaire consists of closed-ended questions measured using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The questionnaire was divided into three sections. The first section comprises of qualifying question, second section comprises of measurement of constructs and third section comprises of demographic related questions. The non probability purposive sampling technique is used targeting active users of audio streaming platforms such as Spotify, Wynk Music, apple music and YouTube Music.

### Research Model

Based on previous arguments of scholars, the research model employed in this study is depicted in figure 1, which four factors are concerned, such as informativeness, personalisation, ad repetition and perceived intrusiveness. Each factor plays as an independent variable and its impact on attitude toward audio ads is hypothesis and tested. Items belong each factor can be seen in table 1. In addition, the relationship between attitude toward audio ads and purchase intent towards brands on online audio advertising on audio streaming platforms is also taken into account.



Based on the research model, hypotheses are stated below

- H1:** An increase in positive informativeness results in a positive attitude toward audio advertisements.
- H2:** An increase in personalised ads results in positive attitude towards audio advertisements.
- H3:** An increase in ad repetition results in positive attitude towards audio advertisements.
- H4:** Perceived ad Intrusiveness results in negative attitude towards audio advertisements.

**H5:** There is a significant relationship between attitude towards audio ads and purchase intent towards brands.

### Measurement Scale

In order to increase the validity and reliability of the measurement, this study relied on already developed and validated measures (Sallis et al., 2021). The items representing informativeness were derived from Blanco et al. (2010). The personalisation construct and its items were measured by Chen et al. (2020). The ad repetition construct was measure using scales obtained from Schmidt and Eisend (2015). The perceived intrusiveness construct was measured using scales from Li et al. (2002). The items representing attitude towards audio advertisement were measured using the scales obtained from Keng-Chieh Yang et al. (2017), Gaber et al. (2019). Lastly, the items representing purchase intent towards brand are measured using the scales from Baek and Morimoto (2012), Yuksel et al. (2018).

**Table 1. Variables and its measure**

Variable name	Factors and Items	Author
<b>INF</b>	<b>Informativeness</b>	Blanco et al. (2010)
INF1	The audio ads provide useful information	
INF2	The ads offer relevant details about products or services	
INF3	I learn something new from these audio ads.	
INF4	The ads give clear and concise information.	
INF5	The information in the ads is accurate and trustworthy	
<b>PER</b>	<b>Personalisation</b>	Chen et al. (2020)
PER1	The audio ads align with my personal interests.	
PER2	I feel the ads are tailored to my preferences.	
PER3	The advertisements reflect my recent activities or behaviours.	
PER4	I receive ads that are relevant to my current needs.	
PER5	The ads seem personalized specifically for me.	
<b>REP</b>	<b>Ad Repetition</b>	Schmidt and Eisend (2015)
REP1	I frequently hear the same advertisements during my listening sessions.	
REP2	The repetition of certain ads on this platform is noticeable.	
REP3	Hearing the same ad multiple times enhances my recall of the product or service	
REP4	Repeated exposure to the same ad increases my interest in the advertised product.	
REP5	The more I hear an ad, the more likely I am to consider purchasing the advertised product.	
<b>PITR</b>	<b>Perceived Intrusiveness</b>	Li et al. (2002)
PITR1	The audio ads interrupt my listening experience.	
PITR2	The ads disrupt the flow of content on this platform.	
PITR3	The intrusiveness of the ads makes me view them negatively	
PITR4	I am less likely to engage with products advertised due to the disruptive nature of the ads.	
PITR5	The intrusive ads decrease my overall satisfaction with this streaming platform.	
<b>AT</b>	<b>Attitude towards audio ads</b>	Keng-Chieh Yang et al. (2017), Gaber et al. (2019)
AT1	I have a positive attitude toward the audio advertisements on this streaming platform.	
AT2	The audio ads on this platform enhance my overall listening experience	
AT3	I enjoy listening to the ads played on this streaming platform	
AT4	I trust the information presented in these audio advertisements.	
<b>PI</b>	<b>Purchase Intent</b>	Baek and Morimoto (2012), Yuksel et al. (2018)
PI1	I can remember the brand name after hearing the ad.	
PI2	I am likely to research this product after hearing the ad.	
PI3	I would consider purchasing the product after hearing this ad.	

PI4	I am more likely to visit the brand's website after hearing this ad.	
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### III. Results and Discussion

The results of testing the reliability of observed variables through the method of Cronbach's Alpha is shown in table 2. This test is performed to assess the internal consistency of several scales measuring different aspects of user perception and behaviour related to audio ads. As a result, all observed variables have Cronbach's Alpha greater than 0.7, indicating reliability (Hair, Black, Babin, & Anderson, 2017). Therefore, as indicated in figure 1, these observed variables are used in the Exploratory Factor Analysis (EFA) method to support testing hypotheses.

**Table 2. Reliability and Validity Test of Observed Variables**

Variable name	Factors and Items	Cronbach's Alpha
<b>INF</b>	<b>Informativeness</b>	<b>0.84</b>
INF1	The audio ads provide useful information	0.84
INF2	The ads offer relevant details about products or services	0.84
INF3	I learn something new from these audio ads.	0.84
INF4	The ads give clear and concise information.	0.84
INF5	The information in the ads is accurate and trustworthy	0.85
<b>PER</b>	<b>Personalisation</b>	<b>0.83</b>
PER1	The audio ads align with my personal interests.	0.84
PER2	I feel the ads are tailored to my preferences.	0.83
PER3	The advertisements reflect my recent activities or behaviours.	0.84
PER4	I receive ads that are relevant to my current needs.	0.83
PER5	The ads seem personalized specifically for me.	0.83
<b>REP</b>	<b>Ad Repetition</b>	<b>0.83</b>
REP1	I frequently hear the same advertisements during my listening sessions.	<b>0.84</b>
REP2	The repetition of certain ads on this platform is noticeable.	0.84
REP3	Hearing the same ad multiple times enhances my recall of the product or service	0.83
REP4	Repeated exposure to the same ad increases my interest in the advertised product.	0.82
REP5	The more I hear an ad, the more likely I am to consider purchasing the advertised product.	0.83
<b>PITR</b>	<b>Perceived Intrusiveness</b>	<b>0.84</b>
PITR1	The audio ads interrupt my listening experience.	<b>0.84</b>
PITR2	The ads disrupt the flow of content on this platform.	0.85
PITR3	The intrusiveness of the ads makes me view them negatively	0.84
PITR4	I am less likely to engage with products advertised due to the disruptive nature of the ads.	0.83
PITR5	The intrusive ads decrease my overall satisfaction with this streaming platform.	0.84
<b>AT</b>	<b>Attitude towards audio ads</b>	<b>0.84</b>
AT1	I have a positive attitude toward the audio advertisements on this streaming platform.	0.84
AT2	The audio ads on this platform enhance my overall listening experience	0.85
AT3	I enjoy listening to the ads played on this streaming platform	0.86
AT4	I trust the information presented in these audio advertisements.	0.83
<b>PI</b>	<b>Purchase Intent</b>	<b>0.84</b>
PI1	I can remember the brand name after hearing the ad.	0.83
PI2	I am likely to research this product after hearing the ad.	0.84
PI3	I would consider purchasing the product after hearing this ad.	0.83

PI4	I am more likely to visit the brand's website after hearing this ad.	0.83
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With application of EFA based on Varimax rotation, its result is seen in Table 3. The table shows a clear and well-defined factor structure. Each item loads strongly onto its intended factor, with minimal cross-loadings (items loading significantly on multiple factors). Accordingly, all loading values of Informativeness(INF1 through INF5)with five items, of personalisation (PER1through PER5) with five items, of Ad repetition (REP1 through REP5) with five items, of Perceived Intrusiveness(PITR1 through PITR5) with five items are larger than 0.5. They are used as independent variables to investigate their relationship with attitudes toward audio ads (the dependent variable).Thus, the regression model is used to test hypotheses H1, H2, H3, H4, and H5. The result of regression model is displayed in Table 4.

**Table 3. Factor Loading Based on Varimax Rotation Rotated Component Matrix**

	COMPONENTS			
	INFORMATIVENESS	PERSONALISATION	AD REPITION	PERCEIVED INTRUSIVENESS
INF1	0.738			
INF2	0.893			
INF3	0.758			
INF4	0.765			
INF5	0.798			
PER1		0.854		
PER2		0.898		
PER3		0.871		
PER4		0.817		
PER5		0.885		
REP1			0.645	
REP2			0.865	
REP3			0.750	
REP4			0.809	
REP5			0.883	
PITR1				0.894
PITR2				0.807
PITR3				0.771
PITR4				0.790
PITR5				0.878

Extraction Method: Principal Component Analysis.

The table 4 presents the results of a multiple linear regression analysis examining the relationship between four independent variables (INF, PER, REP, PINTR) and a dependent variable (AT). As per the results, informativeness is not statistically significant ( $p = 0.382$ ). This shows that informativeness does not have a significant impact on attitude towards audio ads in this model. Also, personalisation construct does not have significant impact on attitude towards audio ads with significant value of 0.514. The statistical significance of ad repetition is 0.004. This implies that exposure to repeated advertisements significantly improves attitudes toward audio advertisements. Perceived Intrusiveness is statistically significant ( $p = 0.011$ ). This suggests that perceived intrusiveness has a significant negative impact on attitude towards audio ads. The analysis shows that how often people hear the same audio ads (ad repetition) and how annoying they find the ads (perceived intrusiveness) significantly influence their attitude towards those ads.

The estimated regression is presented as below

$$\text{Attitude towards audio ads} = 10.952 + 0.096(\text{Informativeness}) - 0.051(\text{Personalisation}) + 0.289(\text{Ad Repetition}) - 0.290(\text{Perceived Intrusiveness})$$

**Table4. Estimation results of regression Coefficients**

MODEL	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.952	2.571		4.261	0.000
INF	0.096	0.109	0.112	0.882	0.382
PER	-0.051	0.078	-0.091	-0.657	0.514
REP	0.289	0.095	0.422	3.030	0.004
PINTR	-0.290	0.111	-0.339	-2.615	0.011

a. Dependent Variable: AT (Attitude towards audio ads)

**Table 5. Result of relationship between attitude towards audio ads and purchase intent towards Brands****Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.926	1.194		6.637	0.000
AT	0.454	0.102	0.497	4.440	0.000

a. Dependent Variable: Purchase Intent towards Brands

The results of a simple linear regression analysis investigating the relationship between Attitude towards audio ads (AT) and Purchase Intent towards Brands is derived in table 5. Because the coefficient of attitude toward audio ads is positive and significant, the hypothesis H5 is accepted. This analysis shows that people who have a positive attitude towards audio ads are more likely to have a higher purchase intent towards the brands advertised in those ads. In other words, if someone likes the audio ads, they are more likely to want to buy the products or services being advertised.

As resulted above, the hypothesis confirmation after testing can see in table 6.

**Table 6. Result of Hypotheses**

Hypotheses	Results
H1: An increase in positive informativeness results in a positive attitude toward audio advertisements.	Rejected
H2: An increase in personalised ads results in positive attitude towards audio advertisements.	Rejected
H3: An increase in ad repetition results in positive attitude towards audio advertisements.	Accepted
H4: Perceived ad Intrusiveness results in negative attitude towards audio advertisements.	Accepted
H5: There is a significant relationship between attitude towards audio ads and purchase intent towards brands.	Accepted

#### IV. Conclusion and Recommendations

This study provides valuable insights into the factors that influence listener responses to audio ads. By focusing on ad repetition, minimizing intrusiveness, and continuing to explore the role of informativeness and personalization, advertisers can create more effective audio ad campaigns. In order to create effective audio ad campaigns, the advertisers should focus upon optimal frequency of ad exposure to enhance recall and build positive associations without causing listener fatigue. Also, by developing engaging and relevant ad creatives that resonate with the target audience and avoid being perceived as annoying or disruptive. While informativeness and personalisation didn't show a significant impact in this study, it doesn't necessarily mean they are unimportant. The further investigation of these factors can be done to assess their impact on different audience segments.

Investigating the potential moderating factors like listening context, ad creative formats and platform characteristics might influence the relationship between ad characteristics and listener perception and behavioural outcomes. Further investigation can be done by employing neuromarketing technique, such as EEG and eye tracking, to get deeper insights into the emotional and cognitive responses elicited by audio ads. Also, investigating the interplay between audio ads and other marketing channels, such as visual ads, and experiential



marketing can be done to explore how multi-channel approach can enhance overall advertisement effectiveness.

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