



# Efficacy Of Online Advertisement With Consumer Perception As A Mediating Role On Internet Marketing

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## ABSTRACT

The purpose of this study is to find out how people view your brand, including their opinions, feelings, and convictions about it. It is essential for boosting consumer loyalty and retention as well as brand exposure and recognition. The word consumer perception refers to how individuals view and comprehend a brand or product as a result of their interactions, experiences, and information received. It has a significant impact on their brand loyalty and purchase decisions. Perception in the context of consumer behavior relates to how consumers comprehend and interpret information about products and services, developing preferences, opinions, and purchasing decisions based on sensory information and previous experiences.

**Keywords:** Online Advertisement, Perceived usefulness, Perceived ease of use, Consumer perception attitude towards online advertisement, Consumer Satisfaction level of towards online advertisement and Problem faced by online advertisement, Digital Culture and work life balance Social Media,

## INTRODUCTION

### 1.1 Introduction

The introduction of the internet has significantly changed the advertising environment, especially with regard to the growth of online advertising. This transition has been particularly noticeable in the field of personal care items, as customers increasingly rely on internet platforms for product information, reviews, and purchasing decisions. In this regard, marketers hoping to successfully negotiate this shifting terrain must comprehend the effectiveness of online advertising.

The world of online advertising is evolving very quickly. As advertisers attempt to adjust to this medium, the methods and formats utilized to advertise are always changing. The financial growth of online advertising is predicted to increase yearly. This thesis is titled "Online Advertising," which refers to any sort of nonpersonal landscape of advertising has undergone a significant transformation with the advent of the internet, particularly the rise of online advertisement. This shift has been particularly prominent in the realm of personal care products, where consumers increasingly rely on digital platforms for product information, reviews, and purchasing decisions. In this context, understanding the effectiveness of online advertisement is crucial for marketers aiming to navigate this dynamic landscape successfully.

Online advertising is a very fast moving area. The techniques and formats used to advertise are changing constantly as advertisers try to adapt to this medium. Projections for the financial growth of Online advertising are going up year by year. The title of this thesis is about Online Advertising which is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertisements can be cost effective way to disseminate messages whether to build a brand preference or educate people. Organizations handle advertising in different ways. In small organizations advertising is handled by someone in the sales or marketing department, who works with an advertising agency. Big organizations set up their own departments, whose managers' report to someone senior in an organization like vice president of marketing.

The research will adopt a mixed-methods approach, combining quantitative analysis of survey data with qualitative exploration through interviews or focus groups. The quantitative component will involve collecting

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data on consumers' exposure to online advertisements for personal care products, their perceptions of these advertisements, and their subsequent purchasing behavior. Statistical techniques such as regression analysis will be employed to assess the direct and mediated effects of online advertisement on consumer behavior.

### 1.2 Statement of the research problem

The era of globalization has long demanded a paradigm shift in all areas one of which is the field of marketing. In contrast to this web advertisement creates negative and positive perceptions among the consumers. The perception of consumers is important when an organization wants to gain access to the market, grow their market, increase sales and also add shareholder's value. Even though online advertisement is developing and expanding, it does not guarantee that consumers will have a positive perception when it comes to the feasibility of online advertisement. Consumer behavior regarding online advertisement gives an indication as to perception is received from consumers and also gives businesses an overall consensus on consumer perception with regards to online advertisement. With the increase in fraudulent activities consumers have valid concerns around security when required to make financial transactions online, this makes it challenging for organizations to encourage consumers to make online advertisement. It is interesting to the study research that where so much of present research has been conducted a regarding the future of online advertisement and the consumer perception of personal care products towards it less focused have been given to internet advertisement and their layouts that are influence to carried on the different websites.

Despite the growing prominence of online advertising in the personal care industry, there remains a gap in understanding the nuanced relationship between online advertisement effectiveness and consumer perception. While previous research has explored the direct effects of online advertisements on consumer behavior, there is limited insight into the mediating role of consumer perception in shaping the impact of online advertisements on purchase decisions, brand loyalty, and product preferences. Understanding how consumers perceive and interpret online advertisements for personal care products is crucial for marketers to design more targeted and persuasive advertising strategies that resonate with their target audience.

### 1.3 Need of the study

Advertisement on the internet is almost necessity for modern business especially those who do business outside of their local community. The study may benefit marketers, businesses, government and academicians. This study may be able to theorem marketers on the consumer preference of the advertisement media and whether using internet advertisement would be effective in reaching and increasing awareness of the target audience. The present study is conducted to determine what factor will effect of online advertisement on consumer perception buying personal care products. This study is to identify the socio economic variable which influence consumer perception and ascertain which type of online advertisement is preferred top consumers. Before adapting marketing practices to the internet, it is imperative to understand the characteristics of the online customer's towards online advertisement as would be revealed by the present researcher.

This study contributes to the existing body of knowledge on online advertising effectiveness and consumer behavior in the personal care industry in several ways. Firstly, by examining the mediating role of consumer perception, the study offers a deeper understanding of the psychological mechanisms underlying the impact of online advertisements on consumer behavior. Secondly, the findings of this study will provide valuable insights and practical recommendations for marketers to develop more effective and targeted online advertising campaigns for personal care products. Finally, the study contributes to bridging the gap between theoretical frameworks and empirical research in the context of online advertising and consumer perception, paving the way for future research in this area.

### 1.4 Objectives of the study

The present study is designed to attain the following objectives.

- ❖ To assess how well online advertisements influence consumers' perceptions of personal care items by acting as a mediator.
- ❖ To investigate how well online advertisements influence socioeconomic factors that influence how consumers perceive products.
- ❖ To ascertain the opinion of consumers regarding the cost-effectiveness of internet advertisements.
- ❖ To investigate the efficacy of the online promotion for personal care goods and services.
- ❖ To comprehend how consumers make decisions regarding their perception of online advertisements.
- ❖ To evaluate the degree of contentment that customers feel about internet advertisements.

### 1.5 Hypothesis

**The proposed study has following objectives:**

- ❖ There is no significant difference between online advertisement in socio-economic variables in medicating role of consumer perception.
- ❖ There is no significant difference between consumer perception about the cost effectiveness of online advertisement.

- ❖ There is no significant difference between effectiveness of the online advertisement for personal care products and services as well.
- ❖ There is no significant association between decision-making process of the consumer perception of online advertisement.
- ❖ There is no significant difference between satisfaction levels of consumer perception towards online advertisement.

### **1.5 Scope of the study**

The scope of this study encompasses a comprehensive examination of the effectiveness of online advertisement with a mediating role of consumer perception towards personal care products. The study will include a diverse range of personal care products, such as skincare, haircare, cosmetics, hygiene products, and fragrances. This breadth ensures that the findings are applicable across various segments of the personal care industry. The study will analyze online advertisements across multiple platforms, including social media (e.g., Facebook, Instagram, Twitter), search engines (e.g., Google), e-commerce websites (e.g., Amazon), and personal care brand websites. By considering different platforms, the study aims to capture the nuances of advertisement effectiveness in various digital contexts. Consumer perception constructs to be examined include but are not limited to attitudes, beliefs, preferences, trust, credibility, and emotional responses towards personal care products featured in online advertisements. The study will explore how these constructs mediate the relationship between exposure to online advertisements and subsequent consumer behavior.

The study will focus on a specific geographical region or regions to ensure a manageable scope for data collection and analysis. However, findings may offer insights that are broadly applicable across diverse cultural contexts. It will focus on recent trends and developments in online advertisement effectiveness and consumer perception towards personal care products. While historical context may be considered, the primary emphasis will be on contemporary dynamics. Further it was target audience includes consumers of personal care products, advertisers, marketers, brand managers, researchers, and industry stakeholders interested in understanding the interplay between online advertisement effectiveness and consumer perception.

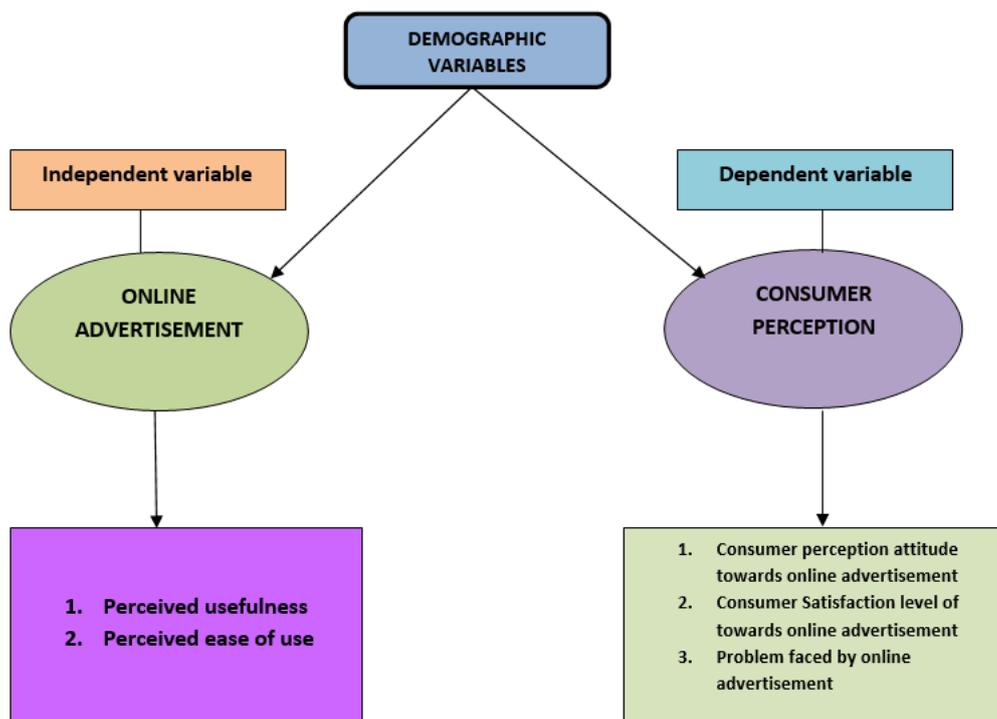
### **1.6 Research Gap**

The in depth review of related literature revealed that majority of the studies was conducted keeping the effectiveness of online advertisement as the locus of research and focused on specific aspects and outcomes of online advertisement. Detailed research works in the chosen sector are comparatively less as far as the Indian context is concerned. The attitudes and preferences of consumers play a pivotal role in transforming the viewers into consumers. Studies focusing on the relation between attitude and preferences are limited to the chosen research domain. Therefore, it is felt that a study on online advertisement preferences and towards, consumers' perspective will be appropriate. The consumers preferences and attitude towards online advertisement conglomerate to form the consumers' perception. Hence, the researcher decided to study the consumers' perceptions on the various facets of advertisement preferences and attitude towards online advertisement.

### **1.7 Conceptual framework of the study**

This conceptual framework serves as a guide for structuring the study, developing research hypotheses, selecting variables and measures, and interpreting research findings. It helps researchers understand the complex dynamics underlying the effectiveness of online advertisements and their impact on consumer behavior in the context of personal care products.

The study illustrates the interrelationships between key variables and constructs involved in investigating the effectiveness of online advertisement with the mediating role of consumer perception towards personal care products. Effective online advertisements positively impact consumer attitudes, beliefs, trust, emotional responses, and purchase intentions towards personal care products. The features, benefits, and usage contexts of personal care products influence how consumers perceive and respond to online advertisements. Individual differences such as demographics, psychographics, and past experiences shape consumer responses to online advertisements for personal care products.



### 1.8 Limitations of the study

This study has one potential limitation. Previous research studies on consumers' perceptions of online advertisements, particularly those for personal care products, are lacking. In order to overcome this constraint, the investigator included research and literature from the advertising domain. A few of the participants exhibited zero cooperation. The study's apparent limitations include time and expense, as well as the respondents' incapacity to comprehend the purpose of the investigation and provide appropriate responses. The data have not been able to provide accurate results due to data redundancy and the recurrence of tentative responses. A thorough investigation was not carried out due to the restricted time allocated for the project.

## 2. REVIEW OF LITERATURE

**Statista, (2021)** made a study on personal care industry encompasses a wide range of products aimed at enhancing personal hygiene, grooming, and well-being. With the proliferation of e-commerce platforms and social media networks, personal care brands have increasingly turned to online advertising to connect with consumers and drive sales. According to a report by Statista, global spending on digital advertising in the personal care sector surpassed \$20 billion in 2020, reflecting the industry's growing reliance on digital channels for marketing purposes.

**Zhang, L., & Li, J. (2021)** this studies content Marketing Strategies in Online Advertisement for Personal Care Products: A Case Study Analysis. This case study analysis evaluates the effectiveness of content marketing strategies in online advertising for personal care products. By examining successful campaigns and content formats, the researchers identify key elements of compelling storytelling, branded content, and influencer collaborations that drive consumer engagement and brand loyalty.

**Gill, P., & Tutt, D (2019)** this research examines the impact of online advertising on consumer perception of personal care products. Using survey data from a sample of online consumers, the study explores how factors such as ad content, format, and platform influence consumer attitudes and purchase intentions. Results indicate that engaging and informative online ads positively impact consumer perception, leading to favorable brand attitudes and increased purchase likelihood.

Research suggests that consumer perception serves as a crucial mediator in the relationship between online advertisement exposure and consumer behavior. By influencing how consumers interpret and evaluate advertising messages, online advertisements shape perceptions of brand credibility, product quality, and value proposition. For instance, a study by Smith et al. (2018) found that online advertisements featuring user-generated content and testimonials were perceived as more trustworthy and persuasive by consumers, leading to increased purchase intent for personal care products.

Vigneshwaran, D and Dr.S.Mohankumar(2019).This article seeks to analyze the growing influence of social media on the daily lives of students and explore the distinctive advantages that this platform brings to the realm of education. The research delves into the advantages of Facebook and Twitter as the primary technologically-driven platforms and their integration into the learning environment of students in public education. It also discusses the potential of social media in breaking the self-imposed intellectual barriers by enabling educators to exchange and question ideas and concepts in what is referred to as the unconventional "great spare time revolution".Work-life balance refers to how your obligations and professional obligations interact for the rest of your life. To balance the demands of the home and the workplace, policies and practices are referred to as having a "work-life balance" (Vigneshwaran et al., 2021).

### 3 RESEARCH DESIGN

In the present study, exploratory and descriptive study were used as a purpose of the study to obtain and analyse the data. Exploratory study is vital for gaining a good hold over the area of interest and for advancing knowledge through good theory building and hypotheses testing. In this study, the exploratory research includes literature reviews to gain more detailed information about the research problems and issues related to Consumer perception and level of satisfaction towards online buying behaviour. Descriptive research is typically more formal and structured than Exploratory research (Malhotra, 2005). It is based on large, representative samples and the data obtained are subjected to quantitative analysis. The findings from this research will be used as input into managerial decision making. In this study, descriptive study was undertaken to ascertain and describe the characteristics of the variables of the consumers' perceptions about online buying. Thus, the present study is Exploratory-cum-Descriptive in nature as it endeavors' to assess the relationship between specific factors.

#### 3.1 Area of the study

The Survey was conducted among the consumers located in Chennai city. The major rational consumers making the study realistic and meaningful. The city consists of consumers of all strata and purchasing power. The perception of Chennai has changed and remains the destination of choice as an apt place for launching new personal care products.

#### 3.2 Source of Data

The study is based on both primary and secondary data.

##### 3.2.1 Primary data

The data is collected through online structured questionnaire for selected respondents in the district.

##### 3.2.2 Secondary data

The secondary data required for the study are collected from published journals, articles, websites etc

#### 3.3 Sample size determination

Since the Chennai city, it is important to classify them on the basis of wards which are the indicators of consumer density. The above table clearly mentioned the number of wards in each. The sample collection and distribution is proportionately done on the basis of number of wards in each.

#### 3.4 Sampling Technique

The sampling method used for this study was Non-Probability Sampling. Snowball and Purposive sampling method were used to draw the sample from population. Snowball sampling is used when it is difficult to identify members of the desired population (Saunders et al, 2009). This kind of sampling starts with small group of people who are appropriate with the research topic and these small group identify further members and then they identify further members and so the sample snowballs. However, the problem with snowball sample is that it is very unlikely that the sample represent the whole population. It is because respondents are most likely to reach respondents who are like themselves (Saunders et al, 2009). Therefore, purposive sampling method was also used in this survey. Purposive sampling helps us to use our judgement to select cases that enables to meet the objectives. (Saunders et al, 2009).

#### 3.5 Sample Size determination

This sample size can be justified by following two arguments.

First, following formula can be used to determine sample size (Nargundakar, 2003).

$$N = \frac{z^2 p (1 - p)}{d^2}$$

Where, n = Sample Size Z = Z value from the standard normal distribution for the confidence level desired by the researcher. (for a level of confidence of 95%, z = 1.96, for a level of confidence of 99%, z = 2.575)

For this study, we assumed 95 percent confidence level. Then, from the standard distribution table, the Z value is 1.96.

$p$  = estimated proportion of the population that presents the characteristic (when unknown we use  $p = 0.5$ ).  $e$  = Tolerable error. (This can be decided by the researcher. For this study we assumed tolerable error 0.05. Using above formula, whatever be the value of  $p$ . This implies that the sample size of 501 was more than enough to estimate the population proportions with 95 percent confidence level and allowing tolerable limit of 0.05. Second, as this research used multivariate techniques to test the proposed hypotheses, a sample size of 501 respondents was deemed to be most appropriate for this study that measured independent variables.

### 3.6 Sample Design

The primary data has been collected through survey method. The Survey was conducted using well formulated Questionnaire. Purposive Sampling method is applied for generating data. It is important to decide the fitting sample size before information assortment could start. The sample size is the number of samples to be collected to perform reliable research. (Nargundakar, 2003) Samples for the purpose of the study are selected systematically. Totally 900 Questionnaires were distributed and 615 were collected. Out of this 114 were rejected due to flaws and 501 were accepted for the study.

### 3.7 Instrument Development

The function of a research instrument is to satisfy research objectives through the measurement of independent and dependent variables of interest. Based on the objectives of the study stated in and hypotheses developed, structured questionnaire was developed as an instrument of measurement. As the first step in questionnaire development, a bank of items suitable for measuring the constructs under study was gathered from the relevant literature. A detailed description of scales and types of measurement used to measure personal and study factors in this thesis is described. **Variables**

Description measuring	Standardized Questionnaires	Items
Online Advertisement	Pollay and Mittal (1993)	34
Perceived usefulness	Davis (1989)	9
Perceived ease of use	Chen & Barnes (2007)	6
Consumer perception attitude towards online advertisement	Bhosle, A., & Chaudhary, B. (2012)	12
Consumer Satisfaction level of towards online advertisement	Teo, T., Huang, F., (2018)	10
Problem faced by online advertisement	Long & Johnson (2000)	10

### 3.8 Pilot study

A preliminary investigation was done by the researcher to check the reliability and validity of the research instrument. At the initial level the researcher collected the responses from 50 consumers in a random sampling method. At the initial level the demographic details of consumers and their awareness level on advertisement through radio, TV and internet form the normal distribution with less than 5% error. Therefore the researcher was advised to consider all these optional type questions for the main study without any modification. In the second stage the researcher verified the reliability of the statements in Likert's 5 point scale. Both the reliability and validity coefficient were subjected to 't'-test separately. Its level of significance was fixed by employing the formula:  $t = r \sqrt{\frac{n-2}{1-r^2}}$  as suggested by Edwards (1969).  $R$

### 3.9 Reliability co-efficient and test of significance for the interview schedule used in the study

Sl.No	Test	N	Reliability Coefficient	Test of Significance	Level of Significance
1.	Online Advertisement	50	0.55	8.68	0.01
2.	Perceived usefulness	50	0.29	2.44	0.01
3.	Perceived Ease of use	50	0.655	8.58	0.01
4.	Consumer perception attitude towards online advertisement	50	0.294	3.04	0.01
5.	Consumer Satisfaction level of towards online advertisement	50	0.350	3.69	0.01
6.	Problem faced by online advertisement	50	0.343	3.61	0.01

The above table shows the reliability co-efficient test of significance and level of significance for different test used in this study. It is found that all the obtained r-values and t-values for all research tools are highly significant at 0.01 level. Therefore all the tools are reliable for the present study.

### 3.10 Showing the validity co-efficient and test of significance for the interview schedule used in the study

Sl.No	Test	N	Validity correlation Coefficient	Test of Significance	Level of Significance
1.	Online Advertisement	50	0.74	18.13	0.01
2.	Perceived usefulness	50	0.54	5.94	0.01
3.	Perceived Ease of use	50	0.809	13.6	0.01
4.	Consumer perception attitude towards online advertisement	50	0.542	6.39	0.01
5	Consumer Satisfaction level of towards online advertisement	50	0.591	7.27	0.01
6.	Problem faced by online advertisement	50	0.585	7.15	0.01

The above table exhibits the validity test of significance and level of significance of different tests used in the study (N=50). Based on the obtained result it is inferred that the validity and t-values for all the tools are highly significant at 0.01 level. Therefore it is concluded that all the selected tools are valid.

## 4. ANALYSIS AND INTERPRETATION Factor Analysis

Communalities

Variables	Initial	Extraction
Age	1.000	.821
Gender	1.000	.871
Education qualification	1.000	.942
Marital status	1.000	.901
Professional	1.000	.919
Type of family	1.000	.863
Monthly income	1.000	.877
<b>Online advertisement</b>	<b>1.000</b>	<b>.977</b>
Online advertisement is essential.	1.000	.886
Online advertisement helps to raise our standard of living.	1.000	.890
Online advertisement results in better products for the public.	1.000	.844
Online advertisement promotes undesirable values in our society	1.000	.859
Most online advertisement distorts the values of our respondents.	1.000	.904
Some products in online advertisement have negative effects on our society	1.000	.829
In general, online advertisement helps our nation's economy.	1.000	.866
In general, online advertisement promotes competition, which benefits the consumer.	1.000	.858
Online advertisement is a valuable source of information about latest fashion.	1.000	.889
Online advertisement is a valuable source of information about how to establish personal taste.	1.000	.858
Online advertisement provides accurate information about products/services.	1.000	.854
Online advertisement is a valuable source of information about local sales	1.000	.892

Online advertisement helps me keep up-to-date about product s/services available in the market places.	1.000	.935
Because of Online advertisement, people buy a lot of things that they do not really need.	1.000	.899
Most Online advertisement insults the intelligence of the average consumer.	1.000	.866
Online advertisement persuades people to buy things they should not buy.	1.000	.885
Online advertisement promotes a materialistic society.	1.000	.874
Online advertisement encourages people to buy something to impress others.	1.000	.912
Online advertisement makes people live in a world of fantasy.	1.000	.903
Online advertisement provides information on what is cool.	1.000	.889
Online advertisement is interesting and attractive.	1.000	.875
Sometimes Online advertisements are even more enjoyable than other media contents.	1.000	.885
Sometimes, I like to think about what I see on online advertisement.	1.000	.883
Online advertisement creates brand image.	1.000	.898
It will be boring to surf on the Online without Online advertisement.	1.000	.893
In general, online advertisement does not provide a true picture of the product advertised.	1.000	.858
Online advertisement is an impersonal way of selling.	1.000	.892
Most Online advertisement is misleading.	1.000	.892
Online advertisement plays an essential role in modern economy.	1.000	.780
Getting online will become too expensive if there is no online advertisement.	1.000	
Website operators will charge their users if there is no online advertisement.	1.000	.907
Government should regulate online advertisement.	1.000	.881
Overall, I consider online advertisement as a good thing.	1.000	.888
Overall, I like online advertisement	1.000	.882
Online advertisement is essential.	1.000	.890
Online advertisement helps to raise our standard of living.	1.000	.911
Online advertisement results in better products for the public.	1.000	.888
Online advertisement promotes undesirable values in our society	1.000	.896
Most online advertisement distorts the values of our respondents.	1.000	.870
Some products in online advertisement have negative effects on our society	1.000	.824
In general, online advertisement helps our nation's economy.	1.000	.847
In general, online advertisement promotes competition, which benefits the consumer.	1.000	.881
Online advertisement is a valuable source of information about latest fashion.	1.000	.886
Online advertisement is a valuable source of information about how to establish personal taste.	1.000	.862
Online advertisement provides accurate information about products/services.	1.000	.892
<b>Perceived usefulness</b>	<b>1.000</b>	<b>.876</b>
My life would be difficult without online advertisement	1.000	.871
Online advertisement gives me greater choice in my commercial decisions	1.000	.850
Online advertisement addresses my shopping related problems	1.000	.880
Online advertisement saves my shopping and product searching time	1.000	.895

Online advertisement helps me in getting to a long variety of products/services I seek	1.000	.860
Online advertisement saves my time and money for searching the product in market	1.000	.907
Online advertisement helps me to get what I would not otherwise find easily available in the market	1.000	.880
Online advertisement aware me about the latest price, offers and discounts available.	1.000	.931
Online advertisement is useful for me in making purchase decisions offline	1.000	.892
<b>Perceived Ease of use</b>	1.000	.921
Online advertisement is user friendly one.	1.000	.922
Intercreativity in online advertisement is confusing	1.000	.872
Online advertisement leads me to appropriate url or website.	1.000	.924
Online advertisement often gets hanged when clicked	1.000	.900
Online advertisement links allow me use interactive features.	1.000	.891
Online advertisement helps me to get what I would not otherwise find easily available in the market	1.000	.896
<b>Consumer perception attitude towards</b>	1.000	.877
I am not sure about personal care product quality	1.000	.916
I cannot bargain or negotiate	1.000	.880
I have to wait for a long time to take delivery of products	1.000	.843
I always compare prices before buying the products online	1.000	.874
I carefully plan my purchase before buying products online advertisement	1.000	.890
I have saved lot of money by shopping online advertisement	1.000	.836
I always get good value when i purchase products or services online	1.000	.878
Quality of products is comparable	1.000	.873
Products purchased online consistently perform better than products in stores	1.000	.884
I can purchase many branded products online	1.000	.867
I can avail prompt delivery of products	1.000	.876
Difficult to decide based only on description or View of products/ services	1.000	.899
<b>Consumer Satisfaction</b>	1.000	.883
Availability of Variety and brands of Goods	1.000	.887
Product Specifications	1.000	.846
Quality of Products	1.000	.897
Product Packaging	1.000	.871
Replacement Procedure	1.000	.923
Price Comparison	1.000	.860
Payment Security	1.000	.884
Order booking Procedure	1.000	.926
Advanced searching options	1.000	.897
Cancellation of order	1.000	.871
<b>Problem faced by online advertisement</b>	<b>1.000</b>	<b>.992</b>
Delivery conditions changed after transaction	1.000	.875
Received wrong goods	1.000	.856
Received damaged goods	1.000	.885
Poor customer service	1.000	.890
Difficult to change defective product	1.000	.906
Difficult to get answers for our queries	1.000	.865
Products guarantee is not assured	1.000	.932

Delivery time too long for purchased product	1.000	.810
Complex process of order/payment	1.000	.918
No after sales service or inefficient after sales service	1.000	.975

Extraction Method: Principal Component Analysis.

**Table 4.24 Total Variance Explained**

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Age	21.992	12.017	12.017	21.992	12.017	12.017
Gender	10.778	5.889	17.907	10.778	5.889	17.907
Education qualification	9.311	5.088	22.995	9.311	5.088	22.995
Marital status	7.484	4.090	27.084	7.484	4.090	27.084
Professional	6.917	3.780	30.864	6.917	3.780	30.864
Type of family	5.902	3.225	34.089	5.902	3.225	34.089
Monthly income	5.365	2.932	37.021	5.365	2.932	37.021

Online advertisement is essential.	4.872	2.662	42.500	4.872	2.662	42.500
Online advertisement helps to raise our standard of living.	4.768	2.605	45.105	4.768	2.605	45.105
Online advertisement results in better products for the public.	4.235	2.314	47.419	4.235	2.314	47.419
Online advertisement promotes undesirable values in our society	3.881	2.121	49.540	3.881	2.121	49.540
Most online advertisement distorts the values of our respondents.	3.682	2.012	51.552	3.682	2.012	51.552
Some products in online advertisement have negative effects on our society	3.592	1.963	53.515	3.592	1.963	53.515
In general, online advertisement helps our nation's economy.	3.514	1.920	55.435	3.514	1.920	55.435
In general, online advertisement promotes competition, which benefits the consumer.	3.305	1.806	57.241	3.305	1.806	57.241
Online advertisement is a valuable source of information about latest fashion.	3.163	1.728	58.970	3.163	1.728	58.970
Online advertisement is a valuable source of information about how to establish personal taste.	3.058	1.671	60.641	3.058	1.671	60.641
Online advertisement provides accurate information about products/services.	2.950	1.612	62.252	2.950	1.612	62.252

Online advertisement is a valuable source of information about local sales	2.767	1.512	63.765	2.767	1.512	63.765
Online advertisement helps me keep up-to-date about product s/services available in the market places.	2.673	1.461	65.225	2.673	1.461	65.225
Because of Online advertisement, people buy a lot of things that they do not really need.	2.654	1.450	66.676	2.654	1.450	66.676
Most Online advertisement insults the intelligence of the average consumer.	2.512	1.373	68.049	2.512	1.373	68.049
Online advertisement persuades people to buy things they should not buy.	2.343	1.280	69.329	2.343	1.280	69.329
Online advertisement promotes a materialistic society.	2.287	1.250	70.578	2.287	1.250	70.578
Online advertisement encourages people to buy something to impress others.	2.158	1.179	71.758	2.158	1.179	71.758
Online advertisement makes people live in a world of fantasy.	2.090	1.142	72.900	2.090	1.142	72.900
Online advertisement provides information on what is cool.	2.030	1.109	74.009	2.030	1.109	74.009
Online advertisement is interesting and attractive.	1.993	1.089	75.098	1.993	1.089	75.098
Sometimes Online advertisements are even more enjoyable than other media contents.	1.910	1.044	76.142	1.910	1.044	76.142
Sometimes, I like to think about what I see on online	1.821	.995	77.137	1.821	.995	77.137

advertisement.						
Online advertisement creates brand image.	1.777	.971	78.108	1.777	.971	78.108
It will be boring to surf on the Online without Online advertisement.	1.667	.911	79.019	1.667	.911	79.019
In general, online advertisement does not provide a true picture of the product advertised.	1.654	.904	79.923	1.654	.904	79.923
Online advertisement is an impersonal way of selling.	1.589	.868	80.791	1.589	.868	80.791
Most Online advertisement is misleading.	1.536	.839	81.630	1.536	.839	81.630
Online advertisement plays an essential role in modern economy.	1.404	.767	82.397	1.404	.767	82.397

Getting online will become too expensive if there is no online advertisement.	1.366	.747	83.144	1.366	.747	83.144
Website operators will charge their users if there is no online advertisement.	1.336	.730	83.874	1.336	.730	83.874
Government should regulate online advertisement.	1.276	.697	84.571	1.276	.697	84.571
Overall, I consider online advertisement as a good thing.	1.237	.676	85.248	1.237	.676	85.248
Overall, I like online advertisement	1.202	.657	85.905	1.202	.657	85.905
Online advertisement is essential.	1.179	.644	86.549	1.179	.644	86.549
Online advertisement helps to raise our standard of living.	1.116	.610	87.158	1.116	.610	87.158
Online advertisement results in better products for the public.	1.079	.590	87.748	1.079	.590	87.748
Online advertisement promotes undesirable values in our society	1.020	.557	88.305	1.020	.557	88.305
Most online advertisement distorts the values of our respondents.	.996	.544	88.850			
Some products in online advertisement have negative effects on our society	.958	.524	89.373			
In general, online advertisement helps our nation's economy.	.909	.497	89.870			
In general, online advertisement promotes competition, which benefits the consumer.	.841	.460	90.330			
Online advertisement is a valuable source of information about latest fashion.	.835	.457	90.786			
Online advertisement is a valuable source of information about how to establish personal taste.	.798	.436	91.222			
Online advertisement provides accurate information about products/services.	.782	.427	91.649			
My life would be difficult without online advertisement	.743	.406	92.465			
Online advertisement gives me greater choice in my commercial decisions	.728	.398	92.863			
Online advertisement addresses	.671	.367	93.229			

my shopping related problems						
Online advertisement saves my shopping and product searching time	.655	.358	93.587			
Online advertisement helps me in getting to a long variety of products/services I seek	.632	.345	93.932			
Online advertisement saves my time and money for searching the product in market	.614	.335	94.268			
Online advertisement helps me to get what I would not otherwise find easily available in the market	.586	.320	94.588			
Online advertisement aware me about the latest price, offers and discounts available.	.554	.303	94.890			
Online advertisement is useful for me in making purchase decisions offline	.527	.288	95.178			
Online advertisement is user friendly one.	.491	.268	95.726			
Intercreativity in online advertisement is confusing	.461	.252	95.978			
Online advertisement leads me to appropriate url or website.	.457	.250	96.228			
Online advertisement often gets changed when clicked	.417	.228	96.456			
Online advertisement links allow me use interactive features.	.406	.222	96.678			
Online advertisement helps me to get what I would not otherwise find easily available in the market	.373	.204	96.881			
I am not sure about personal care product quality	.356	.195	97.277			
I cannot bargain or negotiate	.345	.189	97.465			
I have to wait for a long time to take delivery of products	.328	.179	97.645			
I always compare prices before buying the products online	.316	.173	97.818			
I carefully plan my purchase before buying products online advertisement	.313	.171	97.989			
I have saved lot of money by shopping online advertisement	.285	.156	98.145			
I always get good value when i purchase products or services online	.268	.146	98.291			
Quality of products is comparable	.255	.139	98.430			
Products purchased online consistently perform better than products in stores	.247	.135	98.565			
I can purchase many branded products online	.236	.129	98.694			

I can avail prompt delivery of products	.226	.124	98.818			
Difficult to decide based only on description or View of products/ services	.208	.114	98.931			
Availability of Variety and brands of Goods	.189	.103	99.139			
Product Specifications	.172	9.379E-02	99.233			
Quality of Products	.162	8.856E-02	99.322			
Product Packaging	.150	8.191E-02	99.404			
Replacement Procedure	.140	7.629E-02	99.480			
Price Comparison	.138	7.544E-02	99.555			
Payment Security	.134	7.342E-02	99.629			
Order booking Procedure	.118	6.443E-02	99.693			
Advanced searching options	.102	5.579E-02	99.749			
Cancellation of order	9.593E-02	5.242E-02	99.801			
Delivery conditions changed after transaction	7.757E-02	4.239E-02	99.891			
Received wrong goods	7.388E-02	4.037E-02	99.931			
Received damaged goods	6.699E-02	3.661E-02	99.968			
Poor customer service	5.871E-02	3.208E-02	100.000			
Difficult to change defective product	6.513E-15	3.559E-15	100.000			
Difficult to get answers for our queries	2.542E-15	1.389E-15	100.000			
Products guarantee is not assured	2.396E-15	1.309E-15	100.000			
Delivery time too long for purchased product	2.221E-15	1.214E-15	100.000			
Complex process of order/payment	2.116E-15	1.156E-15	100.000			
No after sales service or inefficient after sales service	1.976E-15	1.080E-15	100.000			

Extraction Method: Principal Component Analysis.

### Factor analysis:

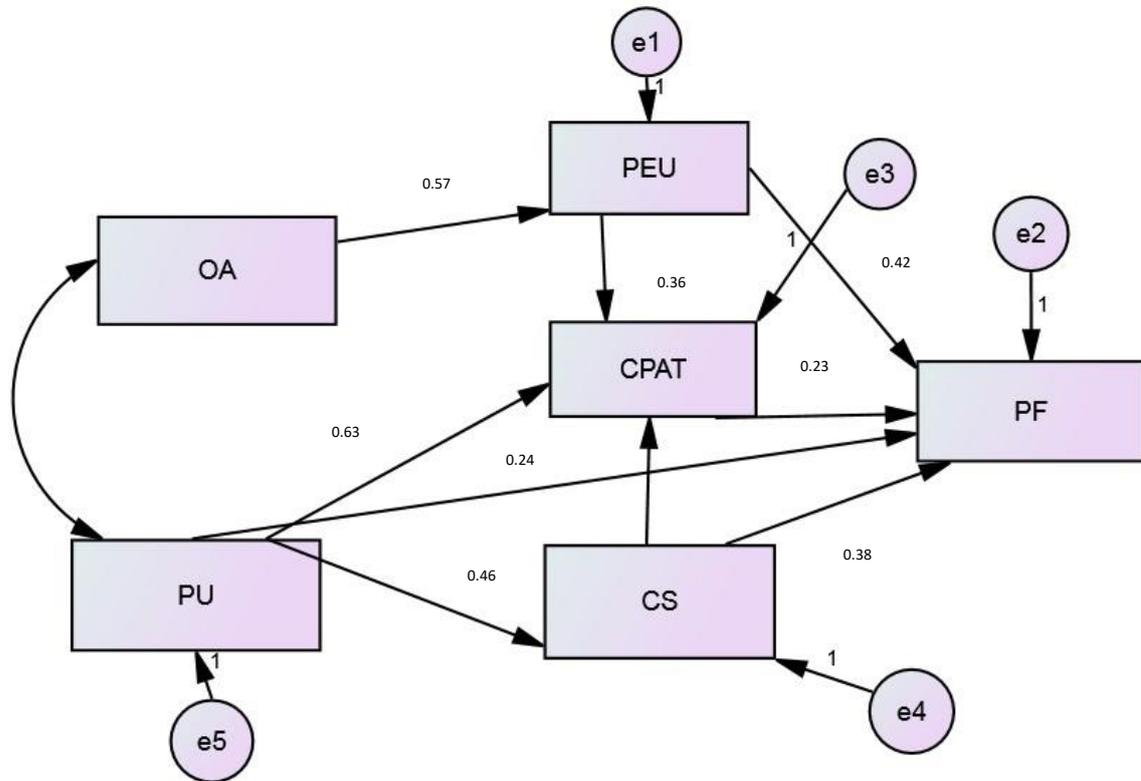
Factor analysis was done with the main objectives to find out the underlying common factors among the variables included in this study. Principal component factoring method with variance rotation was used for factor extraction. A fourty four factors solution was derived using a score test.

Table shows the results of the factor analysis. Name of all the variables and their respective loadings in all the factors are given in the table. An arbitrary value of 0.3 and above is considered significant loading. A positive loading indicates that greater the value of the variable, greater is the contribution to the factor. On the other hand, a negative loading implies that greater the value, lesser its contribution to the factor or vice versa. Keeping these in mind, a study of the loadings indicates the presence of some significant pattern. Effort is made to fix the size of correlation that is meaningful, club together the variables with loadings in excess of the criteria and search for a concept that unifies them, with greater attention to variables having higher loadings. Variables have been ordered and grouped by the size of loadings to facilitate interpretation.

Factor analysis was done among the variables used in the study. The principal component analysis with varimax rotation was used to find out the percentage of variance of each factor, which can be grouped together from the total pool of all variables considered in the study. The results are given in the table. It shows the variables loaded in each factor, the loadings, the communality for each variables, the Eigen value for each factor and the percentage of variance found out through the analysis. The factor variance percentage for each factor is mentioned in the table. The total percentage is 88.35. The factors are arranged based on the Eigen value.

These forty six factors are described. This model has a strong statistical support, and the Kaiser-Meyer-Olkin (KMO) test of sampling adequacy concurs that the sample taken to process the factor analysis is statistically sufficient (KMO value = 0.97523).

**STRUCTURAL EQUATION MODELING**



- OA- Online Advertisement
- PU - Perceived usefulness
- PEU- Perceived ease of use
- CPAT- Consumer perception attitude towards
- CS- Consumer satisfaction
- PF- Problem faced

The research hypotheses have been define based on the model fit summary outlined above and previous research on Perceived usefulness, Perceived ease of use, Consumer perception attitude towards, Consumer satisfaction and Problem faced and its relationship effect on online advertisement. Based on the above presented model, the following hypothesis is proposed.

Path	Unstd. Estimate	Std. Estimate	S.E	C.R	P-value	Hypothesis Result
Online advertisement □ Perceived ease of use	0.57	0.260	0.051	5.405	<0.001**	Accepted
Perceived usefulness □ Problem faced	0.24	0.123	0.037	2.828	<0.001**	Accepted
Perceived usefulness - Consumer perception attitude towards	0.63	0.500	0.065	12.349	<0.001**	Accepted
Perceived usefulness – Consumer satisfaction	0.46	0.548	0.036	7.586	<0.001**	Accepted
Consumer satisfaction – Problem faced	0.38	0.186	0.028	6.384	<0.001**	Accepted

Perceived ease of use - Consumer perception attitude towards	0.36	0.248	0.054	5.206	<0.001**	Accepted
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The results of SEM indicate that all these Perceived usefulness, Perceived ease of use, Consumer perception attitude towards, Consumer satisfaction and Problem faced and its relationship effect on online advertisement have positive significant. It is also found that all the factors of these four constructs have significant loading on the construct, with a factor loading of more than 0.5. SEM analysis also confirms that the Perceived usefulness, Perceived ease of use, Consumer perception attitude towards, Consumer satisfaction and Problem faced are significantly affecting the online advertisement.

### SUMMARY:

This chapter dealt with the analysis on the influence of independent variables on various dependent variables. Further the demographic variables are also considered for analysis. They are classified on the basis of age, gender, marital status, education, type of family, professional and monthly income. The data were treated statistically using one way ANOVA, t-test and Correlation, Regression and SEM. In addition factor analysis was also computed. The results were computed and interpreted in the light of hypotheses formulated for the present study. The following chapter provides a brief summary, findings, implications, recommendations and conclusion from the present study.

### SUGGESTIONS

Here are some suggestions for enhancing the effectiveness of online advertisements, particularly in the personal care industry:

1. Use consumer data to create personalized ads that speak directly to the preferences, needs, and behaviors of your target audience. Personalized content increases engagement and conversion rates.
2. Implement dynamic ad content that adapts based on user interaction, location, or browsing history, making the ad more relevant to individual users.

### CONCLUSION

The study found that there is a positive relationship between online advertising and consumer purchase decisions. It also suggests that businesses carry out market research on various markets across different nations to make sure that internet advertising initiatives are being implemented in a way that will ultimately lead to the desired outcome. Multiple regression analysis and exploratory factor analysis were employed in this study. Moreover, the results indicate that the primary determinants of customers' overall happiness with their online experience are economic value, personalization, post-purchase experience, and customer services.

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