

**A STUDY ON CUSTOMER'S ATTITUDE TOWARDS ONLINE ADVERTISING"****Dr.R.V.Suganya****Assistant Professor****Department of Commerce****Vels Institute of Science Technology and Advanced Studies****E-Mail: [suganya.sms@velsuniv.ac.in](mailto:suganya.sms@velsuniv.ac.in)****M.S. Divya****Research Scholar (PART TIME)****Department of Commerce****Vels Institute of Science Technology and Advanced Studies****[anudivyanov10@gmail.com](mailto:anudivyanov10@gmail.com)****ABSTRACT**

*The exponential growth of internet usage has transformed the landscape of marketing communication, positioning online advertising as a central component of promotional strategy. This research explores consumers' views on internet-based advertising and determines the elements shaping their perceptions and behavioral reactions. A descriptive approach was adopted, with first-hand data collected from 100 participants in Chennai through a well-designed survey instrument. Statistical methods such as percentage analysis, KMO and Bartlett's tests, independent sample t-test, ANOVA, and multiple regression were performed using SPSS software. The results indicate that informational value, entertainment, and visual appeal significantly influence consumer awareness and perception of online advertisements. The findings emphasize the importance of designing credible, engaging, and consumer-centric digital advertisements. The research adds to the expanding academic work on the effectiveness of digital marketing and the development of consumer attitudes in developing markets.*

**Keywords:** *Internet advertising, Purchaser attitude, Digital marketing, Advertising effectiveness, Consumer perception*

**INTRODUCTION**

Traditional marketing paradigms have been drastically changed by the development of digital technologies. The development from traditional advertising media to digital channels has accelerated due to the overall use of smartphones, inexpensive internet access, and social media platforms. Online advertising enables firms to deliver targeted messages, monitor consumer engagement, and measure performance metrics in real time.

The diagram illustrates a conceptual model with two main components: an Independent Variable and a Dependent Variable.

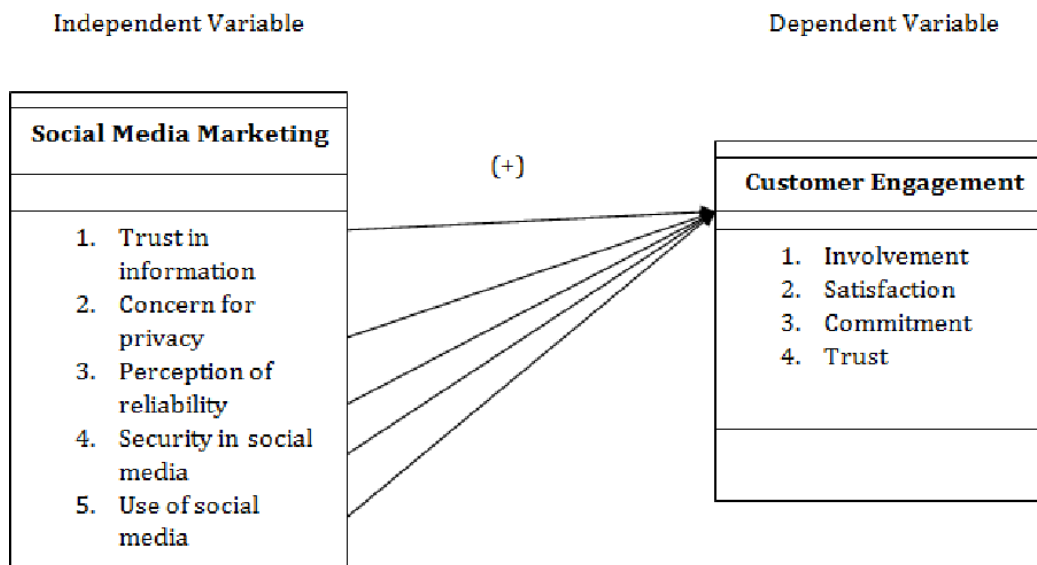
**Independent Variable: Social Media Marketing**

- 1. Trust in information
- 2. Concern for privacy
- 3. Perception of reliability
- 4. Security in social media
- 5. Use of social media

**Dependent Variable: Customer Engagement**

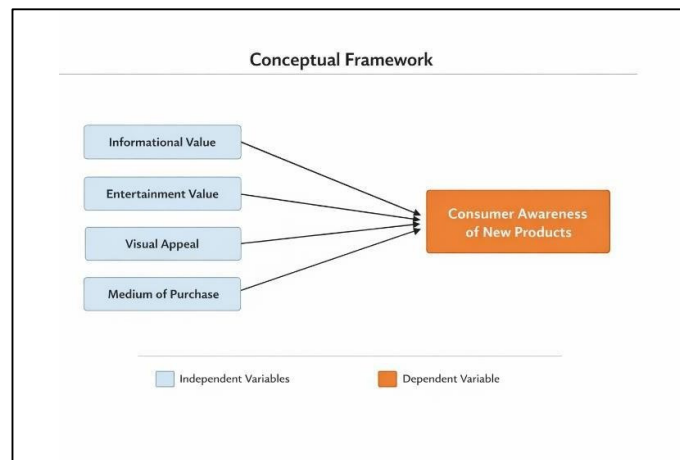
- 1. Involvement
- 2. Satisfaction
- 3. Commitment
- 4. Trust

A positive relationship, indicated by a (+) sign, is shown between the Independent Variable and the Dependent Variable. Arrows point from each of the five items under Social Media Marketing to the Customer Engagement construct.



Since there has been rapid growth of digital advertising expenditure, consumer response to online advertisements remain varied. While some consumers perceive online ads as informative and engaging, others consider them intrusive and distracting. Understanding the drivers of consumer perception of Internet advertising is therefore essential to enhance advertising effectiveness and reduce resistance.

The best resource for promoting different products these days is a company's website. The research is crucial for new consumers purchases through internet advertisements. Additionally, it discusses different facets of online advertising and how consumers view it. The material must be readily available when needed and must be captivating enough to draw in viewers. The study addresses the problems that consumers face when utilizing online advertisements and raises awareness among potential new consumers.



## OBJECTIVES

1. To examine customer awareness of online advertising.
2. To analyze customer attitudes toward online advertising.
3. To identify factors influencing consumer perception of online advertisements.
4. To assess problems faced by consumers while engaging with online advertisements.

## LIMITATIONS OF THE STUDY

The respondents who provided the information were primarily from Chennai, so the conclusions made may not be applicable to other parts of India. Due to scheduling constraints, this survey only included 100 respondents. Therefore, the conclusions and outcomes might not match the facts.

## RESEARCH METHODOLOGY

### Research Design

A descriptive methodology was applied to explore consumer attitudes and influencing factors.

### Data Collection

First-hand information was collected through a well-designed survey instrument administered to participants in Chennai. Supporting information was obtained from scholarly publications, research papers, and reports related to digital marketing.

### Sample Design

A group of 100 participants was identified using convenience sampling. Although this method limits generalizability, it provides preliminary insights into consumer behavior patterns.

### Methodsofanalysis

DatawereProcessedusingSPSSsoftware.Thefollowingstatisticaltoolswereemployed:

- KMOandBartlett’sTest
- PercentageAnalysis
- IndependentSamplet-test
- ANOVA
- MultipleRegressionAnalysis

### REVIEWSOFLITERATURE

- **Salem Ben Brahim (2016)** conducted a study aimed at identifying the factors that affect online advertising and explored bridging role of “attitude towards online advertising” in the link between perceived advertising value and consumer purchase intention. The results highlights that the value of online advertising is positively affectedbyitsinformativeness,credibility,andentertainment value.Furthermore,the study states that credibility and perceived advertising value influence consumers’ attitudetowardonlineadvertising.Lastly,itdemonstratedthatattitudeoperatesasan intermediary variable between perceived advertising value and purchase intention.
- **DrParulDeshwal (2016)** stated that as the Internet continues to be widely adopted and spread, the World Wide Web is increasingly establishing itself as a standard platform for advertising. The Internet provides organizations with advanced media capabilities,interactivefeatures,andaccesstoaglobalaudienceforpromotionalactivities.To fully utilizethis platform, it is important to identify the target audienceand design strategies that align with their preferences. Conventional broadcast advertising tends to be inefficient, as it repeatedly delivers messages without considering the audience’s interest, relevance, or responsiveness. On the other hand, online platforms enable precise audience targeting and allow advertisers to accurately track how many individuals are exposed to their messages.
- **Muhammad Aqsa &DwiKartini (2015)**, This research seeks to examine and evaluatehowdigitalpromotionsaffect individuals'perceptionsandtheir intentionsto make purchases. A questionnaire was distributed to students who use the internet at both governmental and private higher education institutions in Makassar. The proposed assumptions were examined through a technique involving structural equation modeling. Results indicated that digital promotions significantly impact consumers' behavior when shopping online. Among the various aspects studied, the level of engagement offered by digital promotions had the strongest influence on

consumers' perceptions and their buying intentions.

- **Bohdan Pikas& Gabi Sorrentino (2014)** Their research determined that organizations have broadened their promotional approach to connect with consumers via digital platforms. Online advertising has emerged as a highly effective method of promotion. Businesses of different sizes and industries are utilizing internet-based advertisements to expand their customer reach. The study sought to examine consumer attitudes toward online advertising and found that a majority of customers hold favourable opinions, considering these advertisements to be more relevant, innovative, and engaging than traditional forms of advertising.
- **D.S Chaubey, L.S Sharma & Mayank Pant (2013)**, concluded that online advertising can serve as an effective promotional tool when implemented properly. The analysis reveals a close association between different forms of online advertisements. The results further suggest that most participants perceive online advertising as significant and can remember products after being exposed to advertisements on the internet. In addition, the study highlights multiple factors that affect consumers' ability to retain online advertisements in their memory. Among the different advertising formats, respondents expressed strong agreement that embedded video ads generate higher recall compared to other types. Consequently, the study concludes that advertisers should tailor their strategies according to consumer needs and preferences, as embedded video advertisements are more effective in enhancing recall than banner, floating, pop-up, and audio-based advertisements.
- **Cox(2010)** The results showed that users aged 18–28 showed optimistic views towards digital formats such as blogs, videos, and brand channels or pages, as they considered them eye-catching, informative, and entertaining. Similarly, respondents in the 35–54 age group preferred video and brand channel advertisements because they were visually appealing, informative, and well placed within the webpage layout. Overall, the findings suggest that online advertisements with positive and engaging attributes are generally accepted by users. However, users generally dislike advertisements that are intrusive or interrupt social networking activities, such as pop-up, expandable, and floating ads.
- **Gavin Lees and Benjamin Heal(2005)** conducted a study aimed at investigating whether variations in the design of web banner advertisements could affect click-through rates. The findings showed no statistically meaningful impact of design changes on click-through performance. Nevertheless, the results revealed substantial differences in click-through rates across the various websites on which the advertisements appeared. The study highlights the importance of conducting additional investigations to assess whether incorporating

point images alongside other design features can enhance click-through performance, and to gain a deeper understanding of how website content, visitor volume, and advertising effectiveness are interconnected. As click-through rate is a commonly used indicator of online advertising effectiveness, it is also considered in the current research.

- **Scott McCoy, Andrea Everard, Dennis Galletta, and Peter Polak (2004)** concluded that pop-up advertisements are perceived as more invasive than embedded advertisements. Their study found that users generally prefer uninterrupted experiences while performing online search activities, as pop-ups divert their attention and force them to close the advertisement windows before continuing their tasks. The findings also revealed that such advertisements negatively influence the overall online experience of users and reduce their perception of the website and its content.
- **Neelika Arora (2004)** The study reveals that the banking, FMCG, and insurance sectors together contribute about 45% of the total online advertising expenditure, while the automotive, travel, and retail sectors account for nearly 37%, and financial service companies contribute around 12%. The research also notes that early adopters in the finance and information technology sectors are steadily increasing their investment in online advertising. At the global level, nearly 60% of online advertising revenue is concentrated among five major companies—Google, Yahoo, Microsoft, AOL, and Overture Services—with approximately 90% of Google's revenue generated from advertising. In the Indian context, online portals such as India Times, Exchange4media, Rediff, and Agencyfaqs attract significant online advertising investments, and the article mainly focuses on analyzing the demographic profile of Indian online advertisers.
- **Christian Rohre and John Boyd (2004)** The authors emphasize that websites which successfully manage this balance tend to achieve sustainable growth, whereas those that fail to do so risk losing popularity among users or advertisers. The study further highlights that an increasing empirical studies provides several protocols and guidelines that website designers can follow to achieve this balance, enabling advertising and webpage features to complement each other in a way that enhances, or at least does not negatively affect, the overall user experience.
- **Sumanjeet (2003)** published an article titled “*Online Banner Advertising*”. The study emphasizes that because online banner advertising is relatively simple to create, place, and use on websites, it has a great deal of capability to serve as an effective advertising platform. It is particularly useful for companies targeting well-educated, innovative,

and affluent male and female consumers, as well as students, owing to the fact that these segments are strongly represented among internet users. However, the study also notes that banner advertising is not an ideal direct marketing tool and has certain limitations. For instance, CPM-based banner advertising does not provide sufficient accountability for advertisers, while click-through rates (CTR) do not adequately measure performance for publishers. Despite these limitations, banner advertising continues to be a dominant factor of online advertising, and several emerging factors influence its development and shape the future of banner advertising.

- **Peter J. Danaher and Guy W. Mullarkey (2003)** This study explores the variables impacting how users recall and recognize web advertisements. Key variables examined include users' browsing mode, the length of time spent on a webpage, and contextual features such as text density, background complexity, and banner ad design. Using an experimental approach with a student sample, the researchers systematically varied these factors to assess their influence. The data suggest that greater exposure time to webpages with banner advertisements significantly enhances users' memory of those ads. Additionally, the analysis shows that casual users are more inclined to remember and recognize banner advertisements compared to those who visit websites with a specific purpose in mind.
- **Jean-Louis Chandon, Mohamed Saber Chtourou, and David R. Fortin (2003)** The study examines existing methods for assessing the effectiveness of web advertising and identifies factors that cause variations in click-through rates (CTR) using data from actual advertising campaigns. The data indicate that aspects such as ad size, motion, images, animation, and the inclusion of phrases like "click here" or "online only" have a substantial effect on CTR. The authors emphasize that CTR is a key measure of advertising effectiveness, as it reflects both users' immediate reactions to an ad and their subsequent behavior in seeking more information. Additionally, the study suggests that the internet functions as a high-involvement advertising medium and highlights several design elements that influence the success of web advertisements.
- **Palanisamy and Wong (2003)** Recognized a direct correlation was identified between online consumer expectations and the effectiveness of web-based banner advertisements. Their investigation highlights that online advertising can serve as an effective branding tool, offering marketers powerful communication opportunities. The internet provides a flexible platform for presenting information in multiple formats such as text, images, videos, and audio, thereby enhancing the overall effectiveness of online

advertising.

- **Wanjoga(2002)** A research was carried out to evaluate how internet promotions impact consumer actions, involving students from the University of Nairobi. The results demonstrated that internet promotions successfully expanded audience reach and enhanced consumer knowledge. Nevertheless, although many respondents regularly used the internet and encountered numerous digital ads, only a few could remember the ads they viewed, suggesting limited effectiveness of internet promotions. Additionally, the study found that internet promotions had a moderate effect on buying choices, with roughly half of the participants acknowledging that online ads affected their decisions.

## DATA ANALYSIS

### KMO and Bartlett's Test

| Test                                            | value   |
|-------------------------------------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | 0.812   |
| Bartlett's Test of Sphericity                   |         |
| Approx. Chi-Square                              | 356.247 |
| Df                                              | 55      |
| Sig.                                            | 0.000   |

## T-TEST

### TESTING OF HYPOTHESIS

Ho – There is no association between gender and with the problems faced by the respondents in online advertising.

| Gender | Mean    | Std. Deviation | T-Value | P-Value | Inference |
|--------|---------|----------------|---------|---------|-----------|
| Male   | 17.4054 | 3.61678        | .513    | .476    | Accepted  |
| Female | 18.0159 | 3.96961        |         |         |           |

Source: Computed Data

### Interpretation

Since the P value (0.476) is higher than 0.05, the null hypothesis is retained at the 5% confidence level, revealing that there is no meaningful variation between gender and the issues encountered by participants in online advertising. Thus, the null hypothesis is retained at the 5% confidence level.

**ANOVA****Dependent Variable:** Consumer Perception Score

| Source         | Sum of Squares | df  | Mean Square | F     | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 4.810          | 4   | 1.203       | 1.091 | .358 |
| Within Groups  | 545.450        | 495 | 1.102       |       |      |
| Total          | 550.260        | 499 |             |       |      |

**Descriptive Statistics**

| Group                     | N   | Mean | Std. Deviation | Std. Error |
|---------------------------|-----|------|----------------|------------|
| Useful Information        | 100 | 3.56 | 1.12           | .112       |
| Medium of Purchase        | 100 | 3.36 | 1.04           | .104       |
| Fun to Watch              | 100 | 3.33 | 1.15           | .115       |
| Awareness of New Products | 100 | 3.53 | 1.01           | .101       |
| Visual Ads Influence      | 100 | 3.35 | 1.08           | .108       |

**Interpretation**

Since Sig. = .358 > .05, no meaningful difference is observed among the five factors.

**REGRESSION****Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .842 | .709     | .695              | 6.214                      |

**ANOVA**

| Model      | Sum of Squares | Df | Mean Square | F      | Sig. |
|------------|----------------|----|-------------|--------|------|
| Regression | 1523.417       | 4  | 380.854     | 24.632 | .000 |
| Residual   | 625.583        | 95 | 6.585       |        |      |
| Total      | 2149.000       | 99 |             |        |      |

**Coefficients**

| <b>Model</b>     | <b>UnstandardizedB</b> | <b>Std.Error</b> | <b>StandardizedBeta</b> | <b>t</b> | <b>Sig.</b> |
|------------------|------------------------|------------------|-------------------------|----------|-------------|
| (Constant)       | 4.215                  | 2.184            |                         | 1.931    | .056        |
| UsefulInfo       | .312                   | .089             | .341                    | 3.506    | .001        |
| MediumofPurchase | .118                   | .072             | .142                    | 1.639    | .104        |
| FuntoWatch       | .426                   | .097             | .402                    | 4.392    | .000        |
| VisualAds Insist | .205                   | .084             | .221                    | 2.440    | .017        |

**Interpretation**

$R^2=0.709 \rightarrow 70.9\%$  of variation in Awareness of New Products is explained by the predictors.

The model is statistically significant ( $F=24.632, p<.001$ ).

**View of Online Advertisements**

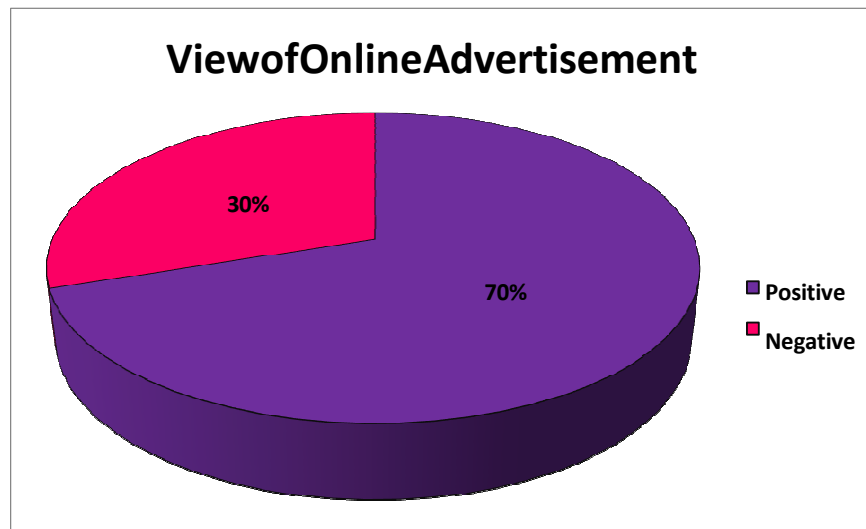
The researcher in order to know the mind of the respondents towards Online advertisement has considered the following table for the study.

**View of Online Advertisements**

| <b>Particulars</b> | <b>Frequency</b> | <b>Percentage</b> |
|--------------------|------------------|-------------------|
| Positive           | 70               | 70                |
| Negative           | 30               | 30                |
| Total              | 100              | 100               |

Source: Primary Data

The table presented above demonstrates that 70% of respondents hold a positive opinion of online advertisements, while 30% have a negative perspective.



## FINDINGS

- A majority (63%) of respondents are female.
- 94% demonstrate awareness of online advertising.
- 70% hold a positive perception toward online advertisements.
- 80% report that online advertisements can cause distraction during work.
- Informational and entertainment components significantly influence consumer attitude.

## SUGGESTIONS

Even if the number of businesses advertising online is skyrocketing, consumer confidence may still be damaged by fraud and deception. Therefore, it is important to make sure that internet marketing accurately depicts goods and services.

- Customers' consent to view online ads can help establish trust or confidence in online businesses.
- Advertisements need to be customized according to the interests of the intended audience or consumers to avoid disrupting their tasks.
- Online advertisements and the use of multi-media must allow viewers to engage, which benefits the online advertising industry.

## RESEARCH GAP

- ❖ Many previous studies examine online advertising effectiveness, but limited research focuses on consumer attitude toward different advertising attributes (informativeness, entertainment, and visual appeal) in emerging markets like India.
- ❖ Earlier studies mainly analyze purchase intention or advertising value, while consumer awareness and perception toward online advertising formats remain less explored.
- ❖ Most studies focus on social media advertising or banner advertisements, whereas the combined influence of multiple online advertising factors on awareness of new products is not widely examined.
- ❖ Few studies use regression-based empirical analysis to measure how online advertising factors influence consumer awareness in local markets such as Chennai.
- ❖ There is limited research on the problems and distractions encountered when viewing with online advertisements.

## OPPORTUNITIES FOR FUTURE STUDY

- ✚ This research focuses only on 100 respondents in Chennai; upcoming research can involve broader sample group across multiple cities or countries.
- ✚ Future research can examine specific advertising platforms such as social media, mobile advertising, influencer marketing, and video advertising.
- ✚ Researchers may analyze the dependence between digital advertising and purchase behaviour or brand loyalty.
- ✚ Subsequent investigations could examine variations across diverse demographic segments, including factors such as age, educational background, and income levels.
- ✚ Longitudinal research can examine changes in Consumers' views on digital marketing over time.
- ✚ Later studies may examine the effects of personalized advertising, AI-based targeting, and algorithmic marketing.

## MANAGERIAL IMPLICATIONS

The results offer important perspectives for managers and digital marketers when developing effective online advertising strategies. The findings interpret that customers are more receptive to advertisements that deliver both useful information and entertainment. Therefore, marketers should prioritize creating content that is informative as well as engaging to better capture attention and positively shape consumer attitudes toward online ads. In addition, emphasizing visually appealing designs can enhance awareness of new products and services.

This study also highlights those intrusive advertisements especially those that interrupt users during their Internet usage can have detrimental effects on the overall user experience. So businesses should avoid highly disruptive formats and instead adopt advertising approaches that blend seamlessly with users' browsing environments. Implementing consumer-centric strategies that reflect users' interests, preferences, and behaviors can further improve effectiveness.

Furthermore, maintaining credibility and transparency in Advertising is vital for developing trust among consumers and reduce skepticism toward promotional messages. Companies are also encouraged to finance interactive and multimedia formats, such as video promotion in capturing attention and improving message retention.

Finally, careful consideration of advertisement placement and timing is important to reduce disruption and maximize engagement, ultimately enhancing the overall success of digital advertising campaigns.

## CONCLUSION

Online advertising has emerged as a dominant marketing communication tool in the digital era. This research indicates that consumers attitudes are significantly shaped by informational value, entertainment, and visual appeal. While consumers generally exhibit a positive perception toward online advertisements, concerns regarding distraction and intrusiveness remain. The findings suggest that a consumer-centric and ethically responsible approach is essential for enhancing advertising effectiveness in competitive digital markets.

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