



**STUDY ON INTERNET USER'S BELIEFS, ATTITUDES AND BEHAVIOR TOWARDS
ONLINE ADVERTISEMENTS**

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Abstract:

The paper aims to understand internet users' beliefs, attitudes and behavior towards online advertisement (OA). A questionnaire consisting of 31 items was developed to measure the belief, attitudes, and behavior towards internet advertising. This research discussed seven factors of net advertising are labeled as product information, social role and image hedonic/pleasure, good for economy, materialism falsity/No sense and value corruption. The results indicated that net user's beliefs such as product information, hedonic pleasure and social role and image positively related towards OA. While the net users "beliefs about materialism falsity/no sense and value corruption negatively related towards Net advertising. This study found that advertising credibility could influence people's consumer attitudes, beliefs, or behaviors over time on the internet.

Keywords: Online advertisement, consumer beliefs, attitude, behavior.

Introduction

In the current era, marketers employ cutting-edge techniques to attract and retain a diverse variety of customers who consume their products and services. Digital marketing is the practice of implementing internet-based advertising strategies and utilizing online platforms to sell products and services. Its interactivity stems from its capacity to regulate content and not to feed on itself, nor to reflect or react to the past. Broadly speaking, the format of online advertising includes paid commercial content by sponsors and is prepared for customers through audio-visual, print, auditory, graphical, or animations; which can be sought or unrequested. It

comprises electronic mail, corporate logos, pop-up messages, official websites, text or graphic hyperlinks, micro-sites, challenge games, and banner advertisements (Carreón et al, 2019).

Numerous studies have studied the mechanism of online advertisement (OA) and found that an individual's attitude towards internet advertising serves as a significant indicator of the efficiency of OA. Though the available literature primarily focused on developed nations. OA in developing countries is insufficiently understood.

According to conventional media theory, the consumer's beliefs and attributes towards the advertisement influence the consumer's decision to view any form of internet advertisement. Beliefs may be formulated based on explicit or implicit message information, and attributes may be influenced by affective experiences, such as amusement and irritation, as well as cognitive experiences, such as informative and behavioral experiences (Mahmoud, 2013). Therefore, if Internet advertisers wish to be successful in this new medium, they must comprehend consumers' beliefs regarding their attitudes towards Internet advertising (Tejpal and Patole, 2023). As a multiple channels of communication platform, the Internet is multifaceted and needs a comprehension of consumers' existing attitudes, beliefs, and social interactions, which manifest in-store and are then transferred to online experiences (Badrinarayanan et al, 2012). It is an amalgamation of visual, individual, and relational stimuli due to the affective nature of many purchasing experiences. Consumers increasingly seek and share information via the Internet. It is important to understand the influence of word-of-mouth and how it is influenced by cognitive, attitudinal, and behavioral consumer tendencies which is crucial for creating and sustaining robust customer relationships.

This study purposes a framework of online advertising based on the traditional advertising hierarchy model. The study focuses to investigate attitudes toward OA and the relationship between attitudes towards OA. This study aims at finding the impact of belief about advertising Which is considered a different construct from attitude towards OA.

Literature Review

Since last two decades, the connection of consumer behavior and interactive marketing has established a constant flow of theoretical and empirical research (Darley et al., 2010; Limbu et al., 2012). Pomirleanu (Pomirleanu et al, 2013) found that from 1993 to 2012, 26% of all Internet marketing articles centered on the practical implications of consumer behavior theory and practices.

Important indicators of advertising's efficacy (Mayer and Peev, 2017) are consumers' beliefs and attitudes toward advertising. There are currently two prevalent perspectives regarding the connection between consumer beliefs and their general attitudes toward advertising. The first assumes conceptual and operational equivalence and interchangeability between beliefs and attitudes (Oputa, Fakhrorazi and Islam, 2019)), and the second posits that there are basic dissimilarities between beliefs and attitudes. Beliefs are statements that describe the attributes or

consequences of objects. On the contrary, attitudes are objects' combined assessments. Attitudes, which stem from beliefs, operate at various cognitive levels of abstraction (Zebregs et al, 2015). Likewise, an individual's beliefs about advertising serve as the basis for their attitudes toward advertising.

The second perspective serves as the foundation for our model in this research. Beliefs about internet advertising are characterizations of the characteristics of OA (e.g., internet advertising is enjoyable). Attitudes towards net advertising are referred to as the sum of evaluations of the perceived attributes and benefits of OA (e.g., I think OA is a positive in general).

Pollay and Mittal's (1993) model provided seven belief factors underpinning consumer beliefs and categorized them into two groups. The first category, titled "personal use," includes product information, social function and image, and hedonic factors. The second category, titled social effect, consists of value corruption, falsity/no sense, economic benefit, and materialism.

A. Product information

A personal factor supports advertising's continued function as an information provider. Internet information enables greater market efficiencies (i.e., more precise matching of consumer requirements and desires with producers' offerings). The capacity and effectiveness of information can create positive advertisement value which implies that consumer needs and desires match and thus advertising value can be readily created (Lee et al, 2022). After controlling all possible confounding variables, the predictive impacts of beliefs about Internet advertising on Internet users' attitudes toward Internet advertising remained powerful and stable. (Kenneth C Yang 22)

B. Social role and image

Internet advertisement, like other modes of advertising, serves lifestyle-imaginary and communication objectives, frequently a brand image or personality-associated status, or responses from society regarding buying, ownership, or use (Saadeghvaziri, 2013). Perception of social function and image is an important belief that aids consumers in generating a positive response to advertising. (Natarajan et al, 2015).

C. Hedonic

Internet or online advertising includes interactive multimedia abilities, and can be aesthetically pleasing, emotionally resonant, and humorous in its musical tempo and attitude. The future of internet advertising is the imagery and content-rich websites with messages complemented by entertaining interactive presentations. Hedonism is centred on contentment, pleasure, and joy (Tiwari et al, 2020). The need of consumers for pleasure is a sensual imperative, and as hedonics increases, so does their interest (Fernandes et al, 2020; Arulanandam et al, 2020).

D. Good for economy

Internet advertisements save consumers time and allow to choose from an extensive range of products based on their intended use in their residences and workplaces (Talih, Akyol and Gölbaşı, 2017). Due to its information-rich approach, Internet advertising makes it simple for consumers to compare prices and save money on expensive items by comparing prices (Shah, 2017).

E. Materialism

Materialism can be described as an array of belief systems that view consumption as the path to most if not all, satisfaction (Chang, 2018). Internet users are exposed to attempting selection of products, that can encourage marketable concerns that lead to materialism.

F. Falsity/No sense

In hurrying to establish an existence on the Internet, most businesses that normally employ sound research methods forsake logic and create futile websites (Anbumalar, 2019). These websites are characterized by partial truth, deceptive claims, and prose that insults the intelligence. OA frequently makes fantastical claims about the efficacy of the product being sold, thereby contributing to the falsity factor (Cheong et al, 2019).

G. Value corruption

Internet advertising could shape users' values; therefore, it has the capability of corrupting Internet users' values (Wang et al, 2009). Value corruption is a significant user concern necessitating a separate market segment: Ad-blocking software that prevents Internet advertisements from displaying. To attract consumers, marketers use emotions, values, culture, and religion prior to attempting to sell their products and services (Banerjee, 2008)..

Research Method

The questionnaire includes a few statement items designed to gauge the beliefs and attitudes of respondents regarding online advertising. The respondents were questioned about OA. Moreover, demographic information was gathered. There was a total of 31 questions included in the survey to get to seven underlying characteristics of advertising beliefs representing the three personal effects of advertising: product information, social role and image, and hedonic/pleasure, as well as the four social advertising effects: good for the economy, value corruption, falsity/no sense, and materialism.

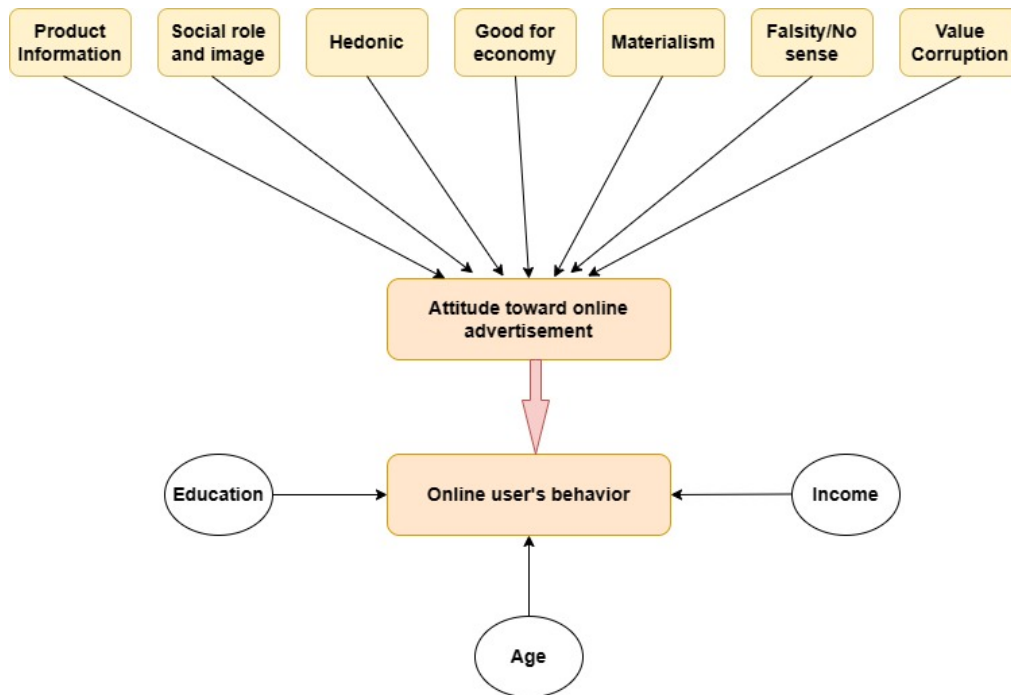


Figure 1: Conceptual Framework

On a 5-point Likert scale, items pertinent to online advertising were evaluated (1 refers to Strongly disagree and 5 refers to Strongly agree). Data were collected primarily from 350 college students (197 male, 153 female) of age group 17-22 years. However, the authors have used 310 responses as the remaining respondents have either submitted an incomplete questionnaire or unclear responses.

Respondents' Profile

Table 1: General Information of respondents

Characteristics	No.	%age
Mother's education		
High School	73	23.50
Graduation	156	50.50
Postgraduation	73	23.50
Technical education	8	2.50
Father's education		
High School	73	23.50
Graduation	158	51.00
Postgraduation	71	23.00
Technical education	8	2.50
Family occupation		
Business	226	73.00

Professional	55	17.50
Technical experts	9	3.00
Doctor	6	2.00
Service	8	2.50
Agriculture	6	2.00
Family income (Rs./annum)		
<200000	51	16.50
200000 to 400000	133	43.00
400000 to 700000	71	23.00
>700000	55	17.50
Time of using internet (hr/wk)		
<7	108	35.00
7-15	129	41.50
>15	73	23.50
Age (years)		
17-18	63	20.50
18-19	115	37.00
19-20	84	27.00
20-21	28	9.00
21-22	20	6.54

Regression Model

The effect of 7 dimensions of beliefs in Net advertising attitude was evaluated through multiple regression analysis. The same method was used to evaluate the effect of age, income, time of internet use and attitude on net advertising behavior.

The equation were as follows

$$Y_1 = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7$$

$$Y_2 = a + b_8X_8 + b_9X_9 + b_{10}X_{10} + u$$

where,

- | | |
|----------------------------------|----------------------------------|
| y_1 = Net advertising attitude | y_2 = Net advertising behavior |
| X_1 = Product information | X_2 = Hedonic pleasure |
| X_3 = Social role and image | X_4 = Good for the economy |
| X_5 = Materialism | X_6 = Falsity / no sense |
| X_7 = Corrupts Values | X_8 = Age of the respondent |
| X_9 = Income | X_{10} = Internet use |
| u = a random error term | |

Results and Discussions

The results obtained by analyzing the data are discussed hereunder:

Operationalization of beliefs, attitudes and behavior

The analysis given in Table 2 and 3 shows that the mean score of 7 dimensions of beliefs came to be 11.44 for product information. 9.76 for hedonic. 9.62 for social role, 9.69 for good for economy, 12.84 for materialism, 9.60 for falsity/no sense and 14.68 for value corruption. The overall level of agreement came to be 76.26,65.07,64.13,64.60, 64.20, 64.00 and 73.40 percent, respectively which explains the high degree of agreement on different statements of beliefs. All the correlation coefficients of item to total agreement were found to be significant showing the significant relationship between a part and the whole. The reliability of coefficient of alpha almost exceeded 0.60 benchmark except for good for economy recommended for the initial steps of scale development. This shows that the scale was perfect i getting the agreement level of the beliefs.

Similarly the mean extent of agreement on attitude came to be 13.06 (65.30% while it was 9.51 (47.55%), in case of behavior in item-to-total relationship was quite high in both the cases indicating the strong expression of attitude and behavior through different statements. The coefficient alpha again came to be significantly high.

Table 2: Operationalization of belief factors constructs (n-200)

Belief construct/measure	Mean	SD	Item-to-item correlation	Coefficient alpha
Product information (Proinfo)				
Online advertising is an extremely useful source of sales information.	3.71	0.83	0.6765	0.64
Internet advertising notifies me of the brands that possess the attributes I seek.	3.79	1.01	0.7595	
Online advertising facilitates me to stay abreast of the most recent market offerings.	3.96	0.95	0.7776	
Total	11.44	2.08		
2. Hedonic /Pleasure (Hedoic)				
At times, I find it enjoyable what I saw or heard in the advertisement on internet.	3.14	.099	0.6842	0.69
Sometimes Net advertising is even more enjoyable then netsites	3.12	1.09	0.7779	
Some online advertisements make me happy.	3.53	0.86	0.6487	
Total	9.76	2.09		
3. Social role and image (Socrole)				

Online advertisement helps me in knowing about fashion trends and what to purchase to maintain positive social image.	3.66	1.15	0.6823	0.82
Online advertisements inform me of the products and services purchased and utilised by individuals like myself.	3.11	1.10	0.7692	
Online advertising educates me of which products will or will not accurately reflect my personality.	2.86	1.14	0.7118	
Total	9.62	2.44		
4. Good for the economy (Goodecon)				
People's quality of living is enhanced by Internet advertising.	3.29	1.18	0.6983	0.47
We need Internet advertising to sustain the Web.	3.34	1.07	0.6763	
Many times, I have purchased something after seeing an online advertisement.	3.06	1.20	0.6532	
Total	9.69	2.33		
5. Materialism (Material)				
Internet advertisements make you purchase products you don't really require.	2.77	1.14	0.6720	0.47
By displaying products that some consumers cannot afford, Internet advertising increases consumer discontent.	3.28	1.21	0.6240	
Internet advertising is turning us into a materialistic, acquisitive culture.	3.44	1.04	0.5213	
Internet advertising induces people to purchase unaffordable items for the sole purpose of displaying their wealth.	3.36	1.16	0.6974	
Total	12.84	2.87		
6. Falsity / no sense (Falisty)				
People trust products more that are advertised online as compared to offline advertising.	2.99	1.30	0.7253	0.68
Online advertising soothes me that using these products is appropriate.	3.10	1.12	0.7954	
Internet marketing facilitates the consumer's selection of the most cost-effective brand.	3.52	1.10	0.6442	
Total	9.60	2.54		
7. Value corruption (Vlcorup)				

Sometimes, Internet advertising causes people to live in a world of delusion.	3.48	1.07	0.646	0.66
Children are taken advantage of by Internet advertising.	3.77	1.17	0.796	
Children's absurd purchase requests are prompted by Internet advertising.	3.72	1.27	0.7874	
Today's Internet advertising contains too much sexual content.	3.80	1.22	0.7269	
	14.68	3.52		

Table 3: Operationalization of attitude behavior construct / measures

Belief construct/measure	Mean	SD	Item-to-item correlation	Coefficient alpha
Attitude Construct / measure				
Do you view Internet advertising as generally positive or negative?	3.57	0.78	0.6036	0.79
In general, do you like or detest net advertising?	3.53	0.78	0.5689	
In considering net advertising	3.51	0.84	0.6049	
To me net advertising is	2.45	0.80	0.5661	
Total	13.06	1.88		
Behavior construct / measure				
I focus careful attention to any advertisements that appear on my computer screen.	2.58	0.82	0.3849	0.68
When I see an online advertisement, I click on it to obtain additional information.	2.45	0.96	0.4872	
When an online advertisement appears, I disregard it.	2.52	0.91	0.4324	
I see online advertisements whenever I have internet accessibility.	1.97	1.05	0.5752	
Total	9.51	1.78		

Maximum Likelihood Coefficients: Factor Loading

The model contains 23 items indicators for the seven latent beliefs (prodinfo, hedonic socrele, goodecon, material, falsity and vocaroup). The model was validated through maximum likelihood coefficients. All the loading estimates are significant. This shows that each statement contributes significantly towards predicting a particular dimension of belief. The value of x came

o be 861.20 with 253 degree of freedom which was significant at one percent level. This affirmed that the model is a satisfactory fit (Table 4).

Table 4: Attitude measurement model results (maximum likelihood estimates)

Item	Proinfo	Headonic	Sacrole	Goodecon	Material	Falsity	Valcrop
P1	0.47						
P2	0.68						
P3	0.69						
H1		0.74					
H2		0.59					
H3		0.67					
S1			0.77				
S2			0.78				
S3			0.81				
G1				0.62			
G2				0.60			
G3				0.43			
M1					0.52		
M2					0.61		
M3					0.83		
M4					0.70		
F1						0.49	
F2						0.72	
F3						0.64	
V1							0.34
V2							0.47
V3							0.81
V4							0.89

Goodness-of-fit statistics

Chi-square value	d.f.	Significance
861.20	253	0.0001

Relationship between different dimensions of beliefs. The inter correlation between different dimensions of beliefs are presented in Table 5. The relationships are, by and large, significant with each other. It was non significant only between proinfo and material, proinfo and valcorup, hedimie and valcorup, sacrole and valcorup, falsity and valcorup, hedonic and valcorup, socrole and valcorup and falsity and valcorun. There are significant relationships of proinfo with hedonic, socrole, goodecon and falsity, hedonic with socrole, goodecon and falsity, socrole with goodecon, material, falsity and valcorup. Falsity was found to be in inverse

relationship with all other dimensions of beliefs while all other dimensions were positively correlated with each other. This indicates that beliefs were directly determined by prodinfo hedonic, socrole, goodecon, material and valcorup while it was inversely influenced through falsity. In other words, an increase in positively correlated dimensions of beliefs would lead to a decline in falsity, hence we get net content of beliefs.

	P	H	S	G	M	F	V
P	1.000						
H	0.871**	1.000					
S	0.637**	0.627**	1.000				
G	0.798**	0.883**	0.725**	1.000			
M	0.133 ^{ns}	0.712 ^{ns}	0.627**	0.278**	1.000		
F	-0.775**	-0.892**	-0.637**	-0.889**	-0.209**	1.000	
V	-0.102 ^{ns}	-0.081 ^{ns}	0.368**	0.054 ^{ns}	0.804**	0.097 ^{ns}	1.000

Regression Approach

A regression equation was tried to determine the contribution of different dimensions of beliefs towards attitude to net advertising while another equation was tried to determine the impact of attitude, age, come and internet use on net advertising behavior of respondents. The results are presented in Table 6.

Beliefs as predictor of online advertising attitude

The results of the first equation shows that 6 of the 7 indicators of beliefs generated statically substantial weighted least square parameter estimates. The regression coefficients of P, Hand S are positively significant while these of M, Fand Vare negatively significant. The estimate came to be the non-significant in case of G. The regression coefficients of P, H and S suggest that an increase of one unit is the weighted score of P, H and S would lead to an increase of 0.37, 0.22 and 0.19 units in the weighted score of attitudes, On the other hand, an increase of one unit in the weighted score of M, F and V would lead to a decline of 0.11, 0.24 and 0.20 units in weighted score of attitudes. The results of the equation validate the impact of six out of seven belief factors as predictors of respondents' attitudes towards OA. It therefore makes sense to highlight that the trend of each of the significant parameter estimates was in accordance with the prior hypothesis regarding the relationship between OA beliefs and attitudes. The belief construct, good for economy, did not serve as a significant predictor of online advertising attitude, demonstrating its ineffectiveness as a predictor of respondents' attitudes towards OA. This may be due to its low reliability coefficients (0,47) Overall, the results support the influence of belief construct a determinants of net advertising attitudes. The coefficient of multiple determination for this equation came to be 0.5167. This indicates that 51.67 of the variation in respondents net advertising attitude was explained by the belief factors.

Net advertising Attitude-behavior linkage

In the second equation the relation between attitudes towards OA and OA behavior was examined in interaction with age, come and internet me direction. The results indicate that respondents, favourable attitudes towards net advertising influence their net advertising behavior significantly. The estimate of attitudes came to be 0.4561, which shows that there would be an increase of 0.46 units in net advertising behavior with an increase of one unit in net advertising attitude. Therefore, the outcome confirms the hypothesis concerning the connection between OA attitudes and OA behavior.

Age, income, internet use: Predictors of net advertising behavior

The analysis in Table 6 further reveals that income of the respondents, family and duration of internet use had significant negative impact on net advertising behavior, while age of the respondents could not exert any influence. The coefficient of income came to be -0.2812 and -0.1897 for income and age respectively. The results indicate the higher the family income of respondents the more negative the respondents' behavior towards OA. A comparable pattern appears in terms of respondents' duration of internet use. The magnitude of R² shows that age, income, internet use and respondents' attitudes towards net-advertising explained 46.83 percent of the variation of net-advertising behavior of the respondents. In turn, the findings partially confirm the hypothesis concerning the association between demographics and reported OA behavior.

Variable/parameters	Estimate	t-value
Attitude		
P	0.3721	4.37***
H	0.2175	2.54**
S	0.1867	1.99**
G	0.0987	1.57
M	-0.1139	2.37**
F	-0.2437	3.24***
V	-0.1981	4.19***
R-square	0.5167	
Behavior		
Age	-0.1172	1.23
Income	-0.2812	2.27**
Internet use (hrs/wk)	-0.1897	2.49**
Attitude	0.456	3.87***
R-square	0.4683	

*** Significant at 0.01 level

** Significant at 0.08 level

Goodness of fit statistics

χ^2 value = 12.96, d.f.10

Conclusion

As the Internet becomes an increasingly important medium of advertisement, it is crucial to investigate the pertinence of advertising effectiveness models (Krizanova et al, 2019; Ritter and Pedersen, 2020). As a result, the conclusions of this paper contribute meaningfully to the comprehension of Internet users' beliefs and attitudes regarding OA. This study's primary objective was to show how a model of advertising efficiency that is usually used with traditional media could be tested on the Internet, which is a newer medium. The findings of this study imply that Pollay and Mittal's (1993) seven-dimensional belief and attitude model applies to Internet advertising in addition to traditional advertising, which has been extensively studied.

As predicted by H1 in general. There is no correlation between consumers' perceptions of Internet advertising and their attitudes about OA. Six out of seven examined belief factors were significant, suggesting that societal and personal perspectives of users of the web about product information, hedonic delight, and social role and image are positively associated with their attitudes towards Internet advertising. The findings specify that product information played the leading role. Given the correlation between informativeness and Internet advertising value, this dominance is not unexpected. According to the hedonic pleasure theory, the results suggest that attractive, motivating, and enjoyable designs will enhance the attitudes of Internet users towards OA. Thus, for advertisers to improve consumer attitudes, it is necessary to employ designs that inspire user engagement. The findings suggest that when advertisements on the Internet are relevant to the user's current social role and sense of self-image, consumers have a more positive reaction.

The three aforementioned belief factor correlations indicate that online advertisers must constantly maintain a vigil on social developments and trends, and their advertisements with appealing strategies. However, caution must be exercised to avoid being tempted to go beyond limits by designing overly complicated websites that may fail by eliciting negative attitudes towards online advertisements. The central requirement for these advertisements, however, is that they provide complete and accurate information. Consequently, this information provider function should be presented in socially acceptable and aesthetically pleasing design set-ups.

The attitudes of Internet users towards OA were negatively influenced by their beliefs about materialism, falsehood without sense, and value corruption. Value corruption served the most significant part, indicating that when the OA value corruption support vices rather than virtues, Internet users have negative attitudes towards OA. Materialism variable result indicate that positive attitudes of Internet users deteriorate when they perceive OA to be excessively enticing.

Regarding the falsity/no sense belief variable, the outcomes show that positive attitudes of Internet users diminish when they perceive Internet advertisements to be deceptive.

Consequently, with regard to the inversely related belief factors, for advertisers to be successful in fostering positive attitudes towards OA, they must design OA with a foundation of trust, clarity, silly, misleading, trivial, and sinful implications. Advertisers may need to implement trust-building strategies such as moneyback guarantees, 24*7 customer service, associations with dominant organizations, and 'seals of approval' to achieve this. Additionally important fact is that the economic value construct was not statistically significant, possibly due to Internet users' advertising value orientation varies with their use of media, indicating that it is necessary to segment Internet users' usage patterns in order to determine economic value.

This study reaffirms the attitude-behavior relationship established by the previous research (Teng et al, 2015). To maximise the possibility of a good response and subsequent purchase of anime, it is important for marketers to take the following personal and societal factors into account while designing their campaigns; ranked by importance: value corruption (societal), product information (personal), hedonic/pleasure (personal), materialism (societal), social role and image (personal), and falsity/no sense (societal). Undoubtedly, advertisers must be aware that effective Internet advertisements must function in a manner that reinforces virtues, even above and beyond their role as information providers.

The results presented here indicate that marketers must utilize time and resources for providing customers with the cognitive and affective components that are likely to result in the formation of positive attitudes. These favorable attitudes are likely to end up in positive consumer behavior in the long run. This strategic approach should be taken into account in addition to conventional short-term sales promotions, which may or may not have any impact on attitudes.

H3 is supported partially. In line with the findings of earlier research using traditional methods of communication, this study found that as respondents' income and education levels increase, their perceived hostility towards OA also increases. Age has no effect, suggesting that as the Internet has become more user-friendly and pervasive. It's unlikely that age will have a major effect in how people respond to online ads. The limitation of this study is the sample size. For future study, sample size can be increased and more variables can be tested to check the influence of behavior.

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