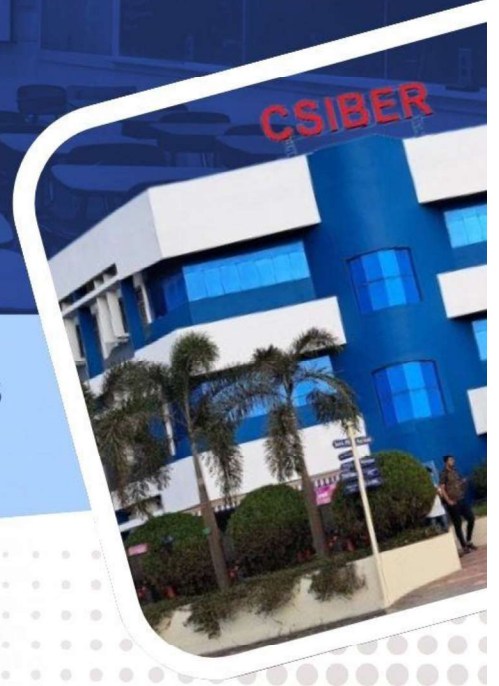


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(An Autonomous Institute)
University Road, Kolhapur - 416004, Maharashtra State, India
Phone : 0231-2535706 / 2535707
website : www.siberindia.edu.in
E-mail : editorsajmr@siberindia.edu.in



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Phone: 91-231-2535706/07, Fax: 91-231-2535708,

Website: www.siberindia.edu.in

Email: csiberpress@siberindia.edu.in

[Editor Email: editorsajmr@siberindia.edu.in](mailto:editorsajmr@siberindia.edu.in)

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Branding Beyond Boundaries: The Effectiveness of Online Advertising in Shaping FMGC Preferences in Kerala

Ranjini Ramachandran K

Ph.D. Research Scholar,
PG & Research Department of Commerce &
Management Studies, Sri.C.Achutha Menon
Government College, Kuttanellur, Thrissur (Calicut
University), Kerala 680014, India.

Dr. Madhusoodanan Kartha N V

Research Guide & Associate Professor,
PG & Research Department of Commerce &
Management Studies, Sri.C.Achutha Menon
Government College, Kuttanellur, Thrissur (Calicut
University), Kerala 680014, India.

Abstract

The development of cheap, high-speed internet has transformed the digital marketing arena in India, and it has contributed significantly to the boost in online advertisement reach and effectiveness. Online tools have become essential vehicles for brand interaction, particularly in the Fast-Moving Consumer Goods (FMCG) industry. This research examines the contribution of online advertising towards influencing consumer perception and brand-related factors such as attractiveness, motivation, image, fondness, and product knowledge.

The study adopts a descriptive research design and uses primary data gathered from a structured questionnaire among 151 respondents in Kerala. Kerala has been chosen because it boasts high digital literacy and extensive penetration of the internet, making it an ideal representative sample to study digital engagement. The research hopes to identify consumer sentiments regarding online advertisements as well as their performance in creating brand equity in FMCG products.

In order to extract better conclusions from the data, Principal Component Analysis (PCA) was utilized to determine the central factors affecting consumer beliefs. In addition, statistical methods such as t-tests, ANOVA, and factor analysis were employed to investigate differences in ad performance among socio-economic classes. The results indicate that online ads play a major role in improving perception of brand characteristics, including trust, awareness, and emotional attachment. Yet the findings also underscore significant differences in the effect of these ads on different demographic categories of income, education, and regional origin.

Notably, the research reveals that, although urban and affluent segments are more affected by creative and influencer-based advertisements, rural and lower-income buyers resonate more effectively to value-based or price-based advertisements. This highlights the importance of tailoring advertisement strategies according to targeted segments rather than applying the same strategy to all segments.

The research concludes that online advertising in the FMCG segment depends on various factors such as content approach, distribution platform, and demographic profile of the viewership. It delivers actionable recommendations for marketers and brand managers on how to maximize digital ad performance, use influencer marketing, and create long-term consumer connections in a competitive digital landscape. Through the discovery of how various consumer segments perceive and react to internet advertising, this study adds to the growing body of knowledge on digital marketing in the emerging markets and provides real-world implications for enhancing advertising return on investment in the FMCG sector.

Keywords: Online Advertising, Brand Attractiveness, Brand Image, Brand Motivation, Brand Fondness, Brand Knowledge

Introduction

India is seeing the fastest Internet relinquishment rate due to several direct and indirect enterprises. As per Mid-Year Estimates from the UN, encyclopaedically internet druggies are estimated to be 8 billion people on the earth or 5.25 billion internet druggies worldwide which accounts for 65 of the world population. The “Jio Effect” readdressed Indian digital marketing with Reliance Jio’s affordable high-speed Internet, increasing online exertion and driving marketers to acclimate styles to the rising digital followership, roughly 49 of India’s population, or around 700 million people, are expected to be online as of FY 2025. India has added over 42 million new druggies, counting for roughly 40 of the worldwide aggregate. In India, diurnal media consumption parses 6 to 7 hours, strongly emphasizing conditioning similar to social media participation, entertainment, online browsing, shopping, gaming, and much more. (Source: UN estimates).

To those doubting that the current pattern will benefit everyone, the answer is simple: it increases everyone's capacity to increase the value of their relationships, which is why the whole spectacle is fascinating. More effective campaigns will be able to be launched by brands. Map 14 Influencers, consistent with their professional standing, will be treated with courtesy. Consumers will get the very best prices on the products they need. Nevertheless, being capable of generating relevant content and building authentic relationships with consumers, influencers are one of the dominant marketing tools in India. They influence product research and consumer decisions in a very big way. This is some among many important industries that have embraced influencer marketing personal care vertical. Other important industries such as the food industry, fashion industry, jewellery industry, mobile industry, electronics industry and several other industries have also accepted influencers in creating messages to their target market.

The Internet penetration rate, smartphone operation, and the snappily expanding e-commerce terrain in India have all contributed to the rapid-fire rise of the digital marketing geography, which was estimated to be worth INR 31,500 crore in FY 23, a 30 increase from the former time. 36 of the nation's total advertising budget is allocated to this request. The primary protrusions indicate that this trend will continue, and in FY 24, the digital expenditure will surpass TV announcement spending to reach roughly INR 41,000 crore or roughly 39 of the entire advertising budgets. (Source: Ipsos estimates).

In India, nine major diligences regard the maturity of digital advertising spending with FMCG and e-commerce accounting for further than 60 of the aggregate. With an absolute share of 34.9 in FY 23, The FMCG assiduity remained in the lead, nearly followed by e-commerce at 25.6. The three primary media platforms that marketers have employed in their digital marketing approach are still social media, online vids, and paid hunts. With a donation of 30.5 in FY 23, social media surfaced as the most popular platform. Online videotape, which grew at the topmost rate (35 rises) at 29, came in alternate. The chance of a paid hunt is 21.5, while the chance of display banners is about 15. (Source: brand equity- Economic Times).

Research Problem

Due to rising internet penetration and the accessibility of inexpensive high-speed connectivity, India's digital landscape is rapidly growing, which is having a significant impact on marketing tactics and customer behaviour. Relatively speaking, not much is known about how online advertising affects consumers' attitudes and purchasing decisions regarding fast-moving consumer items, even though the channel is starting to become more sophisticated and used. Considering that influencers are able to frame brand interaction and drive consumer engagement, this becomes quite relevant to get into detail on how various aspects of online advertising—for instance, brand attractiveness, motivation, image, fondness, and knowledge—affect FMCG product perceptions. The literature on this lacuna is what the study will try to fill, looking into assessing the effectiveness of online advertising about improving brand attributes and consumer engagement, and identifying the influencing elements across different socio-economic groups.

Research Questions

1. How do online advertisements influence brand attractiveness among FMCG consumers?
2. To what extent do online advertisements impact brand motivation among FMCG consumers?
3. What is the relationship between online advertisements and brand image among FMCG consumers?
4. How do online advertisements affect brand fondness among FMCG consumers?
5. Can online advertisements increase brand knowledge among FMCG consumers?
6. What are the key factors that influence the effectiveness of online advertisements across different socio-economic groups of FMCG consumers?
7. How do demographic factors influence the effectiveness of online advertisements among FMCG consumers?

Rationale of the Research

The internet is gradually turning into a one-stop shop for customers to fulfil most of their needs due to the quick evolution of technology. Because of this, a lot of customers are attached to their computers and frequently use the internet. The problem is that many customers rely on the internet for personal purposes every day, but how many of them give due importance to the banners, ads, and alternative types of advertising? Online advertisements are an essential tool for arousing consumer thought by reminding or educating them about things, but they also need to entice people to purchase those goods.

The study aims to determine how innovative and successful digital media is in helping businesses establish sustainable brands. It also aims to determine how useful and successful digital media is from the viewpoints of

experts, customers, and marketers. The outcome of the study assists both present and prospective online shoppers in selecting the media to use for their purchase decisions. In addition, the study helps manufacturers and service sector marketers in creating online media communication strategies that will draw in several customers to their goods and services. The study allows marketers to assess the potency of interactive digital communication tools and integrate digital media communication.

Literature Review

Online advertising has received significant acceptance concerning FMCG product perceptions by consumers. This paper attempts to review findings on the effectiveness of online advertising in building brand attractiveness, brand motivation, brand image, brand fondness and brand knowledge.

Online Advertising and Brand attractiveness

Brand attractiveness generated by online advertising mainly works on engaging and affecting consumer perception. Studies suggest that beautiful ads with strong aesthetic and emotional appeals grab consumer attention and generate positive evaluations of the brand. Azimi et al. (2012) observe that beautiful online ads increase user engagement and brand attractiveness. Additionally, digital ads foster interactivity, which allows consumers to craft personal experiences, thereby increasing brand attractiveness (Kim & Ko, 2012). Influencers can increase brand attractiveness. Wiedmann and Mettenheim (2020) and Munnukka et al. (2016) argued for influencer attractiveness, trustworthiness, and expertise. Lou et al. (2019) and Kapitan and Silvera (2016) considered credibility versus perceived trustworthiness. Therefore, further investigation should be conducted into how the various characteristics of influencers affect the perceived attractiveness of FMCG product brands.

Online Advertising and Brand Motivation

Brand motivation is the internal stimulation that encourages consumers to interact with a brand. Brand values, benefits, and unique selling propositions can be emphasized by online advertising to trigger this motivation. Interactive functions, like quizzes or recommendations, can encourage consumers further, increasing their motivation to browse and buy (Pourkabirian et al., 2021). Brand motivation can be triggered by influencer marketing. As stated by Lou, Munnukka, Chen, Yuan, and Uusitalo, credibility and worth of content that influencer posts affect consumer trust to a large extent. Toivonen and Munnukka, Uusitalo noted that a peer endorser requires credibility. Munnukka, Uusitalo, and Toivonen also observed that social media activities enhance the effectiveness of search engine advertising. Farzin and Fattahi, 2018; Li and Lo, 2015 confirmed video ads and eWOM drive brand motivation. It is also critical to find out the consumer motivations for employing the various social media vehicles, as suggested by Buzeta, Pelsmacker, and Dens, 2020. A proposed area of future study must be the whole online advertisement strategy and influencer marketing effectiveness.

Online Advertising and Brand Image

Brand image refers to the impression that consumers hold towards a brand, influenced by marketing communications and personal experiences. Strategic and consistent online advertising can foster strong brand image through messaging and values that are communicated clearly. Social media platforms, especially, provide brands with the opportunity to express their personality and interact with consumers, contributing to favourable brand image (Kim & Ko, 2012). eWOM takes an inevitable role in the formation of brand image. Lien et al. (2015) and Yang et al. (2016) demonstrated that eWOM relates to purchase intentions and brand image among Generation Y and Z. Farzin and Fattahi showed in 2018 the impact of social network sites on brand image. Cheung, Pires, and Rosenberger also referred to the requirement for social media engagement in 2020. Therefore, more studies need to conduct on which eWOM relates to brand image, including demographics and culture.

Online Advertising and Brand Fondness

Brand fondness is the emotional connection consumers build with a brand. Emotive content and relatable stories used in online ads can build such connections. The mere-exposure effect suggests that repeated exposure to a brand through online ads could breed familiarity and liking, thereby enhancing brand fondness (Zajonc, 1968). Consumer engagement with online advertisements and brand fondness go hand in hand. While Lou et al. (2019) have concentrated on source and disclosure in advertisements, Li and Lo (2015) focused their attention on video advertising. Chun et al. (2014) proved that there can be an influence on consumer behaviour by exposure to some contextual advertising. Ting et al. (2020) revealed that social interactivity mediates brand loyalty. Semantic scholar, 2020 theorizes that "display advertising creates brand search behaviour". The study must take into account cross-cultural variations and an ever-changing online environment.

Online Advertising and Brand Knowledge

Brand knowledge involves brand awareness and the associations with a brand by consumers' minds. Informative online advertisements help construct brand knowledge by informing consumers about product features,

advantages, and usage. Proper use of SEO and content marketing ensures that the target audience is reached with relevant information, developing a better understanding and memory of the brand (Keller, 2003). Past studies indicate that social media marketing plays significant roles towards enhancing brand knowledge. Cheung, Pires, and Rosenberger, through their study in 2020, developed a conclusion that interaction, EWOM, and trendiness all contribute significantly towards brand knowledge. Similarly, Nepomuceno, Laroche, and Richard (2014) pointed out the fact that familiarity with brands lowers perceived risk and maximises trust. Advertisements through influencer-promoted content strategies (Lou, Tan, and Chen, 2019) and in-stream video ads (Li and Lo, 2015) are effective in creating brand awareness. Thus, in the future, studies should investigate particular content strategies and the role of social media in generating brand knowledge.

CONCEPTUAL MODEL

Based on the literature review, a conceptual model can be developed to illustrate the relationship between online advertising (independent variable), brand preferences (dependent variable), and key variables (moderating variables like brand attraction, brand image, brand motivation, brand fondness, and brand knowledge).

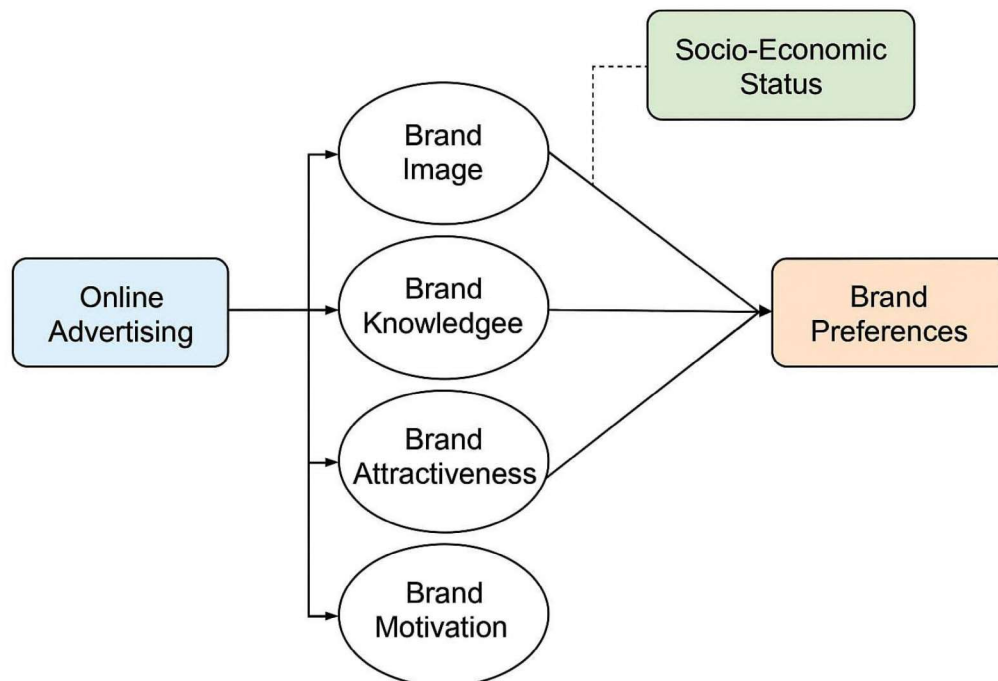


Figure No. 01

Objectives

1. To study the influence of online advertisements on FMCG products in generating brand attractiveness, brand motivation, brand image, brand fondness and brand knowledge.
2. To identify the factors influencing the effectiveness of online advertisements among different socio-economic status of FMCG consumers.

Methodology

The study adopts a descriptive research design and uses primary data gathered from the central zone of Kerala. Kerala has been chosen because it boasts high digital literacy and extensive penetration of the internet, making it an ideal representative sample to study digital engagement. A structured questionnaire was used to gather data. Cluster Sampling method was used for this study. Ernakulam, Thrissur, and Palakkad were selected based on its geographical representation, economic significance, population density, and consumer behaviour. Within each cluster, different taluks were identified and primary data collected through a survey by using Google Forms. An average cluster size of 50 -60 samples per each district was collected. The sample size is determined at 151 samples with a reasonable level of precision. The study's total sample is deemed adequate since it surpasses the required minimum sample size of 30 individuals, as indicated by Cresswell (1998) and Sekaran (2000), allowing the study's hypotheses to be evaluated. Additionally, various published reports and journals have been used to collect data. There are two sections to the questionnaire. Gathering the respondents' personal information is the goal of Section

A. Gender, age, occupation, internet use, social media use, and reason for utilizing social media are the items in this part. A brand's recent impressions based on online advertisements among respondents are examined in Section B. Likert scales (strongly disagree to strongly agree), were used to rate each item. Eighteen statements were included in the questionnaire, which dealt with the brand information generated by online advertisements among the respondents.

Principal component analysis has been used along with Varimax with Kaiser Normalization. Depending on the result, eighteen statements were converted into five factors of the study. Brand attractiveness, brand motivation, brand image, brand fondness, and brand knowledge are the elements identified for the study. SPSS was used to perform a quantitative analysis. One-sample t-test, independent t test, Anova and factor analysis were employed to diagnose the data. The research hopes to identify consumer sentiments regarding online advertisements as well as their performance in creating brand equity in FMCG products.

Data Analysis

Table No. 01 KMO and Bartlett's Test

| | | |
|--|------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .786 |
| Approx. Chi-Square | | 663.676 |
| Bartlett's Test of Sphericity | df | 171 |
| | Sig. | .000 |

Kaiser-Meyer-Olkin Measure of Sampling Adequacy register 0.786, which is more than 0.6. This register signals that the sample is adequate for factor analysis. It is also indicated by its p-value, which is less than 0.0001.

Table No. 02 Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|-----------|---------------------|--------|---------|-------------------------------------|--------|--------|
| | | | | | | |
| 1 | 4.700 | 24.739 | 24.739 | 4.700 | 24.739 | 24.739 |
| 2 | 1.663 | 8.753 | 33.492 | 1.663 | 8.753 | 33.492 |
| 3 | 1.409 | 7.417 | 40.909 | 1.409 | 7.417 | 40.909 |
| 4 | 1.348 | 7.093 | 48.002 | 1.348 | 7.093 | 48.002 |
| 5 | 1.238 | 6.518 | 54.521 | 1.238 | 6.518 | 54.521 |
| 6 | 1.031 | 5.425 | 59.946 | 1.031 | 5.425 | 59.946 |
| 7 | .910 | 4.787 | 64.733 | | | |
| 8 | .869 | 4.572 | 69.305 | | | |
| 9 | .750 | 3.949 | 73.254 | | | |
| 10 | .708 | 3.724 | 76.978 | | | |
| 11 | .625 | 3.289 | 80.267 | | | |
| 12 | .622 | 3.273 | 83.539 | | | |
| 13 | .546 | 2.873 | 86.413 | | | |
| 14 | .501 | 2.639 | 89.052 | | | |
| 15 | .493 | 2.593 | 91.645 | | | |
| 16 | .470 | 2.474 | 94.119 | | | |
| 17 | .458 | 2.411 | 96.530 | | | |
| 18 | .371 | 1.953 | 98.483 | | | |
| 19 | .288 | 1.517 | 100.000 | | | |

Extraction Method: Principal Component Analysis.

Based on the Eigen value, which is registered as more than 1, 18 statements shall be divided into 6 factors.

Table No. 03 Rotated Component Matrix^a

| Statements | No. | Component | | | | | |
|---|--------|-----------|------|------|---|------|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| When I look up information about a product online or get marketing messages via mobile SMS or email, the influence of interactive digital media is beneficial. | Item 1 | | | | | .646 | |
| While I acquire information about the goods through emails advertisements, email marketing has a huge impact. | Item 2 | | | | | .756 | |
| When I learn about a product through SMS or mobile app promotions, the impact of mobile marketing is more noticeable. | Item 3 | | | | | .577 | |
| When I seek for information about a product on an Internet advertisement, search engine influences and company websites have a big influence. | Item 4 | | | .693 | | | |
| When I look for information on a product online, social network influences have influence on the advertisements I see. | Item 5 | | | .753 | | | |
| When I look for information about a product on the Internet, influence of advertising is the main consideration. | Item 6 | | | | | | |
| Depending on whether I'm a man or a woman, certain advertisements and online content are more appealing to me, and I use the Internet to research products. | Item 7 | | .722 | | | | |
| When I review the advertisement or online, the effects of my family and friends are crucial, therefore I search for information about the goods online in accordance. | Item 8 | | .768 | | | | |
| Every time I review the advertisement or online and look up information about the product on the Internet, my personal and family ideals serve as an inspiration. | Item 9 | | .575 | | | | |
| I'm fascinated by the advertisement's general characteristics, so I look up information about the goods online. | Item10 | .661 | | | | | |
| I'm attracted to the online or offline advertisement's design while I look up product details on the web. | Item11 | .696 | | | | | |
| I find the duration of the online advertising appealing and look up more about the goods online. | Item12 | .772 | | | | | |

| Statements | No. | Component | | | | | |
|---|--------|-----------|---|---|------|---|------|
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| While going for online product information, the quality of the commercial or online content motivates me. | Item13 | | | | .561 | | |
| When I read the commercial or seek online for information about the things that satisfy me, my attitude directs me. | Item14 | | | | | | |
| When I review the commercial or online and look up information about such products on the Internet, brand loyalty is the most important aspect. | Item15 | | | | .737 | | |
| When I look for information about the product online or in an advertisement, my prior purchasing history speaks heavily. | Item16 | | | | | | .761 |
| I search online for the suggested product and the advertisement, and word-of-mouth is unquestionably a significant factor. | Item17 | | | | .638 | | |
| I am inspired by advertisements and online shopping because of advancements in information technology. | Item18 | | | | | | |
| Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. | | | | | | | |
| a. Rotation converged in 10 iterations. | | | | | | | |

Table No. 04

| | Name of the factors | Items |
|----------|----------------------|-----------------|
| Factor 1 | Brand Attractiveness | Items 10,11,12 |
| Factor 2 | Brand Motivation | Items 7,8,9 |
| Factor 3 | Brand Image | Items 4, 5 |
| Factor 4 | Brand Fondness | Items 13,15, 17 |
| Factor 5 | Brand Knowledge | Items 1,2,3 |
| Factor 6 | Brand Reinforcement | Items 16 |

Factor 3 and 6 can be clubbed or avoided.

One Sample T Test

- to prove the existence of Variables like Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge

Hypothesis

H₀1: There is no significant difference between sample mean and population mean relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by Online advertisement

Table No. 05

| One-Sample Statistics | | | | | |
|------------------------------|----------|-------------|-----------------------|----------------|----------------|
| Construct | N | Mean | Std. Deviation | t value | P value |
| Brand Attractiveness | 151 | 3.5673 | .62277 | 11.194 | <0.0001** |
| Brand Motivation | 151 | 3.7241 | .57059 | 15.593 | <0.0001** |
| Brand Image | 151 | 3.9360 | .50437 | 22.804 | <0.0001** |
| Brand Fondness | 151 | 3.7152 | .53527 | 16.420 | <0.0001** |
| Brand Knowledge | 151 | 3.5916 | .57500 | 12.643 | <0.0001** |

Source: Primary data *significance @ 5% level

The mean value for Brand Attractiveness is 3.5673, and the standard deviation is 0.62277. The t-value of 11.194 and the p-value less than 0.0001 show that the sample mean for Brand Attractiveness is different to a hypothesized or expected value. In other words, based on this sample of 151 respondents, the brand is very attractive, and this relationship did not occur by chance. Brand Motivation has a mean of 3.7241 with a standard deviation of 0.57059. With the t-value as 15.593, and a p-value less than 0.0001, the mean Brand Motivation score is statistically significantly different from any hypothesized or expected value. This would therefore imply that, to this sample of 151 respondents, this brand is highly motivating; and such a finding is unlikely to be coincidental. Brand Image has a mean value of 3.9360 and a standard deviation of 0.50437. At a t-value of 22.804 with a p-value less than 0.0001, this indicates a statistically significant difference in the Mean Brand Image from that hypothesized or expected. This means that the brand image is very favourable within the 151-respondent sample, and a finding such as this is unlikely to occur by chance. Brand Fondness has a mean value of 3.7152, with a standard deviation of 0.53527. With a t-value of 16.420 and a p-value less than 0.0001, this means the mean Brand Fondness score is statistically significantly different from the hypothesized/expected value. It implies that the sample consisting of 151 respondents was very fond of the brand, and that this finding is unlikely to have occurred by chance alone. The mean for Brand Knowledge is 3.5916 with a standard deviation of 0.57500. The t-value of 12.643 and p-value less than 0.0001 set the mean Brand Knowledge score statistically significantly different from any hypothesized or expected value. This implies that the sample of the 151 respondents has a high level of knowledge about the brand and findings unlikely to occur by chance. These results mean that the brand is evaluated very positively on various brand-related constructs for the sample of 151 respondents, with statistical significance. In other words, it proves that the brand is doing well according to the target audience.

Independent T Test

- to test the significant difference between Male and Female relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement.

H₀2: There is no significant difference between male mean and female relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement

Table No. 06

| Independent t test | | | | | | |
|---------------------------|---------------|----------|-------------|-----------------------|----------------|----------------|
| Construct | Gender | N | Mean | Std. Deviation | t value | P value |
| Brand Attractiveness | Female | 106 | 3.6101 | .59889 | 1.238 | 0.220 |
| | Male | 45 | 3.4667 | .67195 | | |
| Brand Motivation | Female | 106 | 3.7736 | .51956 | 1.646 | 0.102 |
| | Male | 45 | 3.6074 | .66776 | | |
| Brand Image | Female | 106 | 3.9371 | .46030 | .038 | 0.970 |
| | Male | 45 | 3.9333 | .60135 | | |
| Brand Fondness | Female | 106 | 3.7201 | .51463 | .163 | 0.871 |
| | Male | 45 | 3.7037 | .58699 | | |
| Brand Knowledge | Female | 106 | 3.6164 | .57051 | .801 | 0.426 |
| | Male | 45 | 3.5333 | .58775 | | |

Source: Primary data *significance @ 5% level

The average score of Brand Attractiveness among females is 3.6101, which is a bit higher than the corresponding average for males at 3.4667. Since this difference in the average Brand Attractiveness scores has a t-value of 1.238 and a p-value of 0.220, this cannot be said to be statistically significant. It can thus be concluded that the brand is

as much attractive to female as to male respondents. The mean score of Brand Motivation among females is 3.7736, which is higher than their male counterpart with a mean score of 3.6074. Having obtained a t-value of 1.646 with a p-value of 0.102, it cannot be established that there exists a statistical difference in the difference of the mean Brand Motivation scores between females and males. The brand is hence perceived to be equally motivating to both female and male respondents. The mean Brand Image score for females is slightly higher, 3.9371, compared to males with a score of 3.9333. The t-value is 0.038 with a p-value of 0.970, so it shows that the difference in the mean Brand Image score between females and males is not statistically significant. Basically, it means that there is no perception of brand image that is peculiar or unique to female or male respondents alone. The average Brand Fondness score for females was 3.7201, slightly higher than that of males, which was 3.7037. Using a t-value of .163 and a p-value of .871, the findings show that brand fondness mean scores are not significantly different between females and males. The fondness toward the brand, therefore, is similar in female and male respondents. The average score of Brand Knowledge in females is 3.6164, which is above that of their male counterparts, with an average score of 3.5333. The calculated t-value of 0.801 with a p-value of 0.426 implies that this difference in the mean Brand Knowledge scores for females and males is statistically nonsignificant. This means that the level of brand knowledge among female respondents was at a level similar to that seen in male respondents. In other words, the results of the independent t-test indicated that there were no statistically significant differences in mean values of the brand-related constructs across female and male respondents. The finding thus implies that the brand is perceived similarly by both genders on several dimensions.

One Way Anova

- to test significant difference among different occupation of the respondents relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement.

H₀₃: There is no significant difference among different occupation relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement

Table No. 07

| Construct | Occupation | N | Mean | Std. Deviation | F Ratio | P Value |
|----------------------|---------------|-----|--------|----------------|---------|---------|
| Brand Attractiveness | Students | 69 | 3.6039 | .57813 | 1.017 | .401 |
| | Employees | 51 | 3.6078 | .63493 | | |
| | Professionals | 15 | 3.4444 | .69769 | | |
| | Self employed | 6 | 3.6667 | .81650 | | |
| | Other | 10 | 3.2333 | .62952 | | |
| | Total | 151 | 3.5673 | .62277 | | |
| Brand Motivation | Students | 69 | 3.7585 | .55095 | .206 | .935 |
| | Employees | 51 | 3.7059 | .61336 | | |
| | Professionals | 15 | 3.7333 | .55205 | | |
| | Self employed | 6 | 3.6667 | .84327 | | |
| | Other | 10 | 3.6000 | .37843 | | |
| | Total | 151 | 3.7241 | .57059 | | |
| Brand Image | Students | 69 | 3.8599 | .45878 | .788 | .534 |
| | Employees | 51 | 4.0196 | .55542 | | |
| | Professionals | 15 | 3.9778 | .46234 | | |
| | Self employed | 6 | 4.0000 | .76012 | | |
| | Other | 10 | 3.9333 | .43885 | | |
| | Total | 151 | 3.9360 | .50437 | | |
| Brand Fondness | Students | 69 | 3.6184 | .57530 | 1.877 | .117 |
| | Employees | 51 | 3.8693 | .44261 | | |
| | Professionals | 15 | 3.7111 | .39574 | | |
| | Self employed | 6 | 3.7778 | .91084 | | |
| | Other | 10 | 3.5667 | .49814 | | |
| | Total | 151 | 3.7152 | .53527 | | |
| Brand Knowledge | Students | 69 | 3.5652 | .51862 | .147 | .964 |
| | Employees | 51 | 3.6209 | .61831 | | |
| | Professionals | 15 | 3.6000 | .59362 | | |
| | Self employed | 6 | 3.5000 | 1.04881 | | |
| | Other | 10 | 3.6667 | .41574 | | |
| | Total | 151 | 3.5916 | .57500 | | |

Source: Primary data *significance @ 5% level

In case of Brand Attractiveness, the F-ratio is 1.017, p-value 0.401. The p-value indicates that the mean Brand Attractiveness scores among different occupations are not significantly different. The mean Brand Attractiveness score of students (3.6039) is slightly lower than the overall mean score (3.5673), whereas the mean scores of employees (3.6078) and self-employed (3.6667) are a bit higher. This implies that the brand is relatively attractive in all occupations at large. In case of Brand Motivation, the F-ratio comes out at 0.206 and the associated p-value as 0.935 used in testing the null hypothesis, hence it is concluded that the difference in the mean scores of Brand Motivation across the different occupations is not statistically significant. The mean scores in Brand Motivation of all occupations are very close to the overall mean, which is 3.7241. This means that the perception based on motivation about how the brand is, does not vary between the other jobs. Brand Image shows the F-ratio is 0.788. P-Value is 0.534, it implies that there is no statistical significance of the difference between the borderline mean scores of Brand Image for the other jobs. The mean Brand Image scores for employees and self-employers are slightly above the overall mean, whereas the mean for students is slightly below. This indicates that the brand image is perceived almost the same among the different occupations, but with very little mean differences, meaning that they are close together. In case of Brand Fondness, the value for F-ratio is 1.877 with a p-value of 0.117 (<.05), which indicates a significant difference in Brand Fondness scores means across different occupations. The average Brand Fondness score for Students (3.6184) is less than the general average, while the same for Employees (3.8693) is greater than the general average. This means that the brand is perceived differently in terms of likability for different occupations. Students are least likely to like, and employees are most likely to like the brand. While analysing Brand Knowledge, the F-ratio is 0.147, and the value of p is 0.964, thus, there is no statistically significant difference in the average Brand Knowledge numbers across the varying occupations. The average of Brand Knowledge scores of all the occupations is very close to the average of the total of 3.5916. This indicates that level of brand knowledge is independent of the diversity of the respective occupation. Descriptive statistics reflect that the demographic makeup of respondents, while one-way ANOVA revealed that there are no statistically significant differences in the mean values of Brand Attractiveness, Brand Motivation, and Brand Image among different occupations. Statistically, thus, the difference in mean value of Brand Fondness between the two populations, students being less fond and workers fonder, is significant. Brand knowledge is not significantly different between the two occupations.

One Way Anona

- to prove the significant difference among different Income level of the respondents relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement.

H₀4: There is no significant difference among different Income level of the respondents relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement

Table No. 08

| One way ANOVA | | | | | | |
|----------------------|-------------------|-----|--------|----------------|---------|---------|
| Construct | Income | N | Mean | Std. Deviation | F Ratio | P Value |
| Brand Attractiveness | Below 2.5 lakh | 85 | 3.5647 | .60863 | .389 | .761 |
| | 2.5 lakh - 5 lakh | 42 | 3.6190 | .60964 | | |
| | 5- 10 lakh | 18 | 3.5370 | .54997 | | |
| | Above 10 lakh | 6 | 3.3333 | 1.11555 | | |
| | Total | 151 | 3.5673 | .62277 | | |
| Brand Motivation | Below 2.5 lakh | 85 | 3.7608 | .56487 | .888 | .449 |
| | 2.5 lakh - 5 lakh | 42 | 3.6190 | .54882 | | |
| | 5- 10 lakh | 18 | 3.7222 | .57451 | | |
| | Above 10 lakh | 6 | 3.9444 | .80046 | | |
| | Total | 151 | 3.7241 | .57059 | | |
| Brand Image | Below 2.5 lakh | 85 | 3.8824 | .49789 | .847 | .470 |
| | 2.5 lakh - 5 lakh | 42 | 3.9841 | .47113 | | |
| | 5- 10 lakh | 18 | 4.0185 | .62069 | | |
| | Above 10 lakh | 6 | 4.1111 | .45542 | | |
| | Total | 151 | 3.9360 | .50437 | | |
| Brand Fondness | Below 2.5 lakh | 85 | 3.6745 | .57958 | .490 | .690 |

| | | | | | | |
|-----------------|-------------------|-----|--------|--------|------|-----|
| | 2.5 lakh - 5 lakh | 42 | 3.7619 | .44954 | | |
| | 5- 10 lakh | 18 | 3.7407 | .57798 | | |
| | Above 10 lakh | 6 | 3.8889 | .27217 | | |
| | Total | 151 | 3.7152 | .53527 | | |
| Brand Knowledge | Below 2.5 lakh | 85 | 3.6000 | .54627 | .706 | 550 |
| | 2.5 lakh - 5 lakh | 42 | 3.6508 | .60688 | | |
| | 5- 10 lakh | 18 | 3.5000 | .57451 | | |
| | Above 10 lakh | 6 | 3.3333 | .78881 | | |
| | Total | 151 | 3.5916 | .57500 | | |

Source: Primary data

*significance @ 5% level

The brand attractiveness score is highest for the 2.5 lakh - 5 lakh income group with a mean of 3.6190 and lowest for the above 10 lakh income group with a mean of 3.3333. The F-ratio is 0.389, and with a p-value of 0.761, this tells that changes in the Brand Attractiveness scores for different income groups are not statistically significant. The highest mean score on Brand Motivation for the above 10 lakh income group is 3.9444, and the lowest for the 2.5 lakh-5 lakh income group is 3.6190. The F-ratio is 0.888, and the p-value is 0.449, which falls outside the statistically significant threshold of 0.05. Differences in Brand Motivation scores across groups for different income classes are, therefore, not statistically significant. The highest mean of Brand Image corresponds to the above 10 lakh income group, and the lowest corresponds to the below 2.5 lakh income group. Here, F-ratio equals 0.847, and the p-value is 0.470; it is greater than 0.05, so the differences in the Brand Image scores of different income groups are not statistically significant. The mean of Brand Fondness in the above 10 lakh income group is maximum, while that for the below 2.5 lakh income group it is minimum, at 3.8889 and 3.6745, respectively. The F-ratio comes to be 0.490 with a p-value of 0.690; hence, it is greater than 0.05. Therefore, the differences in the Brand Fondness scores for these different income groups are not statistically significant. It ranges as high as 3.6508 for the 2.5 lakh - 5 lakh income group and as low as 3.3333 for the above 10 lakh income group. The F-ratio stands at 0.706 and the p-value 0.550; hence, it falls above 0.05. This proves that there is no statistically significant difference in the Brand Knowledge scores among the respondents across different income groups. In other words, based on the one-way ANOVA results, there are no statistically significant differences in the brand equity constructs across different income groups. The brand is able to maintain constant brand equity perceptions that seem unrelated to the consumer's income level.

One Way Anova

- to prove the significant difference among different Education level of the respondents relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement.

H₀₅: There is no significant difference among different Education level of the respondents relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement

Table No. 09

| One way ANOVA | | | | | | |
|----------------------|------------------|-----|--------|----------------|---------|---------|
| Construct | Education | N | Mean | Std. Deviation | F Ratio | P Value |
| Brand Attractiveness | Higher Secondary | 15 | 3.7778 | .70897 | 1.421 | .239 |
| | Degree | 65 | 3.4923 | .58662 | | |
| | PG | 66 | 3.6162 | .61670 | | |
| | Other | 5 | 3.2667 | .82999 | | |
| | Total | 151 | 3.5673 | .62277 | | |
| Brand Motivation | Higher Secondary | 15 | 3.5111 | .76497 | 1.258 | .291 |
| | Degree | 65 | 3.7795 | .56604 | | |
| | PG | 66 | 3.7374 | .52791 | | |
| | Other | 5 | 3.4667 | .44721 | | |
| | Total | 151 | 3.7241 | .57059 | | |
| Brand Image | Higher Secondary | 15 | 3.7778 | .58644 | 1.062 | .367 |
| | Degree | 65 | 3.9949 | .46582 | | |
| | PG | 66 | 3.9293 | .52466 | | |
| | Other | 5 | 3.7333 | .43461 | | |
| | Total | 151 | 3.9360 | .50437 | | |

| | | | | | | |
|-----------------|------------------|-----|--------|--------|------|------|
| Brand Fondness | Higher Secondary | 15 | 3.7556 | .68390 | .891 | .448 |
| | Degree | 65 | 3.7231 | .47715 | | |
| | PG | 66 | 3.7273 | .56055 | | |
| | Other | 5 | 3.3333 | .40825 | | |
| | Total | 151 | 3.7152 | .53527 | | |
| Brand Knowledge | Higher Secondary | 15 | 3.6222 | .43400 | .610 | .610 |
| | Degree | 65 | 3.5795 | .55988 | | |
| | PG | 66 | 3.6212 | .59308 | | |
| | Other | 5 | 3.2667 | .92496 | | |
| | Total | 151 | 3.5916 | .57500 | | |

Source: Primary data *significance @ 5% level

The Brand Attractiveness has the highest average score of 3.7778 in case of the Higher Secondary education group, while the 'Other' education group has the lowest with an average score of 3.2667. The system gives an F-ratio of 1.421 with a p-value of 0.239: hence, it is greater than the significance level of 0.05. That means the differences in Brand Attractiveness scores across education groups are not statistically significant. Note that the highest Brand Motivation mean corresponds to the Degree education group with the value of 3.7795, while for the 'Other' education group, it is lowest at 3.4667. The F-ratio value is 1.258, with a p-value of 0.291. Since this is >0.05, differences in Brand Motivation scores across education groups cannot be asserted to be statistically significant. It is highest in the case of the Degree education group, with a score of 3.9949, and lowest for the 'Other' education group, with a score of 3.7333. The F-ratio is 1.062, while the p-value is 0.367, which is greater than 0.05—thus not significant. Across the different education groups, the highest mean Brand Fondness score was 3.7556 for the Higher Secondary group, while the lowest was 3.3333 for the 'Other' education group. The F-ratio here is 0.891, along with a p-value of 0.448, which is greater than 0.05. Thus, differences in Brand Fondness scores among education groups are not statistically significant. It can be seen that the mean for Brand Knowledge is highest in the group of PG education with a value of 3.6212 and the lowest in the 'Other' education group, with a value of 3.2667. The F-ratio is 0.61, and the p-value is 0.610. Since this is greater than 0.05, there is no statistically significant difference in the Brand Knowledge scores among these educational groups. The results of the one-way ANOVA clearly indicate that there are no statistically significant differences in the brand equity constructs across the different education groups. In other words, it is perhaps proper to say that a brand often tends to hold consistent brand equity perceptions, irrespective of their educational backgrounds.

One Way Anova

- to prove the significant difference among different Region of the respondents relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement.

H₀: There is no significant difference among different Region relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement

Table No. 10

| One Way ANOVA | | | | | | |
|----------------------|------------|-----|--------|----------------|---------|---------|
| Construct | Region | N | Mean | Std. Deviation | F Ratio | P Value |
| Brand Attractiveness | Rural | 64 | 3.5677 | .62764 | .190 | .827 |
| | Urban | 38 | 3.6140 | .57226 | | |
| | Semi Urban | 49 | 3.5306 | .66290 | | |
| | Total | 151 | 3.5673 | .62277 | | |
| Brand Motivation | Rural | 64 | 3.7240 | .58961 | .047 | .954 |
| | Urban | 38 | 3.7456 | .58732 | | |
| | Semi Urban | 49 | 3.7075 | .54277 | | |
| | Total | 151 | 3.7241 | .57059 | | |
| Brand Image | Rural | 64 | 3.8646 | .50297 | 1.256 | .288 |
| | Urban | 38 | 3.9561 | .48504 | | |
| | Semi Urban | 49 | 4.0136 | .51801 | | |
| | Total | 151 | 3.9360 | .50437 | | |
| Brand Fondness | Rural | 64 | 3.6979 | .46279 | .500 | .607 |
| | Urban | 38 | 3.7895 | .53927 | | |
| | Semi Urban | 49 | 3.6803 | .61973 | | |
| | Total | 151 | 3.7152 | .53527 | | |
| Brand Knowledge | Rural | 64 | 3.5625 | .53080 | .656 | .520 |
| | Urban | 38 | 3.6842 | .55857 | | |

| | | | | | | |
|--|------------|-----|--------|--------|--|--|
| | Semi Urban | 49 | 3.5578 | .64330 | | |
| | Total | 151 | 3.5916 | .57500 | | |

Source: Primary data *significance @ 5% level

The largest mean Brand Attractiveness score is that for an urban region—3.6140, while the lowest is that for Semi Urban, at 3.5306. The F-ratio here is 0.190, and the p-value is 0.827, which is greater than the significance level of 0.05. There are no statistically significant differences in Mean Brand Attractiveness scores between the various regions. The Urban region had the highest mean of Brand Motivation at 3.7456, while Semi Urban posted the lowest at 3.7075. The F-ratio is 0.047, and the corresponding p-value is 0.954, which is greater than 0.05; hence, differences in the scores on Brand Motivation among users across regions are statistically insignificant. For Brand Image, the Semi Urban category contributed a maximum average score of 4.0136, and the minimum was provided by the Rural at 3.8646. The F-value is 1.256 and the p-value is 0.288, that is greater than 0.05. Thus, there are no statistically significant differences in Brand Image scores across regions. Descriptive statistics The highest mean score of Brand Fondness was 3.7895 in case of Urban region and lowest was 3.6803 for Semi Urban region. The F-ratio is 0.500 and the p-value is 0.607, that is greater than 0.05. Hence, the mean scores for Brand Fondness do not vary significantly across regions. For Brand Knowledge, the highest mean is in the Urban region, 3.6842, followed by the lowest in Semi Urban, 3.5578. The F-ratio is 0.656, whose corresponding p-value is 0.520, which is greater than 0.05; hence, there is no significant difference in Brand Knowledge scores across regions. The results of the one-way ANOVA imply that there are no significant differences in brand equity constructs across regions, which means that the brand can maintain the perception of brand equity consistently regardless of geographical location.

One Way Anova

- to prove the significant difference among different Districts of the respondents relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement.

H₀₇: There is no significant difference among different Districts relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement

Table No. 11

| One Way ANOVA | | | | | | |
|----------------------|-----------|-----|--------|----------------|---------|---------|
| Construct | District | N | Mean | Std. Deviation | F Ratio | P Value |
| Brand Attractiveness | Palakkad | 113 | 3.5634 | .62691 | .134 | .940 |
| | Thrissur | 33 | 3.5556 | .63282 | | |
| | Ernakulam | 3 | 3.7778 | .69389 | | |
| | Alappuzha | 2 | 3.6667 | .47140 | | |
| | Total | 151 | 3.5673 | .62277 | | |
| Brand Motivation | Palakkad | 113 | 3.7345 | .58615 | .114 | .952 |
| | Thrissur | 33 | 3.7071 | .53201 | | |
| | Ernakulam | 3 | 3.5556 | .69389 | | |
| | Alappuzha | 2 | 3.6667 | .47140 | | |
| | Total | 151 | 3.7241 | .57059 | | |
| Brand Image | Palakkad | 113 | 3.9292 | .50680 | .522 | .668 |
| | Thrissur | 33 | 3.9495 | .50773 | | |
| | Ernakulam | 3 | 3.7778 | .50918 | | |
| | Alappuzha | 2 | 4.3333 | .47140 | | |
| | Total | 151 | 3.9360 | .50437 | | |
| Brand Fondness | Palakkad | 113 | 3.6873 | .54968 | 1.747 | .160 |
| | Thrissur | 33 | 3.8384 | .45736 | | |
| | Ernakulam | 3 | 3.2222 | .69389 | | |
| | Alappuzha | 2 | 4.0000 | .00000 | | |
| | Total | 151 | 3.7152 | .53527 | | |
| Brand Knowledge | Palakkad | 113 | 3.5664 | .56849 | .575 | .632 |
| | Thrissur | 33 | 3.6970 | .63116 | | |
| | Ernakulam | 3 | 3.5556 | .19245 | | |
| | Alappuzha | 2 | 3.3333 | .00000 | | |
| | Total | 151 | 3.5916 | .57500 | | |

Source: Primary data *significance @ 5% level

The highest mean score for Brand Attractiveness is contributed by the district of Ernakulam with 3.7778, and the lowest by Thrissur with 3.5556. The F-ratio is 0.134, and the p-value is 0.940; since this is higher than the significance level of 0.05, it states that the differences in the Brand Attractiveness scores of the respondents from different districts are not significant. The mean score in Brand Motivation is highest in the case of the Palakkad district, and the minimum for Ernakulam district, with a value of 3.5556. The F-ratio is 0.114, and a p-value of 0.952; since this is more than 0.05, the difference in the Brand Motivation scores of the different districts is not significant. Among the mean Brand Image scores, the maximum is noted in Alappuzha district with a value of 4.3333, and the minimum is in Ernakulam district. The F-ratio is 0.522, and with a p-value of 0.668, which is greater than 0.05, the interpretation is that there is no statistically significant difference in the Brand Image scores across districts. For Brand Fondness scores, the highest district mean is contributed by Alappuzha district with 4.0000, while the lowest mean contributed is by Ernakulam district with 3.2222. Again, the F-ratio is 1.747, and with a p-value of 0.160, which is greater than 0.05, it shows there is no statistically significant difference in the items of Brand Fondness scores across districts. It means that the Brand Fondness scores across districts are not significantly different. Next, the highest mean of Brand Knowledge is possessed by the Thrissur district, and the lowest by the Alappuzha district: 3.6970 and 3.3333, respectively. Here, the F-ratio comes to 0.575, and the p-value is 0.632, which is above 0.05—hence, not significant. In other words, the results obtained from the one-way ANOVA indicate there are no statistically significant differences in brand equity constructs across different districts. This implies that the brand can maintain its brand equity perception equivalently, regardless of the geographical location of the consumer in the state.

One Way Anova

- to prove the significant difference among different type of the advertisements relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement.

H₀₈: There is no significant difference among different type of advertisement relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement.

Table No. 12

| One Way ANOVA | | | | | | |
|----------------------|--------------------|-----|--------|----------------|---------|---------|
| Construct | Advertisement Type | N | Mean | Std. Deviation | F Ratio | P Value |
| Brand Attractiveness | Search engine ads | 9 | 3.4444 | .79931 | .239 | .869 |
| | Social media ads | 131 | 3.5725 | .60521 | | |
| | Display ads | 2 | 3.8333 | .23570 | | |
| | Mobile ads | 9 | 3.5556 | .79931 | | |
| | Total | 151 | 3.5673 | .62277 | | |
| Brand Motivation | Search engine ads | 9 | 3.7778 | .64550 | .981 | .404 |
| | Social media ads | 131 | 3.6972 | .56304 | | |
| | Display ads | 2 | 4.0000 | .47140 | | |
| | Mobile ads | 9 | 4.0000 | .62361 | | |
| | Total | 151 | 3.7241 | .57059 | | |
| Brand Image | Search engine ads | 9 | 3.7407 | .36430 | .926 | .430 |
| | Social media ads | 131 | 3.9618 | .49379 | | |
| | Display ads | 2 | 3.6667 | .00000 | | |
| | Mobile ads | 9 | 3.8148 | .76578 | | |
| | Total | 151 | 3.9360 | .50437 | | |
| Brand Fondness | Search engine ads | 9 | 3.7407 | .46481 | 1.704 | .169 |
| | Social media ads | 131 | 3.7379 | .49615 | | |
| | Display ads | 2 | 3.0000 | .94281 | | |
| | Mobile ads | 9 | 3.5185 | .92962 | | |
| | Total | 151 | 3.7152 | .53527 | | |
| Brand Knowledge | Search engine ads | 9 | 3.3704 | .91961 | 1.016 | .387 |
| | Social media ads | 131 | 3.5878 | .54354 | | |
| | Display ads | 2 | 3.8333 | .23570 | | |
| | Mobile ads | 9 | 3.8148 | .64788 | | |
| | Total | 151 | 3.5916 | .57500 | | |

Source: Primary data *significance @ 5% level

The mean score of Brand Attractiveness is highest in Display ads, 3.8333, and the lowest in Search engine ads, 3.4444. The analysis has presented a value of F-ratio of 0.239 with a p-value of 0.869, which is greater than the

significance level of 0.05. Therefore, there are no statistically significant differences in Brand Attractiveness scores across ad types. The highest average Brand Motivation score is for Display Ads and Mobile Ads, 4.0000, while the lowest one is for Social Media Ads, 3.6972. The F-ratio is 0.981, with a p-value of 0.404; hence, this value is greater than 0.05. This shows that the motivation scores on the brand against various ad types are not statistically significant. It is the case that the mean of Brand Image was highest for a social media ad at 3.9618 and the lowest for Display at 3.6667. The F-ratio in this regard is 0.926, while the p-value is 0.430, hence higher than 0.05 and therefore indicating no statistically significant difference in brand image scores across the ad types. It is highest for Search engine ads at a rating of 3.7407, and Display ads come at the end with a rating of 3.0000. The F-ratio is 1.704, and the p-value is 0.169, hence greater than 0.05. This interprets that differences in the Brand Fondness scores between the various ads somewhere are not important. It is highest in the case of Display ads with a mean of 3.8333, and minimum in the case of Search engine ads with the mean of 3.3704. The F-ratio is 1.016, with a p-value of 0.387, which is greater than the alpha level of 0.05, indicating no statistically significant differences in Brand Knowledge scores across advertisement type variations. In other words, the outcome of one-way ANOVA reveals that there are no statistically significant differences in the constructs of brand equity across different types of advertisements. The brand seems to hold the capacity to sustain perceived brand equity, irrespective of the channel used for advertising.

Independent T Test

- to prove the significant difference between Married and Unmarried respondents relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement.

H₀: There is no significant difference between married and unmarried relating to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness and Brand Knowledge engendered by online advertisement.

Table No. 13

| Independent t test | | | | | | |
|----------------------|----------------|-----|--------|----------------|---------|---------|
| Construct | Marital status | N | Mean | Std. Deviation | t value | P value |
| Brand Attractiveness | Married | 41 | 3.5122 | .65446 | -.643 | .522 |
| | Unmarried | 110 | 3.5879 | .61236 | | |
| Brand Motivation | Married | 41 | 3.7561 | .57264 | .420 | .675 |
| | Unmarried | 110 | 3.7121 | .57199 | | |
| Brand Image | Married | 41 | 3.9268 | .48598 | -.139 | .890 |
| | Unmarried | 110 | 3.9394 | .51319 | | |
| Brand Fondness | Married | 41 | 3.8049 | .41483 | 1.453 | .149 |
| | Unmarried | 110 | 3.6818 | .57183 | | |
| Brand Knowledge | Married | 41 | 3.6585 | .58446 | .864 | .391 |
| | Unmarried | 110 | 3.5667 | .57212 | | |

Source: Primary data *significance @ 5% level

The mean Brand Attractiveness score of married respondents is 3.5122, which is a bit lower than that for the unmarried with 3.5879. Here, the t-value is -0.643, and the p-value is 0.522, which is greater than the significance level of 0.05. This shows there is no statistically significant difference in the Brand Attractiveness score between married and unmarried respondents. The average Brand Motivation score among the married is 3.7561, which is a bit higher than that among unmarried ones, with 3.7121. Here, the t-value is 0.420, and with a p-value of 0.675, which is greater than 0.05, this means that the difference in Brand Motivation scores between married and unmarried is statistically insignificant. The average Brand Image score of 3.9268 for the married is insignificantly small as compared to that for the unmarried, with an average score of 3.9394. The t-value is -0.139, and the p-value of 0.890 is greater than 0.05. This suggests that the difference in the Brand Image scores of the married and unmarried is not significant. The mean of Brand Fondness for married respondents is 3.8049, which is higher as compared to the unmarried ones with a mean of 3.6818. The t-value is 1.453 with a p-value of 0.149, which is greater than 0.05. This means that there are no statistically significant differences of Brand Fondness scores as responses for the married and unmarried respondents. It means that the mean score in the brand knowledge for married respondents is 3.6585 while the mean for unmarried respondents is 3.5667. The t-value is 0.864 with a p-value of 0.391, also greater than 0.05. This means that the change in the Brand Knowledge scores for married and unmarried respondents is not significant. In other words, no statistically significant differences on brand equity constructs have been found between married and unmarried respondents. Marital status does not moderate consumer perception of the brand.

Findings

The study has several key findings about the effect of online advertisements on brand-related constructs among consumers. Here are the main conclusions drawn from the analysis:

- **Existence of Brand Constructs:** Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness, and Brand Knowledge constructs exist in the population. Online advertisement provides effective viewership, motivation to purchase, brand image building, fondness for brands, and enhancement of knowledge about the brands, which together affect the purchase intentions of customers.
- **Gender Analysis:** The analysis just reveals that the genders are not significantly different in their responses to Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness, and Brand Knowledge. This might mean that strategies for a specific gender are irrelevant, or the effectiveness of online ads is equally effective across all genders.
- **Occupational Distribution:** The brand-related constructs are uniform across different occupations, hence a hint that the effectiveness of online ads is the same regardless of any occupational background. It could then imply that brand perception is more driven by individual tastes or lifestyle factors rather than occupation.
- **Income Levels:** Based on socioeconomic levels, there were no noticeable variations in brand constructions in this particular situation. The lack of significant differences across income levels on brand-related constructs might be an indication that the effect of online advertisements is pervasive and cuts across all socio-economic classes. This is probably an effect of the ease of access to online ads and, in general, the democratization of information, which may make brand knowledge and perceptions universal.
- **Education Level:** The large variance in brand constructs across education levels may be an indication that more educated people are more critical or more analytical towards web advertising. They simply attach different meanings to brand messages, hence the variance. This would therefore indicate that education has an impact on the level at which one can process and subsequently respond to a marketing message.
- **Regional Analysis:** No regional differences in brand constructs were found to exist, indicative of the fact that online advertisements have a uniform impact across different regions, whether urban, rural, or semi-rural. This may be due to the extensive reach and standardization of online ad campaigns.
- **District Analysis:** This district-wise analysis is also similar in trend to the regional analysis. It therefore indicates that factors local to the districts are not strong enough to influence brand perceptions from online advertisements.
- **Advertisements Types:** The effect of various types of online advertisements, for example, display advertisements, mobile advertisements, and social media advertisements, was checked; it was discovered that all are the same about Brand Attractiveness, Brand Motivation, Brand Image, Brand Fondness, and Brand Knowledge. This means that what is more important is the content rather than the format or platform of the advertisement.
- **Marital Status:** It was found that marital status does not considerably impact brand-related constructs resulting from online advertisements.

Implications of the Study

Effectiveness of Online Ads

The study confirms that online advertisements have a significant relationship with consumer buying behavior and are effective in changing consumer perceptions. The online ads have the power to draw viewers, prompt purchases, build images of brands, develop affection for brands, and enhance brand knowledge, which is an antecedent of the purchase intention.

Role of Brand Knowledge

Brand knowledge plays a very significant moderating role in the relationship between online advertising and customer satisfaction. Customer satisfaction is greater for people with a positive brand knowledge. Online ads are more considered as an information source rather than as a means to generate sales directly.

Demographic Factors

Regarding the demographic variables like gender, occupation, income, area, district, ad type, and marital status, the study did not find any significant variations in the brand-related constructs. Nonetheless, attitudes against online advertisements varied considerably according to the level of education.

Importance of Interactivity

As an interactive medium, the internet provides a better route to two-way interactivity with the consumer than traditional media. Such factors as perceived interaction, relevance, and entertainment value would go on to create an attitude towards online ads.

Conclusion

Internet pervasiveness can cause a levelling effect across demographics in brand perceptions, as people are exposed to homogeneous content irrespective of background. Many brands have standardized global marketing strategies that foster homogeneous brand constructs across diverse populations. Most online advertising has universal appeal, tending to focus on broad themes such as quality, trust, and value, which cut across demographic segments. The ease with which information is accessible online puts people from diverse backgrounds on par in terms of information about brands. Factors like differences in income, occupation, or region do not easily affect brand perception.

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