



# THE IMPACT OF THE CUSTOMER ADVERTISING VALUE AND PURCHASE INTENTION TOWARDS THE TELEVISION AND ONLINE ADVERTISEMENT OF THE BEAUTY CARE PRODUCT IN TIRUCHENGODE CITY, NAMAKKAL DISTRICT, TAMILNADU

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## Abstract

In Recent day the television and online advertisement playing a decisive role among consumers in the turnover of the sales to the company. All company interest to invests heavily in television and online advertisement to improve quick response to sales. most of the men and women s are very early think to the beauty and personal care product are very important usage things of the customer in day today life in the modern life style. This study was carried out to estimate advertisement value and purchase intention to suggest methods for improving advertisement quality and information. In this process, the socio economic stratum of men and women consumers was identified using socio economic classification grid during personal interview at individual households. The primary data was collected from the target audience of 15-55 years age at Tiruchengode city in target population through questionnaire. By random sampling method from 294 respondent. Correlation analysis and structural equation method was used to know the relation from advertising value and purchase intention between customer demographic profile toward television and online advertisement on purchase intention for the beauty care product .

Keyword: advertising value, purchase intention correlation structural equation method

## 1. Introduction:

presently we are living among great powerful a mass media world. Films, television, videos, magazines, music, newspaper, online advertising are influential ( Abideen, 2011). Films, television, videos, magazines, music, newspaper, internet and advertising are the marketing tools. Advertising in mass media is well-known to have an impact on read and visual mind; due to its exposure is much broader (Katke, 2007). Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor of the business (philip Kotler, 2003).Advertising refers to "the means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost". Kotler and Armstrong (2003), provide an alternative definition: "Advertising is any paid form and quickly reach

audience of no personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor.

Television and online has access to demographics (for instance the above 60 market) that remain relatively unpenetrated by more contemporary means of advertising. Furthermore, TV viewership still remains common place amongst the younger market, as a plurality of the 18-39 age demographic still claims to watch TV regularly. Overall, commercial TV reaches 71.4% of the population in just one day; 92.8% every week and a massive 98.2% in one month While TV commercials still remain the most expensive avenue for advertisers, it also remains their highest single generator of profit. TV advertising consistently outperforms other media in generating sales, and is reported to produce as much as 72% of all brand awareness. This argument is further supported by the fact that consumers are 11 times as likely to search for a product after they have seen it advertised on TV rather than online. TV carries with it a kind of allure other mediums have not quite managed to capture. Individuals seem statistically more motivated to buy products once they have appeared on TV and online. Therefore, even though TV and online remains a very expensive avenue for advertising, it achieves a higher return on investment than any other medium of business.

Online advertising, also known as online marketing, Internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the Internet to promote products and services to audiences and platform users. More than 4.74 billion people across the world use in 2022, Online advertising, also known as online marketing, Internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the Internet to promote products and services to audiences and platform users. In 2016, Internet advertising revenues in the United States surpassed those of cable television and broadcast television.[3]: 14 In 2017, Internet advertising revenues in the United States total \$83.0 billion, a 14% increase over the \$72.50 billion in revenues in 2016.[4] And research estimates for 2019's online advertising spend put it at \$125.2 billion in the United States, some \$54.8 billion higher than the spend on television (\$70.4 billion).[5]

There is a growing need for knowledge and information regarding the online purchasing behaviour of consumers due to radical change in e-commerce, which is also known as electronic commerce (Baker et al., 2019). In the current era, it becomes a dynamic concept of how organizations manage their customer relationships and what kind of marketing strategy should be adopted for the customer (Ahmad et al., 2022). Nowadays, the internet is not only used for information purposes but also as a platform for buying and selling goods and services between the buyer and seller (Danish et al., 2016). To survive in this highly diverse market, it becomes essential for organizations to adopt different marketing tools through the internet to attract their customers. The preference level of the customer is continuously changing due to the higher technological influence on their living pattern (Islam and Raman, 2017). Being a seller, it becomes crucial to consider the importance of technology in their operating, marketing, and sales department (Gull et al., 2022). Thus, in the current digital era, online shopping has become a fascinating variable for the management and entrepreneurs to gain market share and customer satisfaction in the competitor's market and also to secure the future of a company (Noah and Nigeria, 2017). Some researchers also depicted that the perfect knowledge regarding customer preference data plays an important role in creating a direct and long-term relationship with them. Thus, most multinationals and SMEs worked on making online advertisements to attract many customers in a short period (Me mood and Seabee, 2018).

According to the survey results, most of the customers are not only searching the products on the internet for purchasing but most of them are interested to gain some important information about the specific products (Rabies Fatima et al., 2019). Unfortunately, most products advertised on social media, differ from their actual look. There are many scamming advertisements on social media that negatively affects the reputation of the company (Rabies Fatima et al., 2019). Also, it affects badly the confidence level of the customers and, as a result, a high dissatisfaction level exists among the consumers regarding online buying and fake advertisements (Ismail and Alawamleh, 2017). People usually purchase goods or services online and enter their personal information on web sites, which increases the numbers of cyber crimes (Ismail and Alawamleh, 2017).

The impact of an online advertisement about the beauty and personal care products and services on the satisfaction level of the customer, where a sustainable brand knowledge (i.e., perception level of a customer about the brand) plays a mediating role between these two variables (Kim et al., 2017). In Pakistan, consumers shift their behaviour toward e-commerce because of the technological influence on their daily transactions (Danish et al., 2016). In this

manuscript, we specifically highlight the satisfaction level of Pakistani customers with online advertisements and evaluate how sustainable knowledge about the brands plays an important role in keeping the satisfaction level of the customer regarding the company's operation. No previous study exists to critically evaluate the relationship between online advertisement and customer satisfaction, which enhanced the validity of this research work (Srivastava and Chopra, 2016). Ultimately, the study will help customers and consumers in assisting them in online purchase decisions and the corporate sector in formulating their marketing strategies. The current study also helps the practitioners to choose the better tools for an online advertisement and also increase the brand knowledge by using different awareness techniques. This manuscript also fulfils the gap in the previous related literature regarding online advertisement's impact on customer satisfaction and the role of sustainable brand knowledge on their relationship

## LITERATURE REVIEW

In stated businesses are extensively using such virtual advertisements to promote versatile products and services. Mediating Role of Supply India Integration and Entrepreneurship between Information Technology Infrastructure and Firm Performance beauty and personal care Industry. They concluded this one is hard for an advertiser to maintain the effectiveness of online advertisements to get a positive reaction from consumers (Ahmad and Gul, 2021; Bukhari et al., 2021b). Many researchers have worked to elaborate on the direct relationship between television and online advertisement and customer attitude toward the advertising value and purchase intention levels of the beauty and personal care product. Online advertisement depicts that now, the majority of the advertisements are occurring through the internet by using different platforms, like Email, YouTube, Facebook, Instagram, Daraz.com, and other advertisement supporting websites (Hanif and Asgher, 2018). According to the researchers (2017), e-commerce promised a "perfect" arrival in the market by introducing product and price comparison websites, the so-called shopping robots (Phillips et al., 2017). In Ghazali et al. (2016) stated that a deprived account of the online customer experience is based on a 24% loss in annual online revenue, more than \$50 billion losses in the United States, and a £14 billion lost in the United Kingdom each year (Ghazali et al., 2016). According to them, a basic strategic aim for many firms is to upgrade the customer's experience level and the perception level regarding the company's products and services will ultimately affect the firm's profitability. For this purpose, customer satisfaction is a crucial factor in any firm's existence. According to them, an online advertisement is one of the most significant marketing tools in today's digital world, even though most organizations do not think of capturing the market share without advertisement. Television advertising as a traditional advertising is strong consumer-based. It is an appealing medium because of its extensive market coverage, geographic flexibility, and the positive attitude that consumers generally have toward it; (Wells, Burnett & Moriarty, 1995). Television advertising is considered an important means of multi-media in the world. A commercial advertisement on television usually abbreviated to TV. Television is a powerful advertising medium to create an emotive response with viewer via its two main senses - sight and sound, (Mitchell 1986) confirmed the effectiveness of the visual component of advertising in triggering both cognitive (i.e. the formation of product attribute beliefs) and affective (i.e. the attitude towards the advertisement) responses. (Hanssens & Weitz (1980) found that pictures are helpful in improving the effectiveness advertisement. In addition, pictures in the advertising on TV play a significant role in gaining viewers' attention in advertisements. A commercial advertisement on television a span of television programming produced and conveys a message, it is paid for by the organization or advertiser who wants to convey typically to viewer a product or service. Television advertisements today consist of brief advertising spots, ranging.

Advertising value is a benchmark for advertising effectiveness and "may serve as an index of customer satisfaction with the communication products of organization". It is defined as "a subjective evaluation of the relative worth or utility of advertising to consumers" (Ducoffe, 1995). A value can be described as a specific conduct or state is personally-psychologically or socially-culturally preferable to a converse in an individual's belief to a converse mode of conduct or an opposite end state of existence (Levi, 1990). Social networking site emerged as one of the most powerful media for advertising across the globe. Advertising value means a subjective evaluation of the relative worth or utility of advertising to consumers (Ducoffe, 1995). The consumers could dislike the advertising, but they deem the advertised products are valuable. For example, audiences view the television advertising of beauty and personal care products, they would not like the advertising, but the content of the advertising may provide the information which they would like to know or have benefit from it. The approach of advertising value is described as while notions like enhanced quality, innovation, and customer satisfaction with products or services are now part of the zeitgeist of contemporary business culture, in fact,

marketers have yet applied them in earnest to advertising (Ducoffe, 1995). Advertising value is a measure for advertising cognition, effectiveness, sometimes it can be an index of customer satisfaction with the communication products of organizations (Ducoffe, 1995). For consumers, advertising value as a subjective evaluation of the relative worth or utility of advertising, or a cognitive assessment of the advertisements (Ducoffe, 1995). Ducoffe (1996) had suggested that advertising value and advertising attitude are highly associated, it was indicated that advertising value is a measure for advertising effectiveness. Kimelfeld & Watt (2001) found a strong impact for advertising value in predicting purchase intention. Ducoffe (1996) further defines advertising value as a cognitive assessment of the extent to which advertising gives consumers what they want. He explains that the distinction between advertising value and attitude toward advertising allows for variability in consumers' responses. For example, customers could dislike the advertising they deem valuable and vice versa. A value can be described as an enduring belief that a specific conduct or state is personally-psychologically or socially-culturally preferable to a converse mode of conduct or an opposite end state of existence (Levi, 1990). For advertisers, advertising value may be influenced by and influence both media and media vehicle context. It implies that advertisers would like to select media more carefully which is fit the communication task at hand and media vehicles that accurately target the most interested potential customers since they can enhance the value of their advertising (Ducoffe, R. H., 1995). Through a series of studies Ducoffe (1995, 1996) developed a model based on three antecedents of perceived value: entertainment, informativeness and irritation, as factors contributing to consumers' evaluations of advertising values and thus attitude toward advertisements.

#### STATEMENT OF PROBLEM

Advertising value as a cognitive assessment of the extent to which television and online advertisement gives consumers what they want, it is highly associated with the profile toward the advertising (Ducoffe,1996). In summary, this research is to study whether or not the advertising and purchase intention has an effect on advertising viewers' like to beauty care product by television and online advertisement. Therefore, the relationship of the advertising value and purchase intention toward the television and online advertisement are also worth studying

#### OBJECTIVES

- 1) To know the profile of the respondent in Tiruchengode city.
- 2) To find out the influence of advertising value on purchase intention toward the Television and online advertisement.

#### Hypothesis

- 1) H0-There is no relationship between respondent profile and advertisement value on purchase intention
- 2) H1- There is relationship between respondent profile and advertisement value on purchase intention

#### Research methodology

A Tiruchengode city wide survey by using questioner, survey was done and 294 valid respondents were successfully received. Only respondents who declared that users were accepted to this study. Questionnaire is made in a form of closed-ended questions. 5-point Likert scales ranging from strongly disagree to strongly agree was employed. Frequency, correlation and total effect result from the structural equation method were tested in this study.

The research questions are as follows:

- 1.Does customer advertising value on purchase intention of television and online advertisement ?
- 2.Does product awareness mediates informative and advertising value on purchase intention of the television and online advertisement?
- 3.Does product awareness mediates purchase intention and advertising value on purchase intention of the television and online advertisement?

Interpretation of the analyse:

Frequency analysis :

**Table 1:Frequency Analysis**

<b>1. GENDER</b>		
	<b>Frequency</b>	<b>Percent</b>
MALE	177	60.2
FEMALE	117	39.8
Total	294	100
<b>1. AGE</b>		
15-25	62	21.1
26-35	63	21.4
36-45	71	24.1
46-55	57	19.4
ABOVE 55	41	13.9
Total	294	100
<b>3. MARITAL STATUS</b>		
MARRIED	184	62.6
UNMARRIED	110	37.4
Total	294	100
<b>4. FAMILY</b>		
NUCLEAR	180	61.2
JOINT FAMILY	114	38.8
Total	294	100
<b>5. FAMILYMEMBERS</b>		
TWO	70	24
THREE	73	24.8
FOURE	74	24.9
FIVE	36	12.2
ABOVE FIVE	41	13.9
Total	294	100
<b>6. NO. OF WOMENS IN FAMILY</b>		
ONE	71	24.1
TWO1	63	21.4
THREE	55	18.7
FOURE	56	19
ABOVE FOURE	49	16.7
Total	294	100
<b>7. NO OF MEMBERS EARNING IN THE FAMILY</b>		
ONE	85	28.9
TWO	78	26.5
THREE	40	13.6
ABOVE THREE	44	15
ALL	47	16
Total	294	100
<b>8. NO OF WOMENS EARNING IN THE FAMILY</b>		
ONE	88	29.9
TWO	56	19
ABOVE TWO	48	16.3
ALL	52	17.7
NONE	50	17
Total	294	100



9. EDUCATION LEVEL		
UPTO SSLC	55	18.7
HSC	62	21.1
DEGREE	93	31.6
POSTGRAGUATE	47	16
OTHERS	37	12.6
Total	294	100
10. OCCUPATION		
STUDENT	79	26.9
PRIVATE EMPLOYEE	48	16.3
BUSINESS	67	22.8
GOVERNMENT EMPLOYEE	61	20.7
HOUSE MAKERS	39	13.3
Total	294	100
11. MONTHLYINCOME		
UPTO 10000	61	20.7
10001-20000	42	14.3
20001-30000	62	27.6
30001-40000	81	21.1
ABOVE 40001	48	16.3
Total	294	100

(Notes: Above table details of others in profile of the respondent 1.religion: Sikhs .Buddhist .Jainism also. 2. Education: professional course as Medical, engineering's, law, chartered account and specialization studies. 3. Occupation: professional jobs as doctors, engineers, lawyers, chartered accountant and specialization jobs)

Above the table 1 is shows the result that The majority of respondent Gender are male are 177 at the percentage of 60.2.and female are 117 and 39.8.The majority of respondent age group is 36-45 are 71 at the percentage of 24.1 and 15-25 is 62 and 21.1% 7.3, 26-35 is 63 and 21.4, 46-55 is 57 and 19.4, above 55 is 41 and 13.9.The majority of respondent marital status is married are 184 at the percentage of 62.6. Respondent of the unmarried are 110 and 37.4. The majority of family are Nuclear family are 180 at the percentage of 61.2 and joint family are 114 at the percentage 38.8.The majority of family members of respondent four are 74 at the percentage of 24.9 Respondent of the family members are two 70 at the percentage of 24,three 73 at the percentage of 24.8 ,five are 36 at the percentage of 12.2 . The majority of the respondent no of women's in the family are one is 71 at the percentage of 24.1. Respondent of the No. of women's in the family are two 63 at the percentage of 21.4, three are 55; four are 56 at the percentage of 19 and above four are 49 at the percentage of 16.7. The majority of the respondent no. of members earning in the family are one is 85 at the percentage of 28.9. Respondent of the No of members earning in the family are two are 78 at the percentage of 26.5, three are 40 at the percentage of 13.6,Above three are 44 at the percentage of 15 and all are 47 at the percentage of 16. The majority of the respondent No of women earning in the family are one is 88 at the percentage of 29.9. Respondent of the No of women earning in the family in two are 56 at the percentage of 19,above two 48 at the percentage of 16.3, all are 52 at the percentage of 17.7 and none are 50 at the percentage of 17.The majority of the respondent education level are degree is 93 and 31.6.Education level are up to SSLC – 55 and 18.7% ,,HSC -62 and 21.1%,Postgraguate47 and 16%,others are 37 and are 12.6 . The majority of the respondent of occupation are business are 79 and 26.9. Respondent of the occupation are students are 67 and 22.8 %,private employee are 48 and 16.3%,government employee are 61 and 20.7 % and house makers are 39 and 13.3 %. The majority of the respondent of incomes are Rs. 30001-40000 is 81 and 27.6 %.Respondent of the incomes are up to 10000 are 61 and 20.7,10001-20000 are 42 and 14.3%,30001-40000 are 62 and 21.1% and above -40001 are 48 and 16.3%

Correlation Matrix:

Table 2: Correlation Matrix

Empirical Correlation Matrix													
	A1	B2	C3	D4	E5	F6	G7	H8	I9	J10	K11	AV	PI
A1	1.000												
B2	0.056	1.000											
C3	0.072	0.066	1.000										
D4	0.122	0.176	-0.017	1.000									
E5	-0.010	0.147	0.075	0.280	1.000								
F6	-0.479	0.088	0.170	0.083	0.132	1.000							
G7	-0.024	0.162	0.015	0.032	0.079	0.110	1.000						
H8	0.108	0.219	-0.008	0.226	0.057	0.064	-0.044	1.000					
I9	0.202	0.253	-0.021	0.069	0.124	-0.101	0.162	0.051	1.000				
J10	0.072	0.271	0.039	0.209	0.135	-0.053	0.007	0.255	0.053	1.000			
K11	0.042	0.351	0.021	0.124	0.153	0.073	0.174	0.066	0.123	0.146	1.000		
AV	0.022	0.171	-0.034	0.018	-0.001	0.050	0.187	0.089	0.107	0.024	0.175	1.000	
PI	0.126	-0.062	0.054	0.074	0.128	0.053	0.177	0.041	0.077	-0.041	0.115	0.278	1.000

(Notes: Above the table details of A1 - Gender, B2 - Age, C3 - Marital status, D4 – family, E5 – family members, F6 – no of women in family, G7 – no of members earning in the family, H8 - no of women earning in the family, I9 – educational level, J10 – occupation, K11 – monthly income)

Correlation is a statistical tool to measure strength of relationship between two variables. It can be used to measure a liner relation between two or more variables. The correlation matrix in table 2 shows the relationship between of Gender, Age, Marital status, Family, Family members, No of women in family No of members earning in family, No of women's earning in family, Education level, Occupation, Monthly income. An interpretation of the correlations is based on a significant of the correlation among the independent variables. It was clearly to find out that the advertising value toward the television advertisement had positive relationship with purchase intention as 0.278 ; it had positive relationship with Gender as 0.022; Age as 0.171, family 0.018, no of members earning in the family 0,050, no of women earning in the family 0.187, educational level 0.089, occupation 0.107, monthly income 0.175. It had negative relationship with marital status -0.034, no of members in family - 0.001. The purchase intention was clearly to find out that the advertising value toward the television advertisement had positive relationship with Gender as 0.126; marital status as 0.054, family 0.074, the family members 0.128, no of women earning in the family 0.05, no of members earning in the family 0.177, no of women earning in the family 0.041, educational level 0.077, monthly income 0.115, advertising value 0.278. It had negative relationship with age-0.062, occupation-0.041. The Gender was clearly to find out that the advertising value toward the television advertisement had positive relationship with age as 0.055, marital status as 0.072, family 0.122, no of women earning in the family 0.108, educational level 0.202, occupation 0.072, monthly income 0.042, advertising value 0.22, purchase intention 0.126. It had negative relationship with family members -0.010, no of women in family - 0.479, no of members earning in family -0.024. The age was clearly to find out that the advertising value toward the television advertisement had positive relationship with marital status 0.066, family 0.176, family members -0.147, no of women in family - 0.088, no of members earning in family -0.162. No of women earning in the family 0.219, educational level 0.253, occupation 0.271, monthly income 0.351, advertising value 0.171 it had negative relationship with purchase intention -0.062. The Marital status was clearly to find out that the advertising value toward the television advertisement had positive relationship with family members -0.075, no of women in family 0.170, no of members earning in family -0.162. No of women earning in the family 0.015, occupation 0.039, monthly income 0.021,

purchase intention 0.054. It had negative relationship with family -0.017, no of women earning in the family -0.008, educational level -0.021, advertising value -0.034. The family was clearly to find out that the advertising value toward the television advertisement had positive relationship with family members -0.280, no of women in family 0.083, no of members earning in family 0.032. No of women earning in the family 0.226, educational level 0.069, occupation 0.209, monthly income 0.124, advertising value 0.018, and purchase intention 0.074. The family members was clearly to find out that the advertising value toward the television advertisement had positive relationship with no of women in family 0.132, no of members earning in family 0.079. no of women earning in the family 0.057, educational level 0.124, occupation 0.135, monthly income 0.153, purchase intention 0.128. It had negative relationship with advertising value 0.001 The No of women in family was clearly to find out that the advertising value toward the television advertisement had positive relationship with no of members earning in family 0.110. No of women earning in the family 0.064, monthly income 0.073, advertising value 0.050, and purchase intention 0.053. It had negative relationship with educational level -0.101, occupation 0.053. The No of members earning in family was clearly to find out that the advertising value toward the television advertisement had positive relationship with educational level 0.162, occupation 0.007, monthly income 0.174, advertising value 0.187, and purchase intention 0.177. It had negative relationship with no of women earning in the family 0.044, The No of women earning in family was clearly to find out that the advertising value toward the television advertisement had positive relationship with educational level 0.051, occupation 0.255, monthly income 0.066, advertising value 0.089, and purchase intention 0.041. The educational level was clearly to find out that the advertising value toward the television advertisement had positive relationship with occupation 0.053, monthly income 0.123, advertising value 0.107, and purchase intention 0.077. The occupation was clearly to find out that the advertising value toward the television advertisement had positive relationship with monthly income 0.146, advertising value 0.024. It had negative relationship with purchase intention - 0.041. The monthly income was clearly to find out that the advertising value toward the television advertisement had positive relationship with advertising value 0.175, purchase intention - 0.115. Advertising value was clearly to find out that the advertising value toward the television advertisement had positive relationship with purchase intention as 0.278.

#### Total Effects:

Table 3 .Total effect

	Advertising value	Purchase intention
1. GENDER	0.050	0.014
2. AGE	0.025	0.007
3. MARITAL STATUS	0.041	0.011
4. FAMILY	0.046	0.013
5. FAMILY MEMBERS	0.035	0.010
6. NO OF WOMENS IN FAMILY	0.013	0.004
7. NO OF MEMBERS EARNING IN THE FAMILY	0.066	0.018
8. NO OF WOMENS EARNINGIN THE FAMILY	0.064	0.018
9. EDUCATION LEVAL	0.079	0.022
10. OCCUPATION	0.049	0.014
11. MONTHLY INCOME	0.139	0.039
<b>Advertising value</b>		0.278

Above table 3 shows the Total Effect of the Advertising value with The profile of the respondents are the positive effect with Age 0.025, marital status 0.041, no of women in family 0.013, no of members earning in the family 0.066, no of women earning in the family 0.64, education level 0.079, occupation 0.049, monthly income 0.139 purchase intention with The profile of the respondents are The positive effect with Age 0.007, marital status 0.011, no of women in family 0.004, no of members earning in the family 0.018, no of women earning in the family 0.018, education level 0.022, occupation 0.014, monthly income 0.039, advertising value 0.278



## FINDINGS

- 1) A Majority of Respondent of Gender are male.
- 2) A Majority of Respondent of Age are 36-45
- 3) A Majority of Respondent of Marital status are married
- 4) A Majority of Respondent of Family are Nuclear
- 5) A Majority of Respondent of family members are four
- 6) A Majority of Respondent of no of women in family are four
- 7) A Majority of Respondent of no of members earning in the family are one
- 8) A Majority of Respondent of no of women earning in the family are one
- 9) A Majority of Respondent of educational level are degree
- 10) A Majority of Respondent of occupation are business
- 11) A Majority of Respondent of monthly Income are Rs.30001-40000
- 12) The Number of more positive relation factors in profile for the customer Advertising value between profile of the respondent are age 0.351 . Then lowest is no of members earning in the family are 0.007. The Number of more positive relation factors in profile for the customer purchase intention between advertising value 0.278 then lowest relation with no of women earning in the family 0,041. The Number of more positive relation factors in profile for the customer advertising value in between profile of respondent are monthly income 0.175 then lowest relation with gender 0.022.
- 13) Total effect of the result for the Relationship between profile of the Respondent and The customer advertising value Towards the Television Advertisement on Purchase intention of The Beauty and personal care product is Positive monthly income 0.139 and Gender 0.050. and Total effect of the result for The Relationship between profile of the Respondent and The customer purchase intention Towards The Television Advertisement on Purchase intention of The Beauty and personal care product is Positive monthly income 0.039 and Gender -0.014.

## SUGGESTION

- 1) Advertising value about the customer Advertising value Towards The Television and Online Advertisement on Purchase of The Beauty and personal care product among profile of the respondent play vital role .so respondent age, family members earning capacity, earning family members, education, occupation, monthly income also deciding purchase intention and advertising value in television and Online advertisement in future.
- 2) Improve television and Online advertisement use to promote to create a customer's purchase intention a beauty care product in future life.
- 3) Constantly advertising in television and online about the product based demographic variable.

## CONCLUSION

This study I made to find out the Advertising value and purchase intention of the Respondent of the profile towards The Television and online Advertisement on Purchase intention of The Beauty and personal care product, majority of respondent are married, age of 35-45 year old with marital status married living in nuclear family with the income level of Rs. 30001-40000. So beauty and personal care product company focusing to improve product quality, varieties colours and flowers with different look for attract this age group of consumer . There is a relationship between profile of advertising value and purchase intention as the respondent towards The Television Advertisement of The Beauty and personal care.

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