Impact of Misleading Internet Advertising on Consumers Behaviour

Isabella Neupane,BBIS

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Kathmandu University

Chapter 1

1.1 Background of the Study

The nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media(Bovee,1992).Advertising is a method of communication that is used to influence particular demographics to adopt new behaviours. Advertisements are often a paid type of sponsored advertising and are distributed through a number of contemporary and conventional media, including blogs, websites, SMS, commercial radio, outdoor advertising, newspapers, and magazines.Additionally, technical improvements and changes have made advertising more prevalent and potent in its effects (Ullah,2015).Advertisements are appropriate and ethical as long as they inform customers about the product to aid in making informed selections (Sharma,2021).Advertising is primarily a source of information for consumers on the features and benefits of a particular product, enabling them to make the best purchasing decisions (Iasi,2014).

But in the current environment, this ideal state is far from being true. The adverts, which are intended to be a source of accurate information, are instead used to deceive consumers through false and unsupported claims. (Sharma,2021).When incorrect or deceptive claims are made in advertisements to draw customers to a product or service, the claim becomes misleading or untrue(Saira Iqba,2019).Consumers who are subjected to deceptive advertising are either forced to pay more or for goods of worse quality than they had intended, or they are led to choose the incorrect item or service(T. Nusei,2018).The specialists found out that the image of a brand can be easily improved through testimonials or superstars because they are engaging the quality(Lazar,2021).A brand's mere functionality or emotional appeal is insufficient today(Saito,2014).The expansion and acceptance of e-commerce on a global scale has given consumers the chance to purchase in interactive, computer-mediated settings

that imitate in-person product experience. However, there are worries that consumers may be exposed to a profusion of potentially deceptive online advertisements due to the Internet's amazing rise in advertising and marketers' capacity to quickly modify the content of online ads(Raymond,2008).

1.2 Statement of Problem

Businesses often create misleading advertising to highlight their brands, but there is little information on how this style of advertising affects consumers.Misleading advertising in commercials encountered on the internet can lead to confusion and misinformed decisions for consumers. Many customers lack the ability to critically evaluate ads, making them vulnerable to exaggerated claims presented in a persuasive manner. This misleading can influence unhealthy eating habits and adversely impact public health. One concerning aspect is kid-targeted advertising, which takes advantage of young individuals who may struggle to discern between virtual and real-world experiences, potentially leading to unhealthy consumption patterns. To avoid these issues, consumers must exercise caution, critically analysing advertisements and relying on credible sources.Strengthening industry regulations and promoting consumer education are crucial steps to foster a more honest and transparent advertising landscape,benefiting both consumers and businesses.Another issue is the wide range of goods that use graphic sex appeal to boost sales. It serves as a marketing tool to draw in clients.

Fake testimonials in misleading internet advertising present a troubling issue that impacts both consumers and businesses alike.When consumers are deceived by false claims and base their purchasing decisions on fake testimonials, they can end up wasting their money on products that do not deliver as promised, leading to disappointment and dissatisfaction.

The use of offensive language, images, or ideas in ads may momentarily grab attention but ultimately alienates potential customers and damages the reputation of the advertised product.Where women are not needed, women are shown as ornamental items or as sexually suggestive characters.In Nepali ads, women have always been exploited and overused. "Since back in the day, even leading print media like Kantipur have used pictures of actresses unnecessarily, without context in the ear panels while other advertisements dress women in short skirts and skin-revealing clothes to attract male readers," writes Gurung, author of the 2016 paper "Portrayal of Women in Print Media: A Nepali Context". Women are objectified in pornographic ways with skimpy clothing, particularly in ads for booze and cars.Female models may be seen in practically every other commercial advertising. Surprisingly, in Nepal, advertisements for alcoholic beverages feature ladies with more exposed body parts with the goal of encouraging males to purchase that specific product. Women are subordinated because men and women utilise their power in unequal ways. In addition, such subjugation could encourage males to take advantage of women and portray them in stereotyped or sexual ways.

1.3 Research Questions

1)What impact does misleading internet advertising have on consumers?

2)What does a customer's gender play in their exposure to misleading internet advertising?

1.4 Objective of the study

1)To recognize the impact of misleading internet advertising on consumer satisfaction.

2) To know the gender role played in a customer's exposure to misleading internet advertising.
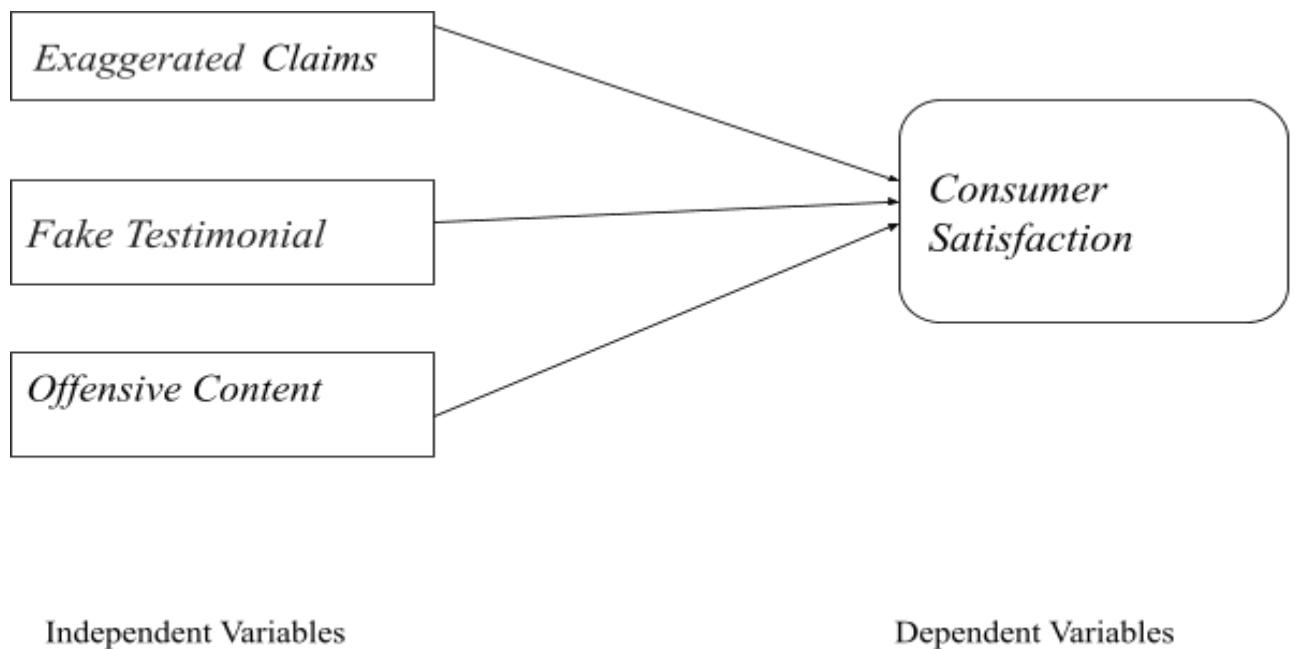
1.5 Hypothesis of the study

H1:Exaggerated claims on internet advertising have a significant effect on consumers.

H2:Gender factors on the internet have a significant effect on misleading advertising.

H3: Fake testimonials have a positive influence on consumers.

1.6 Conceptual Framework

| Independent Variables | Dependent Variables |

1.7 Significance of the study

This research examines the connection between misleading marketing and how it affects consumers. The consumer will gain by being informed about the misleading internet advertising tactics utilised by companies to sway customers. This study highlights the drawback of misleading advertising for consumers by showing how easy it is for them to find and buy essential things.

1.8 Limitation of the study

1)This research is specifically focused on consumers, which results in the exclusion of individuals from other age categories.

2)This study exclusively considers Internet Advertisement only via Google,Facebook,Insta and so on.

1.9 Organization of the Study

Chapter 1:

The background information on misleading marketing is provided in the first chapter, and it is backed by the literature study in the next chapter. After gaining a basic understanding of the overall context, move on to the research topic, which provides the fundamental framework for the solutions that the study seeks to find. Following addressing the question, the study moves on to the issue description and the justification for conducting this business research. What problem is the research attempting to address? The study's objective is also included in this chapter, where it is explained why the research is being done and how it will be done. Research expectations or predictions are shaped by the study's hypotheses.The significance of the study, which offers fresh perspectives on the misleading advertisement, will be covered in the following section. The reader will mostly benefit from the analysis that is provided in this study, which conveys significant information for future studies that will examine numerous key details and facts pertaining to false information. Limitations of the Study discuss how they could affect the conclusions and suggestions made by the inquiry, and the study's arrangement clearly explains how each chapter was written to achieve the study's objectives.

Chapter 2:

The second chapter explains all the findings from reading the literature review and web publications that will be the foundation for my own study. A conceptual framework paints a picture of the relationship that the components or qualities that the investigation finds will likely have.

Chapter 3:

The type of research techniques or procedures used to collect, select, process, and evaluate data on a subject will be stated in the research methodology. The methodology section gives the reader the capacity to dispassionately assess the general reliability and validity of a study. Two key issues are addressed in the techniques section:?How was the information gathered or generated? How was it examined?

Chapter 4:

Finally finding and Analysis involves analysing data that has been gathered through research in order to spot trends, correlations, or patterns. After analysing the data from the findings, a judgement call will be made.

Chapter 5:

The fifth chapter discusses the issues that developed throughout the study period and provides a link to previous studies. Based on the study goals, the findings are compared and conclusions are reached.

Chapter 2

2.1 Literature Review

As per RICHARD & CURRAN,Any sort of paid communication from a recognized sponsor or source that promotes concepts, products, services, or the sponsor themselves is known as advertising. Advertising is often distributed through media including television, radio, newspapers, and, increasingly, the Internet. The majority of advertising is targeted toward groups rather than individuals.

Aryal(2018) and Gurung(2016) have stated that a variety of areas of our lives are significantly impacted by the media, which is influenced by technology and societal variables. These include connecting people, delivering information, reflecting society changes, tracking development, and forming our own identities, attitudes, perceptions, and views.Also,Feminism within technology provides a platform for women to strengthen their voices worldwide, while socio-cultural and political factors contribute to the emergence of thought-provoking questions in this context.

Detection of such scams is difficult because fraudulent sites usually use effective deception techniques that make them appear legitimate, such as fake testimonials and success stories, as well as genuine references to trusted sources, such as Wikipedia, specific scientific publications, and patents.(Sharifi,Fink, G. Carbonell,2011).

Chaudhary(2017) have explored false advertising can mislead consumers, leading to the acquisition of incorrect knowledge, false impressions, and harmful consumer behaviours. It is common to find exaggerated claims in advertisements, such as fairness creams suggesting success is tied to skin colour or energy drinks implying superhuman abilities, despite many countries prohibiting false advertising.In addition, certain advertisements may perpetuate false beliefs, like parents claiming that their children's normal development depends on

consuming specific chocolate-flavoured milk powder or that these supplements enhance calcium absorption.

Mohammed(2018),Divyeshkumar(2018) and Pankaj Sarfraz(2017) declared that some businesses have progressively adopted the spread of misleading information as a key marketing tactic, and it is emerging as a new standard by using Stratified random sampling method.The authors also discuss Most nations forbid false advertising, even in the most severe of circumstances. Advertisers still continue to mislead customers in ways that are either acceptable by law or that are legally unlawful but unenforceable.

Rosemary,Eisenberg(2013)have found imperfect information in the market creates opportunities for deceptive advertising to be profitable, particularly for firms selling experience or credentials. However, if deceptive advertising is cooperative and effectively increases the likelihood of product use, the negative consequences can be significant.

Ullah(2015) have stated advertisers sometimes employ subtle tactics to overstate product benefits, leading consumers to succumb to the persuasive nature of advertising and consciously make purchase decisions. However, consumers who understand the intentions behind advertising may employ cognitive defences, such as creating counter arguments and justifications, while the ability to recognize deceptive psychological effects allows viewers to switch channels and avoid commercials, as observed through frequent channel switching during advertising breaks.

2.2 Design

These research projects capture quantitative as well as qualitative data.Iqbal,Saira and Siddiqui,Ahmed(2019),Ullah,Hussain(2015),Chaudhary,Malik(2017),Khan,Saeed,Feroz, Liaqaut,Khan,Jabeen(2015),Adhikari(2010) have collected quantitative data whereas Sharma(2021) have collected qualitative data.

2.3 Sampling

The research studies use both probability-based and non-probability sampling.Ullah(2015) Iqbal,Saira and Siddiqui,Ahmed Mollah(2015),Adhikari(2010) and adopted probability sampling like Convenience sampling, whereas Nuseir(2018),Chaudhary,Malik(2017) Vala(2018) adopted non-probability sampling like stratified random sampling.

2.4 Data collection tools

Data may be collected in a variety of methods for quantitative research designs, with questionnaires being the most used tool.Researcher like Vala(2018),Nuseir(2018),Ullah,Hussain(2015),Iqbal,Saira and Siddiqui,Ahmed(2019),Chaudhary,Malik(2017),Khan,Saeed,MahnoorFeroz,Liaqaut,Khan, Jabeen(2015),Adhikari(2010),Nuseir(2018) adopted questionnaires and Google Survey as a data collection tool.Vala(2018),Nuseir(2018),Chaudhary,Malik(2017),Iqbal(2019),Adhikari(2010) also adopted to interpret data from straightforward mathematical computations and the chi-square analyse.Statistical Package for Social Sciences (SPSS) software was used to code and analyse the data that had been obtained. Regression analysis was used in order to examine the two assumptions.

2.5 Research Gap

This study aims to address a research gap by examining the impact of misleading online advertising, specifically in the context of Nepal. While numerous studies have been conducted on the subject of ethical and unethical advertising in various countries, there is a significant lack of formal research in Nepal, with no published papers exploring the specific consequences of misleading online advertising. Consequently, this study will play a crucial role in filling this gap and expanding the existing knowledge in the field.

Chapter 3

Research Methodology

3.1 Research Design

This research is aimed to know the effect of misleading advertising on the Internet and their effect on consumers. For this research quantitative research design is conducted where Questionnaires are carried out through Survey.

3.2 Sample size and Sampling technique

To take part in the study,Questionnaire sampling techniques will be used where people of Kathmandu,Bhaktapur,Kavre and others will participate. The survey contained closed-ended questions.Demographic inquiries as well as particular inquiries about the type of information provided by advertisers, such as inaccurate or misleading information, are all acceptable. Data will be generated using Google Surveys, a free online survey tool.Sampling technique contains Stratified Random sampling .

3.3 Research Source

Major data that will be gathered through questionnaires is the primary source that brought the data for this study together.Also,Survey will be self-administered.

3.4 Questionnaire Design

There are two sections to the questionnaire. Personal questions regarding gender, age and education are asked in the first section. These inquiries are meant to gather background data about the respondents, which will be useful for the analysis section's descriptive statistics. The questions would get replies on a Likert scale of 1 to 5 points. The scale of

points went from 1 for "strongly agree" to 5 for "strongly disagree." All of the questionnaire's closed-ended items were utilised using the quantitative data type in this study.

Scale Item

1-Strongly Agree, 2-Agree, 3-Neutral, 4-Disagree, 5-Strongly Disagree

3.5 Sampling Size

The sample size is calculated using Cochran's formula because it is appropriate for a large population. (Glen)

$$n = \frac{Z^2 pq}{e^2}$$

$$= \frac{(1.96)^2 * 0.5 * 0.5}{(0.08)^2}$$

$= 150$

$= 155$ (number of data collected)

Where,

Z= normal score (value of confidence = 95%),

P = Population proportion(an estimate of the proportion of the population with the attribute of interest.As it is an unknown large population," we can use $p=0.5$ as a conservative estimate, which gives the maximum sample size requirement)

Q = 1-P, and

e = margin of error

The margin of error is taken at 0.08 because the population is heterogeneous.

3.6 Statistical Techniques

With the help of the statistical package for social sciences (SPSS) program, the acquired data was coded and examined.

3.7 Sample Technique

We used a convenience sampling technique to select participants for the study. This method was chosen because it is the most feasible and efficient way to collect data from a large population of students and teachers.

3.8 Data Collection Tools

A structured questionnaire method was used to collect data for the sample. The questionnaire was divided into two sections: one include demographic questions, and the other include questions on the factors and research area.

3.9 Data Analysis Procedure

First, all data was collected through a response survey and then it was coded in numeric form. Data was analysed through different descriptive statistics, which are mean, standard deviation, frequency distribution,ANOVA table, Correlation Between Variable and Chi-square test with the help of the Statistical Package for Social Sciences (SPSS).

To analyse differences in perception, mean values were calculated for each group or variable of interest. By comparing the means, it was possible to determine if there are significant differences in perception between the groups.

Standard deviation provides information about the variability of the perception scores within each group. A higher standard deviation indicates more variability, while a lower standard deviation indicates less variability. This measure helps understand the spread of the data points around the mean.

Frequency distribution was used to summarise the responses obtained from participants. It involves counting the number of occurrences of different response categories for each question. This allows for a comprehensive understanding of the distribution of responses and provides an overview of the participants' viewpoints.

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables.

3.10 Validity and Reliability

Reliability and validity are two important concepts in research that are used to assess the quality of data collection and analysis methods. Reliability refers to the consistency and stability of measurements over time, while validity refers to the accuracy and truthfulness of measurements in relation to the concept or phenomenon being studied (Presser, 2010).

To ensure the validity of the study, the questionnaire was reviewed by subject-matter experts for content validity. The questionnaire was also pilot-tested to ensure clarity and face validity. To ensure reliability, the questionnaire was tested for internal consistency using Cronbach's alpha.

Table 1:

Reliability Statistics

n = 22

	Cronbach's Alpha	N of Item
Fake Testimonial	0.807	6
Exaggerated Claims	0.860	5
Offensive Contents	0.838	6
Consumer Satisfaction	0.963	5

Source: Online Survey 2023

The table above presents the reliability statistics for different variables in a research study. The Cronbach's Alpha coefficient for the "Fake Testimonial" scale is 0.807. This suggests that the six items in this scale are reasonably reliable and that they tend to measure a similar underlying construct.

The Cronbach's Alpha coefficient for the "Exaggerated Claims" scale is 0.860. This indicates a high level of internal consistency among the five items in this scale, suggesting that they are measuring the same underlying construct effectively whereas for the "Offensive Contents" scale is 0.838. Like the previous scales, this indicates a strong internal consistency among the six items, implying that they are reliable for assessing offensive content.

The Cronbach's Alpha coefficient for the "Consumer Satisfaction" scale is 0.963. This is a very high value, suggesting an extremely high level of internal consistency among the five items in this scale. This indicates that these items are highly reliable for measuring consumer satisfaction.Column of no of items simply indicates the number of items in each scale or construct. For example, the "Fake Testimonial" scale consists of six items, the "Exaggerated Claims" scale consists of five items, the "Offensive Contents" scale has six items, and the "Consumer Satisfaction" scale has five items.

In summary, the table provides information about the reliability of different scales or constructs used in a survey or assessment. Higher Cronbach's Alpha values indicate greater internal consistency and reliability of the scale. Researchers often aim for a Cronbach's Alpha value above 0.7 to consider a scale reliable, but the exact threshold can vary depending on the context and research goals. In this case, all four scales appear to have acceptable levels of internal consistency.

3.11 Ethical Consideration

This research proposal's ethical considerations were informed consent, confidentiality, and the possibility of harm. All participants were given a clear and straightforward description of the research project, including the study's goal, procedures, and the risks and advantages of participating. Participants were allowed to ask questions and were not forced to participate. All participants provided written informed consent. All participant information was kept private. The names of participants will not be published in any reports or publications. Data was kept secure and will only be available to permitted personnel. There are no known hazards to taking part in this research project. All participants, however, were given the option to withdraw from the study at any time without penalty.

Chapter 4

RESULTS

The data collected from the online survey were used for analysis following the study's objectives. The results obtained are presented in the tables below:

4.1 Demographic Information of Respondents

Table 2:

Socio-Demographic Characteristics of Respondents

n=155

Demographics	Frequency	Percent
Age		
18-24	118	75.6
25-34	17	10.9
35-44	13	8.3
45-54	8	5.1
Mean	1.43	
Standard Deviation	0.851	

Gender		
Male	82	52.6
Female	70	44.9
Prefer Not to say	4	2.6

Source: Online Survey, 2023

Demographics	Frequency	Percent
Education		
Below SEE/SLC	11	7.1
10+2	28	17.9
Undergraduate	104	66.7
ph.D	1	0.6

Location

Kathmandu	67	42.9
Bhaktapur	18	11.5
Lalitpur	31	19.9
Kavrepalanchowk	17	10.9
Others	23	14.7

Source: Online Survey, 2023

According to the survey data summarised in Table 2,it presents a comprehensive overview of the socio-demographic characteristics of a sample of 155 respondents involved in a research study. Beginning with age distribution, it's evident that the majority of the respondents, accounting for a substantial 75.6%, belong to the age group of 18-24, indicating a significant presence of young adults in the surveyed population. The 25-34 age group represents the next largest segment, comprising 10.9% of the respondents. Following this, the 35-44 age group encompasses 8.3% of the total respondents, while the 45-54 age group is the smallest, with only 5.1% of participants.

Shifting to gender distribution, the data illustrates that 52.6% of the respondents identify as male, while 44.9% identify as female. A smaller portion, 2.6%, opted not to disclose their gender preference.

Regarding educational backgrounds, the majority of respondents, a substantial 66.7%, are classified as undergraduates, indicating that a significant proportion of the sample is pursuing or has completed a bachelor's degree. Meanwhile, 10+2 graduates account for 17.9% of the respondents, and individuals with education below SEE/SLC constitute 7.1%. Additionally, a small fraction of 0.6% includes respondents with a Ph.D. level of education.

Lastly, the table provides information about the geographical locations of the respondents. Among the locations listed, Kathmandu has the highest representation, with 42.9% of respondents residing there. Lalitpur follows with 19.9%, and Bhaktapur accounts for 11.5%. Kavrepalanchowk and other locations have smaller percentages, with 1.9% and 14.7%, respectively.

This table offers valuable insights into the age distribution, gender composition, educational backgrounds, and geographic locations of the respondents in the research study, facilitating a better understanding of the demographic profile of the surveyed population.

4.2 Correlation Between Variable

	Correlations	FT_TOTAL	EX_TOTAL	OF_TOTAL	CS_TOTAL
FT_TOTAL	Pearson Correlation	1	.545**	.562**	.573**
	Sig. (2-tailed)		.000	.000	.000
	N	156	156	156	156
EX_TOTAL	Pearson Correlation	.545**	1	.543**	.754**
	Sig. (2-tailed)	.000		.000	.000
	N	156	156	156	156
OF_TOTAL	Pearson Correlation	.562**	.543**	1	.628**
	Sig. (2-tailed)	.000	.000		.000
	N	156	156	156	156
CS_TOTAL	Pearson Correlation	.573**	.754**	.628**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	156	156	156	156
** Correlation is significant at the 0.01 level (2-tailed).					

	FT_TOTAL	EX_TOTAL	OF_TOTAL
FT_TOTAL	1	.545** .	.562**
EX_TOTAL		1	.543**
OF_TOTAL			1

The table provides a correlation matrix displaying the relationships between three variables: Fake Testimonial_TOTAL, Exaggerated Claims_TOTAL, and Offensive Content_TOTAL. Each cell in the matrix represents the correlation coefficient between two variables.

Starting with the correlation between Fake Testimonial_TOTAL and itself, it's a perfect positive correlation as expected, with a correlation coefficient of 1.00, indicating that the variable is perfectly related to itself.

Moving on to the correlation between Fake Testimonial_TOTAL and Exaggerated Claims_TOTAL, there is a positive correlation of 0.545. This suggests a moderate positive relationship between these two variables. In other words, as Fake Testimonial_TOTAL increases, Exaggerated Claims_TOTAL tends to increase as well, and vice versa.

Lastly, the correlation between Fake Testimonial_TOTAL and Offensive Content_TOTAL is also positively correlated with a coefficient of 0.562. This indicates that when Fake Testimonial_TOTAL goes up, Offensive Content_TOTAL tends to increase, and conversely.

Furthermore, it's worth noting that the table mentions that the correlation coefficients are significant at the 0.01 level (2-tailed), indicating that these relationships are statistically significant. In summary, the table reveals moderate positive correlations between Fake Testimonial_TOTAL and both Exaggerated Claims_TOTAL and Offensive Content_TOTAL, shedding light on the interplay between these variables in the context of the research or study.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1488.664	3	496.221	92.748	.000[b]
	Residual	813.233	152	5.350		
	Total	2301.897	155			

a. Dependent Variable: CS_TOTAL

b. Predictors: (Constant), OF_TOTAL, EX_TOTAL, FT_TOTAL

The presented ANOVA table provides crucial insights into the results of a regression analysis, where the dependent variable is Customer Satisfaction, and the independent variables under consideration are Fake Testimonial, Offensive Content, and Exaggerated Claims. Let's delve into its interpretation:

Within the "Model" section, we find valuable information about the overall performance of the regression model. The Sum of Squares (SS) for the model is 1488.664, which signifies the total variability in Customer Satisfaction that the model aims to explain. The model has three degrees of freedom (df), reflecting the number of independent variables involved. The Mean Square, calculated by dividing the SS by the df, is 496.221, denoting the average variability explained by the model. Significantly, the F-statistic is 92.748, indicating the overall statistical significance of the model. Moreover, the associated significance level,

represented as ".000b," is exceptionally low, essentially zero, highlighting the statistical significance of the model's impact on Customer Satisfaction.

The "Residual" section uncovers the variability in Customer Satisfaction that remains unexplained by the model. The Residual Sum of Squares is 813.233, with 152 degrees of freedom. The Mean Square for the residuals is 5.350, representing the average unexplained variability.

This concludes that the ANOVA table suggests that the regression model, incorporating Fake Testimonial, Offensive Content, and Exaggerated Claims as independent variables, is statistically significant in its ability to explain the variation observed in Customer Satisfaction. The high F-statistic and extremely low significance level shows that at least one of the independent variables significantly influences Customer Satisfaction. The residual section underlines the natural presence of unexplained variability in any regression analysis.

4.3 Analysis of Question-Related to User's Perception

Table 3:

Statement of Fake testimonial on consumers

S.N.	Statement
A1	Misleading advertising including fake testimonials is a prevalent issue on the internet
A2	Fake testimonials have a significant impact on how satisfied I am with my overall purchase experience.

A3	The presence of fake testimonials undermines the authentic feedback that I rely on for a satisfying decision.
A4	Encountering fake testimonials on the internet diminishes the value of authentic customers and satisfaction
A5	Stricter regulations should be implemented to oversee the use of testimonials in internet advertising in order to uphold customer satisfaction?

Table 4:

Response of the consumer on Fake testimonial

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A1	6(3.8)	6	17(10.9)	52(33.3)	75(48.1)
A2	3(1.9)	12(7.7)	33(21.2)	56(35.9)	52(33.3)
A3	4(2.6)	12(7.7)	31(19.9)	55(35.3)	54(34.6)
A4	3(1.9)	7(4.5)	22(14.1)	52(33.3)	72(46.2)
A5	3(1.9)	9(5.8)	20(12.8)	41(26.3)	83(53.2)
A6	11(7.1)	19(12.2)	44(28.2)	40(25.6)	42(26.9)

The table summarises most respondents believe misleading ads with fake testimonials are prevalent (81.4%), and fake testimonials impact purchase satisfaction (69.2%). Additionally, many think fake testimonials undermine authentic feedback (69.9%) and call for stricter regulations (79.5%) to address these issues. Overall, respondents express significant concerns about the impact of misleading advertising on customer satisfaction and advocate for regulatory measures.

Table 5:

Statement of Exaggerated Claims on consumers

S.N.	Statement
A1	Experiencing products or services with exaggerated claims on the internet influences my overall level of satisfaction.
A2	Exaggerated claims impact your trust in the authenticity of the products or services, subsequently affecting your satisfaction.
A3	The operator internet ads are not entirely truthful about its product or services and I find it challenging to be satisfied with a product or service
A4	Exaggerated claims contribute to a sense of dissatisfaction when your real experience falls short of what was promised.
A5	The slogans of the advertisement are often subjective in nature and hence have an impact on consumer satisfaction.

Table 6:

Response of the consumer on   Exaggerated Claims

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A1	7(4.5)	13(8.3)	31(19.9)	61(39.1)	44(28.2)
A2	2(1.3)	14(9.0)	23(14.7)	60(38.5)	57(36.5)
A3	2(1.3)	6(3.8)	31(19.9)	56(35.9)	61(39.1)
A4	4(2.6)	14(9.0)	23(14.7)	51(32.7)	64(41.0)
A5	5(3.2)	8(5.1)	32(20.5)	63(40.4)	48(30.8)

The table compiles survey responses concerning the impact of exaggerated claims in internet advertising on overall satisfaction. Respondents were asked to express their level of agreement with statements (A1 to A5). Notably, a substantial 67.3% of respondents agreed that exaggerated claims affect their overall satisfaction (A1), while an even larger majority of 75% agreed that these claims influence trust in product authenticity and satisfaction (A2). Concerns about the truthfulness of internet ads and their effect on satisfaction (A3) resonated with 75% of respondents, and 73.7% agreed that exaggerated claims lead to dissatisfaction when real experiences fall short (A4). Additionally, 71.2% of respondents acknowledged that subjective advertisement slogans impact consumer satisfaction (A5). In summary, the table underscores that a significant percentage of survey participants believe exaggerated claims in online advertising significantly impact their overall satisfaction and trust in the authenticity of advertised products and services, with the associated percentages highlighting the extent of this agreement.

Table 7:

Statement of Offensive Content on consumers.

S.N.	Statement
A1	Offensive content in internet ads affect your satisfaction with the advertised products or services
A2	Advertisements should always show women in a respectful manner.
A3	The use of sex appeal sometimes deviates the attention of the viewer away from the false/misleading aspect of the advertising.
A4	Implementing self-regulatory mechanisms in media to eliminate gender-biased programming is necessary to enhance customer satisfaction.
A5	Sale of a product is directly related to a sexy portrayal of women that has an impact on customer satisfaction.
A6	Offensive content on the internet makes me less likely to consider purchasing the advertised product or service

Table 8:

Response of the consumer on Offensive Content.

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A1	5(3.2)	7(4.5)	29(18.6)	52(33.3)	63(40.4)
A2	7(4.5)	11(7.1)	19(12.2)	30(19.2)	89(57.1)
A3	7(4.5)	10(6.4)	24(15.4)	49(31.4)	66(42.3)
A4	8(5.1)	6(3.8)	31(19.9)	55(35.3)	56(35.9)
A5	17(10.9)	25(16.0)	36(23.1)	38(24.4)	40(25.6)
A6	9(5.8)	14(9.0)	25(16.0)	43(27.6)	65(41.7)

The table compiles survey responses on the impact of offensive content and gender portrayals in internet advertising on customer satisfaction. Each statement (A1 to A6) addresses different aspects of this issue. A significant proportion of respondents agreed with most statements, emphasising their concerns about the impact of offensive content and gender portrayals on customer satisfaction. For example, 73.5% agreed that offensive content affects satisfaction (A1), and 76.3% believed that advertisements should portray women respectfully (A2). Additionally, 71.2% agreed that sex appeal in advertising diverts attention from misleading aspects (A3), and 50% thought self-regulatory mechanisms to eliminate gender bias in media are necessary (A4). However, the table also indicates a

portion of respondents (ranging from 7.7% to 28.2%) who disagreed with these statements, demonstrating diverse viewpoints on this issue.

Table 9:

Statement of Consumer Satisfaction on consumers.

S.N.	Statement
A1	I feel more satisfied when the actual product/service aligns with the claims made in internet advertisements
A2	I am more likely to be satisfied with a brand that maintains transparency and accuracy in its online advertisements.
A3	I believe that companies should prioritise customer satisfaction by ensuring the accuracy of their internet advertisements.
A4	I am more likely to be satisfied when testimonials accurately represent genuine customer experiences.
A5	I believe that the company should actively prevent offensive content to equalise gender biasness and customer satisfaction.

Table 10:

Response of the consumer on Customer Satisfaction.

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A1	5(3.2)	4(2.6)	13(8.3)	32(20.5)	102(65.4)
A2	3(1.9)	4(2.6)	18(11.5)	38(24.4)	93(59.6)
A3	1(.6)	8(5.1)	16(10.3)	43(27.6)	88(56.4)
A4	3(1.9)	6(3.8)	20(12.8)	44(28.2)	83(53.2)
A5	5(3.2)	9(5.8)	15(9.6)	42(26.9)	85(54.5)

The table summarises survey responses regarding the importance of transparency and accuracy in internet advertising for customer satisfaction. Respondents were asked to express their level of agreement with statements (A1 to A5), with percentages indicating the extent of agreement or disagreement. Notably, a significant majority agreed that alignment between actual products/services and online advertisements (A1), transparency in brand advertising (A2), and prioritising accuracy in internet ads (A3) contribute to higher satisfaction, with agreement percentages ranging from 82.8% to 85.9%. Additionally, 81.4% agreed that accurate testimonials enhance satisfaction (A4). However, opinions varied regarding actively preventing offensive content to address gender bias and enhance satisfaction (A5), with

80.5% in agreement and 18.6% in disagreement. This highlights a consensus among respondents on the importance of transparency and accuracy in internet advertising for customer satisfaction, although perceptions differed on the role of addressing offensive content.

4.4 Association between Consumer Satisfaction and Socio-demographics

Table 11:

Perception of users based on socio-demographic characteristics

Demographics	Chi-square value	p-value
Age	40.142	0.63
Gender	19.791	0.872
Education	64.816	0.196
Location	51.780	0.736
Family Size	42.349	0.40

Above table presents the results of a chi-square analysis that aimed to examine the relationship between users' perception and their socio-demographic characteristics. The significant value is taken as 0.05. If the p-value is less than 0.05, it shows a significant relationship between the variables, whereas if the p-value is greater than 0.05, it shows that there is no significant relationship between the variables (Kharel, 2018).

The table summarises the results of chi-square tests, which were conducted to investigate potential associations between various demographic factors (Age, Gender, Education, Location, and Family Size) and other variables of interest. Chi-square tests are a valuable statistical tool for assessing relationships between categorical variables.

Starting with Age, the analysis shows a chi-square value of 40.142 and a relatively high p-value of 0.63. These results indicate that age is not significantly associated with the variable being studied, suggesting that variations in age do not have a substantial impact on the outcome.

Moving to Gender, the chi-square test yields a value of 19.791 and a notably high p-value of 0.872. This implies that there is no statistically significant connection between gender and the variable in question, indicating that gender is not a significant factor influencing the measured outcome.Education is examined next, with a chi-square value of 64.816 and a p-value of 0.196. Although the p-value is relatively low, it remains above the typical significance threshold of 0.05. This suggests that while there may be some association between education and the variable under investigation, it does not reach a level of statistical significance.

Lastly, considering location and Family Size the chi-square values are 51.780 and 42.349, respectively, with p-values of 0.736 and 0.40. These high p-values indicate that there are no statistically significant associations between location, family size, and the variables being studied.This conclude that the chi-square tests imply that none of the demographic factors (Age, Gender, Education, Location, and Family Size) exhibit statistically significant associations with the variables of interest. This suggests that these demographic factors are unlikely to be substantial determinants of the outcomes examined in the analysis.

4.5 Association with Hypothesis With Chi-Square

H1:Exaggerated claims on internet advertising have a significant effect on consumers.

H2:Gender factors in the internet leads to the exposure of consumers to misleading advertising.

H3: Fake testimonials have a positive influence on consumers.

H1:Exaggerated claims on internet advertising have a significant effect on consumers.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	480.627[a]	196	.000
Likelihood Ratio	227.055	196	.064
Linear-by-Linear Association	88.109	1	.000
N of Valid Cases	156		

a. 222 cells (98.7%) have expected count less than 5. The minimum expected count is .01.

The substantial chi-square test results in the table, with values like 480.627 for Pearson Chi-Square and corresponding p-values (e.g., $p < 0.001$), emphasise the statistical significance of the relationship between exaggerated claims in internet advertising and their impact on consumers, firmly supporting hypothesis H1.

H2:Gender factors in the internet leads to the exposure of consumers to misleading advertising.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.797[a]	28	.872
Likelihood Ratio	21.207	28	.817
Linear-by-Linear Association	4.493	1	.034
N of Valid Cases	156		

a. 34 cells (75.6%) have expected count less than 5. The minimum expected count is .03.

The table shows the results of chi-square tests assessing the relationship between gender and exposure to misleading internet advertising. Both the Pearson Chi-Square (19.797) and Likelihood Ratio (21.207) values have high p-values (0.872 and 0.817, respectively), indicating that there is no statistically significant association between gender and exposure to misleading advertising. In other words, the hypothesis suggesting that gender influences exposure to misleading advertising on the internet is not supported by the data. H3: Fake testimonials have a positive influence on consumers.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	512.698[a]	252	.000
Likelihood Ratio	223.758	252	.899
Linear-by-Linear Association	50.953	1	.000
N of Valid Cases	156		

a. 282 cells (98.9%) have expected count less than 5. The minimum expected count is .01.

The chi-square test results in the table are significant, with a Pearson Chi-Square value of 512.698 and a corresponding p-value of < 0.001. This signifies a strong association between fake testimonials and their impact on consumers. Contrary to the hypothesis that fake testimonials have a positive influence, these results suggest otherwise, indicating a significant negative or influential effect on consumers.

Chapter 5

SUMMARY, DISCUSSIONS, IMPLICATIONS, AND RECOMMENDATIONS

5.1 Introduction

In this chapter, we summarise the entire study and focus on its key findings. The chapter is broken down into six sections. The first section provides an overview of the chapter. The second section is a summary of the conclusions reached after analysing the results. The third portion includes a discussion that contrasts the findings with the literature review. In the fourth section, we discuss the consequences of the findings. The fifth section contains future research recommendations that can be used for similar investigations. Finally, the final section reveals the study's findings.

5.2 Summary/Findings

This study examined the impact of misleading online advertising on consumers in depth. The findings show that customers are concerned about the presence of misleading online advertisements, particularly those with misleading endorsements and overstated promises, and how this affects their purchasing satisfaction and trust in digital marketing. Furthermore, consumers have expressed a collective desire for increased openness and ethical advertising practises on digital platforms, as well as a request for strong regulatory measures to assure advertising integrity.Exaggerated claims in online ads do indeed have a significant impact on consumer behaviour. In simpler terms, the data strongly confirms that when ads make exaggerated claims online, it has a notable effect on how consumers respond.Also,the data suggests that gender does not have a meaningful influence on whether someone is exposed to misleading internet advertising.Fake testimonials have a significant negative or influential effect on consumers. In simpler terms, the data suggests that fake testimonials don't work in a

positive way as initially thought; they actually have a significant negative impact on consumers.

The absence of statistically significant relationships between consumer perceptions and socio-demographic characteristics highlights the universality of these issues across diverse demographic groups.This study, in simple terms, emphasises the importance of developing credibility, accuracy, and ethical standards in the field of online advertising. Consumers are calling for a more trustworthy and true digital advertising environment, indicating the need for legislative interventions to eliminate misleading advertising practices and maintain consumer trust in the digital commerce landscape. This study emphasises the need of industry stakeholders and regulatory organisations responding to these concerns in order to maintain consumer trust and satisfaction in the online marketplace. To address these broad challenges and promote ethical advertising norms in the digital domain, more study and policy development are required.

5.3 Discussion

In this section, we compare the current research with several previous studies conducted by different researchers in the same field. The similarities, differences, and distinctiveness of the studies are highlighted. This study aims to know Impact of Misleading Internet Advertising on Consumers.

While comparing, the literature reviews the findings of this research.The research,Chaudhary,Malik(2017) conducted titled "Effect of Misleading Advertisements on Consumer Buying Behaviour". The study aimed to streamline that Customers' vulnerability to misleading claims can result in acquiring false information, forming misconceptions, and driving consumption behaviours based on deceptive marketing.The similarities between both of the research is that it focus on the issue of deceptive advertising, where marketers use

tactics that may be legal or technically illegal but hard to enforce to mislead consumers.It shows that misleading advertisements that make tall claims do not make an impact on the buying behaviour of the consumers. There are certain wise consumers who go by the fact, but there is a huge group of consumers that falls for the claims presented in the advertisement.However the difference between my research and Chaudhary,Malik(2017)'s is that it criticises unethical marketing practices, highlighting marketers' focus on selling at any cost and the limited impact of misleading ads on some, particularly older, consumers. Conversely, my conclusion underscores age-related variations in susceptibility to misleading claims, especially among younger consumers, who are a target for such ads, with less emphasis on legal aspects but a focus on consumer behaviour and discernment.

The research Conducted by Gurung(2016) and Aryal(2018) studies related to the portrayal of women in Advertisement where the similarity between my research and their is that both Kapil Aryal and Lina Gurung's conclusions converge on the portrayal of women in the media and its influence on societal perceptions. They share a common concern about the media's role in objectifying women, emphasising the need for a gender-sensitive approach in media content and its potential to empower or victimise women. Additionally, both stress the significance of reader engagement and critical analysis of media content to promote gender equality. And the difference is that while Kapil Aryal's conclusion focuses on Nepal's media landscape and the role of female journalists, Lina Gurung's conclusion touches upon international contexts and emphasises the representation of women in various professions. Additionally, Kapil Aryal mentions cybercrime affecting women, which is not discussed in the other conclusion. Your conclusion, on the other hand, emphasises the consumer's role in critically engaging with media content and holding it accountable for gender bias, a perspective less pronounced in the other conclusions.

The research conducted by T. Nuseir in 2018 rooted into the effects of false or misleading advertising on consumers' decision-making processes. It highlights how marketing strategies often aim to maximise sales and revenue. Both the provided text and my conclusion share a common recognition of the significant impact that deceptive advertising can have on consumer behaviour. They emphasise that when consumers are exposed to misleading advertising practices, they tend to become more cautious and skeptical about advertisements in general, eroding their trust. Moreover, both texts stress the importance of robust regulations to curb the prevalence of misleading advertising, even though implementing and enforcing such regulations, particularly in online contexts, presents challenges. However, my conclusion goes a step further by underscoring the role of consumer caution in the purchasing process and suggests the need to communicate information about this vigilance effectively to consumers, addressing the question of how best to achieve this.

These conclusions by various authors, including Vala (2018), Ullah (2015), and Sharifi, Fink, and Carbonell (2011), recognize the prevalence of deceptive advertising and its influence on consumers. Similarities lie in acknowledging ethical concerns. Differences include Vala's focus on profit-driven marketers, Ullah's emphasis on the literature's concentration on specific ethical issues, and Sharifi, Fink, and Carbonell's exploration of internet banner advertisements' potential. In contrast, my conclusion prioritises consumer caution and empowerment in ensuring ethical advertising.

5.4 Implication

Certainly, considering the implications of this research, it becomes evident that there are several key takeaways that can significantly impact the advertising industry and consumers. Firstly, the emphasis on the importance of ethical advertising practices highlights the need for a shift in the way advertisers and marketers approach their campaigns. This suggests that the

industry should move towards more transparent and honest strategies, which, in turn, can enhance trust between consumers and advertisers.

Secondly, the focus on consumer caution and empowerment underlines the significance of consumer education and awareness. It implies the necessity of programs and initiatives aimed at equipping consumers with the knowledge and tools required to identify and avoid misleading advertising practices. This could lead to more informed consumer decision-making and potentially reduce the effectiveness of misleading ads.

And finally these implications may extend to regulatory measures within the advertising industry. Policymakers and regulatory bodies might consider strengthening existing regulations to further protect consumers from deceptive advertising. This could include stricter enforcement and penalties for unethical practices, ultimately creating a fairer and more trustworthy marketplace for consumers.

5.5 Recommendations

Based on the study findings we have come up with some suggestions that can enhance to guide advertisers, marketers, policymakers, and other stakeholders in improving advertising practices, addressing ethical concerns, and aligning strategies with consumer expectations, ultimately enhancing the consumer experience in the digital advertising landscape based on study findings

1. .It is crucial for advertisers and marketers to prioritise including noticeable disclaimers, in their advertisements. This will ensure that consumers have information about the products or services being promoted.

2. To promote advertising practices it is essential for industry stakeholders, consumer advocacy groups and regulatory bodies to collaborate. Together they can develop guidelines that effectively address concerns.

3. Regular monitoring and evaluation of advertising practices both online and offline are necessary to identify and rectify any tactics being employed.

4. In order to create ethical advertising campaigns businesses should invest in research that allows for a better understanding of consumer behavior and preferences.

5. Promoting advertising while discouraging practices can be achieved through industry self regulation by implementing codes of conduct.

6. Exploring the use of emerging technologies like blockchain or AI can enhance transparency in advertising. This would help reduce the risk of misleading claims by providing traceability.

7. Encouraging collaboration between advertising platforms and consumers is crucial, for reporting and addressing advertisements. This collaborative effort will contribute towards creating an advertising ecosystem.

5.6 Conclusion

Finally, this research study emphasises the serious worries that consumers have about misleading internet advertising. Fake testimonials, exaggerated claims, offensive content, and gender representations in internet advertising were all thought to have a significant impact on consumer pleasure and trust. However, the study found no statistically significant connections between these beliefs and socio-demographic characteristics, implying that these worries are shared by people of all ages.

The findings emphasise the significance of internet advertising openness, accuracy, and ethical practices. It also emphasises the importance of regulatory measures to combat deceptive advertising practices. Consumers are demanding a more real and trustworthy online advertising environment, and businesses must address these concerns if consumer trust and happiness are to be maintained in the digital age.This research study illustrates consumers' significant concerns about misleading online advertising. Consumers express reservations

about how these practices affect their happiness and trust in digital marketing across multiple dimensions, including phoney testimonials, overstated claims, inappropriate content, and gender representations in online advertising. Notably, these problems transcend socio-demographic characteristics, emphasising their universality and the critical necessity for enterprises to address them thoroughly. The study emphasises the core themes of openness and accuracy, with consumers desiring more honest advertising practises. Furthermore, it emphasises the critical importance of regulatory measures in preventing deceptive advertising. Consumers are increasingly seeking authenticity and transparency in this shifting landscape of digital marketing.Businesses must match their advertising efforts with ethical and truthful practices in order to succeed, as preserving consumer confidence is becoming increasingly important in the digital age. More study and action in this area are required to create a more positive and trustworthy online consumer experience, which will benefit both consumers and the advertising sector as a whole.To achieve these customer expectations and sustain trust in the digital economy, more research and industry action are required.

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ANNEX-1 QUESTIONNAIRE

Impact of Misleading Internet Advertising on Consumers

SECTION A

Letter of Consent

I am Isabella Neupane an undergraduate student currently in my fourth year of Bachelor in Business Information Systems from Kathmandu University School of Management(KUSOM) and I would like to invite you to fill out this questionnaire to help me conduct academic research to understand **Impact of Misleading Internet Advertising on Consumers in Nepal.** This study focuses on Internet Advertisment and it's impact.This form is open to anyone willing to provide their views on the matter.I will assure to to keep your information confidential and only use it for the education purposes.Thank you!!

Regards

Ms. Isabella Neupane

Kathmandu University

Email: 1911018_isabella@kusom.edu.np

SECTION B

Demographics

Select Your Location*

☐ Bhaktapur

☐ Lalitpur

☐ Kathmandu

☐ Kavrepalanchok

☐ Other

Specify your Age*

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55 -above

Gender*

☐ Male

☐ Female

☐ Prefer not to say

Education Level*

☐ Below SEE/SLC

☐ 10+2

☐ Undergraduate

☐ Masters

☐ ph.D

Family Size*

☐ 2-4 members

☐ 4-6 members

☐ 6- above

Attractive Media*

☐ Television

☐ Internet

☐ Newspaper

☐ Radio

Advertisement is essential*

☐ Yes

☐ No

SECTION C

1-Strongly Agree,2-Agree,3-Neutral,4-Disagree,5-Strongly Disagree

Answer the Questionnaire according to your perspective and experience as consumer

Fake Testimonial

1.Misleading advertising including fake testimonials is a prevalent issue on the internet.*

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

3.The presence of fake testimonials undermines the authentic feedback that I rely on for a satisfying decision.*

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

4.Encountering fake testimonials on the internet diminishes the value of authentic customers and satisfaction.*

5.Stricter regulations should be implemented to oversee the use of testimonials in internet advertising in order to uphold customer satisfaction? *

6.Have you ever taken action to flag an internet advertisement that, in your belief, featured fake testimonials that could affect customer satisfaction?*

SECTION D

Exaggerated Claims

1.Experiencing products or services with exaggerated claims on the internet influences my overall level of satisfaction.*

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

2.Exaggerated claims impact your trust in the authenticity of the products or services, subsequently affecting your satisfaction.*

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

3.The operator internet ads are not entirely truthful about its product or services and I find it challenging to be satisfied with a product or service*

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

4.Exaggerated claims contribute to a sense of dissatisfaction when your real experience falls short of what was promised.*

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

5.The slogans of the advertisement are often subjective in nature and hence have an impact on consumer satisfaction.*

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

Section C

Offensive Content

1.Offensive content in internet ads affect your satisfaction with the advertised products or services*

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

2.Advertisement should always show women in respectful manner.*

4.Implementing self-regulatory mechanisms in media to eliminate gender-biased programming is necessary to enhance customer satisfaction."*

1   2   3   4   5

Strongly Agree   ○   ○   ○   ○   ○   Strongly Disagree

5.Sale of a product is directly related to a sexy portrayal of women that has an impact on customer satisfaction*

1   2   3   4   5

Strongly Agree   ○   ○   ○   ○   ○   Strongly Disagree

6.Offensive content on the internet makes me less likely to consider purchasing the advertised product or service *

1   2   3   4   5

Strongly Agree   ○   ○   ○   ○   ○   Strongly Disagree
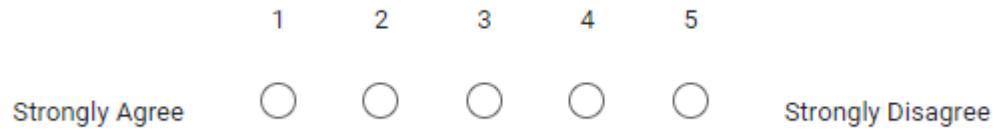
Section D

Consumer Satisfaction

1.I feel more satisfied when the actual product/service aligns with the claims made in internet advertisements*

1   2   3   4   5

Strongly Agree   ○   ○   ○   ○   ○   Strongly Disagree

2.I am more likely to be satisfied with a brand that maintains transparency and accuracy in its online advertisements.*

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

3.I believe that companies should prioritize customer satisfaction by ensuring the accuracy of their internet advertisements.*

mer

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree

5.I believe that the company should actively prevent offensive content to equalize gender biasness and customer satisfaction.*

	1	2	3	4	5	
Strongly Agree	○	○	○	○	○	Strongly Disagree