

CHAPTER -1
INTRODUCTION

ABSTRACT

Advertisers are expected to shift and spend millions in internet advertising in the coming years than TV, print ads and other traditional advertising media.

With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment , shopping, information search, internet serves as a panacea for all their requirements . Many consumers are online every day for their personal work, but do they notice , banners displayed on that webpage, and most important their recall value. The current study investigated the effectiveness of internet advertising on consumer behaviour.

Online advertisement, with advancing technology, has become very much popular in modern times. A field study was conducted which aimed at evaluating the effectiveness and importance of online advertisements in today's market. In order to collect the primary data, random sampling method was used and data was collected using a questionnaire. The field work ended collecting responses of around 56 respondents. Responses were further put to analysis in order to derive meaningful results fulfilling the objectives of the field study.

Introduction

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual Adson search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

ADVERTISING denotes a specific attempt to popularize a specific product or service at a certain cost. It is a method of publicity. It always intentional openly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non- personal communication about an organisation and or its products idea service etc. that is transmitted to target audiences through a mass medium. In common parlance the term publicity and advertising are used synonymously. 1.2 What is advertising? The word advertising is derived from the Latin word viz, "advertero" "ad" meaning towards and "verto" meeting towards and "verto" meaning. "I turn literally specific thing".

Simply stated advertising is the art "says green." Advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebrate attention attracts device. The object always is to bring to public notice some articles or service, to create a demand to stimulate buying and in general to bring together the man with something to sell and the man who has means or desires to buy".

The Concept of Promotion

Promotion is the component of a company's marketing system that involves delivery of messages to target customers that emphasizes the benefits of your brand, products and services. A few common communication tools such as advertising are used in a promotional plan. Goals of promotion include building brand awareness, creating favorable brand attitudes, gaining market share, inducing buying, building loyalty and growing sales (Kurtz 2010). To reach its promotional goals, a company develops an effective promotional mix which is a combination of strategies including advertising, personal selling, sales promotion, direct marketing and public relations through a cost effective allocation of resources (Robinson, 1991). In large companies, the marketing department has many roles. It determines the promotional mix, establishes the budget, allocates resources , coordinates the campaign, supervises any outside resources, and measures the results . Manufacturers often develop a promotional mix for each segment of the distribution channel. To promote a product to large retailers that sell its products, a manufacturer might want to use a mix of personal selling, advertising, and buying discounts. This is known as the push policy.

(The manufacturer pushes the product to the retailer.) The same manufacturer might use a different promotional mix of local and national advertising, in-store displays, sales promotion, and public relations to reach consumers. The pull policy directs promotions towards the consumers. It is used to create customer interest and demand. This study focuses

on advertising as one of the strategies in the promotional mix used by companies within Kenya. Advertising is the communication relayed from companies to persuade an audience to purchase their products. This communication is usually through various forms of paid media -- TV and radio commercials, print ads, billboards and more recently, product placements, social media and online ads. Ads are placed where advertisers believe they will reach the largest, most relevant audience. Commercial businesses within Kenya e.g. Unilever, Safari.com use advertising to drive the consumption of their product, while non-profit organizations may place ads to raise awareness or encourage a change in behaviour or perception.

1.1.2 The Concept of Internet Advertising

Internet advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous, and conversion to business is very high. This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial. Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self-selected environment of the consumer, the promotion message will be more effective. Internet advertising is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumer can provide feedback content about the product, to the firm and to other consumers. A positive feedback becomes a good promotion for the marketer. A marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs. Consumer can also add collective content to the medium through discussion forums like the virtual communities (Ducoffe, 1996). In Kenya, online advertising has gained increased popularity with more people spending time online.

The Concept of Consumer Behaviour

The term "consumer behaviour" refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behaviour to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behavior, among them economic status, beliefs and values, culture, personality, age and education (Kotler, 2004). Findings on consumer behaviour are used to develop methods and products that will boost company

performance and sales. Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behaviour is increasingly important for businesses according. Advertising to attract consumers, providing better environment, product, services and policies is important in improving today s consumer experience to support businesses in retaining customers. This study seeks to determine and explain the effectiveness of internet advertising in stimulating consumer response.

With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication ,entertainment, shopping, information search, internet serves as a panacea for all their requirements. This has led 70% of the ever users to glue themselves to the Internet and access it on a regular basis. The problem is that, volumes of consumers are online everyday for their personal work, but do they notice the ads, banners etc. displayed on that webpage, most important what is their recall/remembrance value. What about the reach of online advertising, is it effective across over all target groups?

To fill these gaps, the current study sought to determine the effectiveness of internet advertising on consumer behaviour.

Advantages of online advertisement

Online advertisement offers several advantages over traditional means of advertising. The advantages offered by online advertising are as follows:

1. Traceability:

Online is different because we know which ads work and which do not , because we can track them .This gives online the advantage over traditional advertising every time. We can test our advertising ideas and only roll out the successful ones leading to a far higher returns on investment than can be achieved by lucky guesses.

2. Targeting:

Online advertising can trump traditional media because online ads can be targeted. Why show the same advertisement to a 20 year old and a 60 year old viewer? The web allows us to deliver bespoke advertising to clients. Your website can be used to target messages that are tuned to the wants and needs of particular clients. You can target your audience effectively.

The trick is to place your ad where the right customers can see it.

3. Internet advertising is huge:

With the growth of information on the internet, the amount of time people spend on it has also grown, which has in turn generated a new market for internet advertising. Some of the wealthiest companies in the world have made sure that they get a piece of the internet marketing pie, and for a good reason.

4. Internet advertising has greater range:

The Internet enables extensive coverage, as it has the capacity to reach global audience at a rapid rate.

5. The ad works 24 hours a day, 7 days a week, and 365 days a year:

It's always nice to know your advertising is working for you around the clock and around the world, so that your customers can view it at their convenience rather than any specific time.

6. Direct Response:

The biggest strength of online advertising is the direct response that it offers to both customers and advertisers. Audiences are just one click away from the advertisers, creating a unique opportunity for advertisers to engage in two way communication with buyers.

Disadvantages of online advertisement

1. Scope:

It is a "limited" market that can be conquered, if you only use the Internet for advertising display. While more and more people every day are now into the use of technology and surfing the World Wide Web there are quite a few of the average consumers out there that are still on the older forms of advertising as a means to gather information on certain products and services.

Fortunately for us Internet advertisers that are changing quickly in our favour and this will soon no longer be an issue.

2. Additional costs:

If you decide to rent the help of a professional, a freelancer or a company for the production of your site and /or advertising for your product or service, of course it costs more than if you did it yourself. While the costs can advance an initial disadvantage, the results in the long term may in fact be very beneficial if you have the right people to work with.

3: It's too measurable:

You can gather more statistics than a baseball team. Worse, some of the click-through rates are low - often 1 or 2 percent or even less. That means hardly anyone who sees your ad clicks on it and visits your Web site- or buys your product. Online advertising is still in its infancy.

4. Customers are experiencing advertising overload:

One problem with online ads is the incredible amount of clutter on most Web pages. Every advertiser wants consumer attention, but readers simply have too much information to digest. Often, they choose to ignore ads - and that is what leads to low rates of return. Even with its disadvantages, the Internet is turning into a tool that surpasses the wildest dreams of ad execs.

Forms of online advertising

The Internet is a great place to advertise. There are many forms of online advertising. Some of the main ones involved:

- * E-mail sponsorship advertising
- * Newsletter and E-zine advertising
- * Rich media advertising (flash ads, Interstitials & Superstitials, streaming audio/video, etc.)
- * Pop-up/pop-under advertising
- * Online banner advertising
- * Sponsorship (web sites, e-mails, sweep stakes)
- * Advertorial (Paid-for editorial) placements

OBJECTIVES

The objectives of the field study are:

- Online advertisement experience.
- Evaluate the effectiveness and importance of online advertisements in today's market.
- Satisfaction level of online viewers.

CHAPTER -2

LITERATURE REVIEW

Introduction

This chapter provides, through selective reference to some of the literature, a clearer understanding of Internet advertising concept and outlines previous research findings on the effectiveness of internet advertising based on measures of advertising effectiveness.

Theoretical Foundation of the Study

Emotional appeals in advertising theory and classical conditioning theory in learning consumer behaviour form the theoretical basis of this study. Extensive academic research has been conducted on the psychology of emotion (e.g., Lazarus 1984) and the ways in which ad-evoked feelings may influence consumer response to marketing communication (e.g., Batra and Ray 1986; Holbrook and Batra 1987). Scholars have also observed that advertising may evoke both positive and negative emotions when seeking to persuade. Indeed, Brown, Homer and Inman (1998, p.115), suggest that from a practical perspective, the relative strength of positive and negative feeling effects potentially could guide advertisers decisions regarding executional strategies .It has been suggested that ads use positive affect to make consumers like the ad and then buy the product, and negative affect to evoke an uncomfortable state that makes consumers want the solution offered by the advertiser (Aaker, Stayman and Hagerty1986). Unfortunately, there are no guarantees that what the consumer actually experiences will be the affective response the advertiser intended to create: Researchers shown that this kind of mismatch between advertiser intentions and consumer response occurs all too often (Cotte, Coulter and Moore, 2004; Englis 1990; Stout , Homer and Liu 1990).These insights notwithstanding, a number of fundamental questions remain unanswered with respect to ad appeals. Why, for instance, do these appeals induce such powerful consumer responses in certain cases? What causes them to be more or less effective on consumers? With specific reference to internet advertising, this study will attempt to answer these questions .Classical conditioning is often referred to as a means in which humans learn by association. In the classical conditioning paradigm, Pavlovs Dog, a neutral stimulus is paired with an unconditioned stimulus to elicit an unconditioned response. For example, after repeated pairings of meat (known to cause salivation) with the sound of a bell, the sound of a bell alone elicits salivation. This association is dependent on two characteristics of the association: contiguity and frequency. The law of contiguity states that in order for associative learning to take place, the unconditioned stimulus and the neutral

stimulus must be paired close in time to each other. Furthermore, it is not enough for a neutral stimulus and an unconditioned stimulus to simply co-exist in a close period of time. The more frequent the pairing, the easier it is to form an association. Proponents of applying classical conditioning to marketing believe that the association between a product and positive stimuli may help explain the effect of many variables in communication and attitude change. Gorn (1982) tested the effects of a positive unconditioned stimulus on product preference. His results support the notion that the simple association between a product (conditioned stimulus) and another stimulus such as music (unconditioned stimulus) can affect product preferences as measured by product choice. However, these effects were diminished in situations where consumers were in a clear decision making mode. The learnings of classical conditioning give us some insight on the characteristics of an effectively branded Internet advertisement. First and foremost, the frequency with which an ad is served impacts brand awareness. Frequency also impacts whether or not, an association between a message and a brand, is made by a consumer.

Internet Advertising

As a new advertising channel the Internet and particularly the World Wide Web (WWW) portion of the Internet, are challenging traditional forms of mass media advertising (Hoffman and Novak, 1996; Hearn, Mandeville and Anthony, 1998). Meeker (1998) defines a mass communication medium as the communication from one person or group of persons through a transmitting device (a medium) to a large audience or market. The Internet offers an interactive alternative to mass media communication through the use of web pages, discussion groups and email (Hoffman and Novak, 1996). A significant advantage for advertisers will be the opportunity to communicate more directly with individual consumers through this medium. Marketers will also be able to promote their products and services in a personalized, targeted manner to interested people within their target market. Importantly, wastage of advertising and marketing funds often experienced when exposing promotional messages to the mass market, may be reduced as a result of using this new interactive medium. Advertisers will need to re-address their techniques, services and agency structure and evolve new communication strategies for the Internet as market share is being lost to this more personalized, interactive form of Internet advertising.

Schlosser *et al.*, (1999) surveyed a national sample of over 400 participants and found no majority opinion of Internet advertising

About a third of the participants liked, disliked, and felt neutrally toward Internet advertising respectively. The Internet users found online advertising was informative but less entertaining, and it did not encourage them to make purchases even they did not perceive it to increase product prices. Korgaonkar and Wolin (2002) examined the differences between heavy, medium, and light web users and concluded that heavier users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase intent (p: 201). Comparing with lighter users, the heavy Internet users believed that web ads were more

believable, entertaining, informative and helpful; but harder to understand. They perceived that web advertising was a good thing, moderately essential, and it reduced the cost of products. Marketers should include web advertising in their promotion efforts but the ads should be designed with the respective user groups in mind. For example, ads targeted to heavy web users should stress the price value relationship of the products, since they engage in more frequent purchasing and believe that web advertising helps to decrease the prices of products. Similarly, Ducoffe (1996) found that Internet advertising was perceived to be informative, entertaining, useful, valuable, and important.

Integrated Marketing Communication

The Internet has contributed to a greater adoption of integrated marketing communication (IMC) strategies, by allowing marketers to communicate more directly with individual consumers (Low, 2000). Internet functions become integrated into a company communications mix, which permits the operation of the Internet as an advertising medium to be incorporated alongside more traditional media types. The application of the IMC concept involves the progression away from the traditional one-to-many marketing communication model for mass media to the one-to-one communication, or many-to-many communication model (as illustrated in Figure 2.2)(Hoffman and Novak, 1996). The inclusion of the Internet in the promotional mix will not eliminate the use of mass media advertising channels such as television, radio, newspapers and magazines. However, the Internet may reduce the amount of mass media advertising required. Arguably, this will occur because the personal computer with Internet access is being utilized frequently by target audience members as an effective communication channel to make both social exchanges using email and commercial exchanges to purchase products on the web. The advertising industry is being challenged to create more direct, personal and interactive communication with the target market through the use of the Internet. The influence of the Internet on business-to-consumer (B2C) relationships has introduced a new dimension of interactivity to the communication industry (Shiva, 1997). Along with the introduction of the Internet, advertising as a form of communication has become more interactive. Traditionally advertising has involved the reduction of information about a product, service or ideas core benefits into a 30second TVC, a full page colour magazine advertisement, or a 15 second radio spot, in order to persuade the target market to take action (Shiva, 1997). However, while traditional advertising involves the reduction of information, the Internet enables the advertiser to provide consumers with detailed information with no time or space restrictions. Internet-based advertisers do not need to rely on traditional media channels, and are becoming liberated from these limitations, thus taking advantage of interactive communication and informing and educating consumers online. Berthon, Pitt and Watson (1996, p. 53) argue that the WWW represents a remarkable new opportunity for advertisers and marketers to communicate with new and existing markets in a very integrated way. This is because the Internet, and in particular the WWW, frees consumers from their traditional passive roles as receivers of marketing communication and gives them greater control over their information search and acquisition process. As a result,

consumers are now becoming interactive and more active participants in advertising and marketing processes (Hoffman and Novak, 1996; Hoffman, Novak and Chatterjee, 1997.)

Clinton Amos (2008)

It explores the relationship between celebrity endorser effects and Advertising effectiveness .This study provides a quantitative summary of the relationship between celebrity endorser source effects and effectiveness in advertising.

Korgaonkar and Wolin (2002)

it examined the differences between heavy, medium, and light web users and concluded that “heavier users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase intent”.

Sajuyigbe A.S1e.tal (2013)

Advertising is the blood of any organization; its activities cannot be underestimated for company who wishes to remain in a global competitive environment. and it was discovered that importance of advertising cannot be underestimated in achieving organization stated objectives.

Ducoffe (1996)

found that Internet advertising was perceived to be informative, entertaining, useful, valuable, and important.

CHAPTER -3
RESEARCH METHODOLOGY

RESEARCH METHOD

The research method used in this study is quantitative research. This aims at analysing the responses through statistical analysis and making conclusions thereafter.

Introduction

This chapter focuses on research methodology that was used in the study. It provides a detailed description of the research approach adopted in this study. Research design, target population, research instruments, data collection and analysis methods used were presented in the subsequent sections.

Research Design

This study used descriptive research. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984). It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution and therefore offered a better clarification on online advertising, and ultimately give a clear picture on the effectiveness and reliability of online advertising and its relationship to purchase decision.

OBJECTIVES

The objectives of the field study are:

- Online advertisement experience.
- Evaluate the effectiveness and importance of online advertisements in today's market.
- Satisfaction level of online viewers.

SAMPLING METHOD

The research sampling method used in this study is random sampling method to obtain a more scientific result that could be used to represent the entirety of the population.

Respondents

The respondents in this research were from different location. Different location was chosen because of the differences in the socio- economic conditions present in different area that is relevant to the study. Around 50 responses were collected and analysed in this study using an online questionnaire developed using Google forms.

Questionnaire

The questionnaire required information about the personal details of the respondent, online advertisement experience and satisfaction level of online viewers.

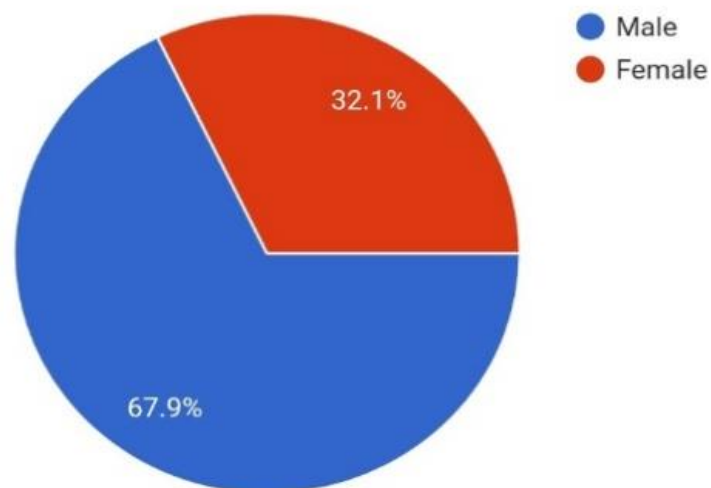
LIMITATIONS:

1. Respondents answered some questions without reading properly.
2. Some respondents submitted answers twice.

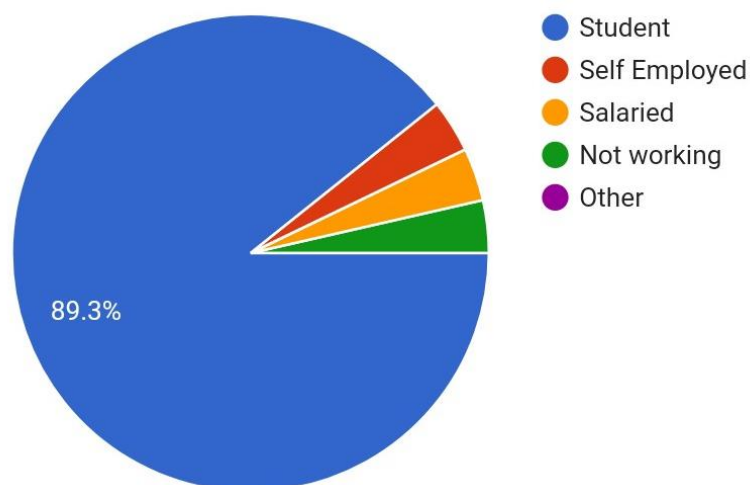
CHAPTER -4

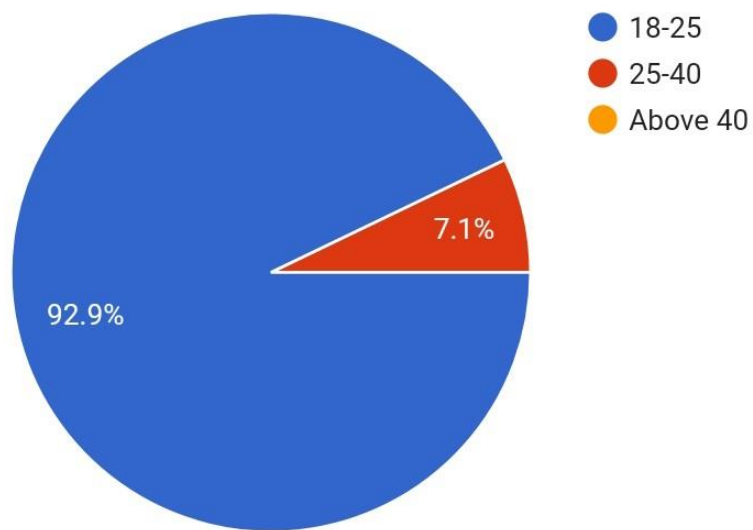
FINDINGS AND ANALYSIS

1. Out of 53 respondents, it was observed that 32.1% of the respondents were females whereas 67.9% were males.

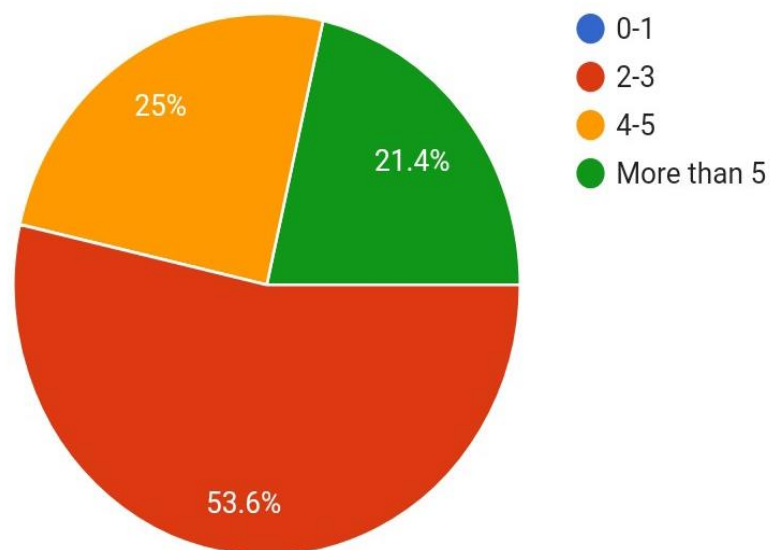


2. The target audience of this survey is mainly students that is why 89.3% of the respondents are students and they mainly belong to 18-25 years of age. So 92.9% of the total respondents belong to the age group of 18-25 years of age.

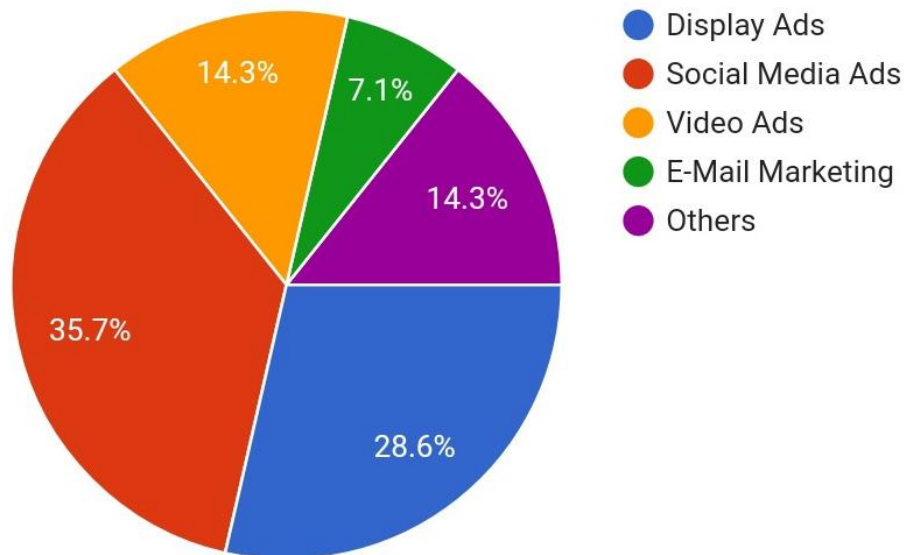




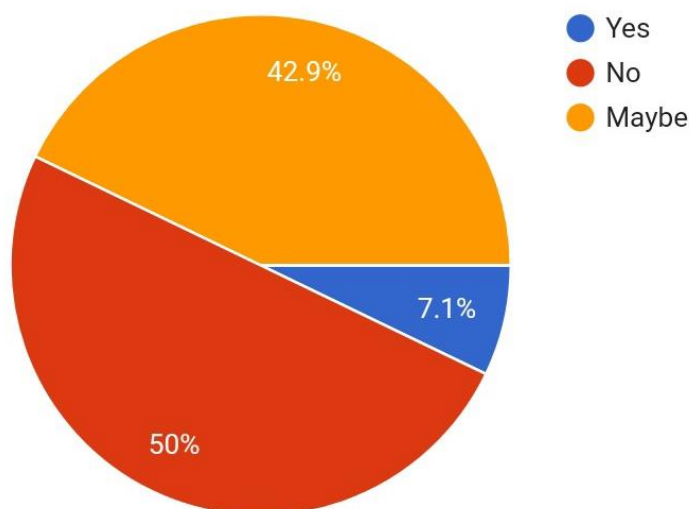
- On response to how many hours they spend their time using internet I came to know that 53.6% people spend 2-3 hours on internet, 25% people spend 4-5 hours and 21.4% spend more than 5 hours on internet.



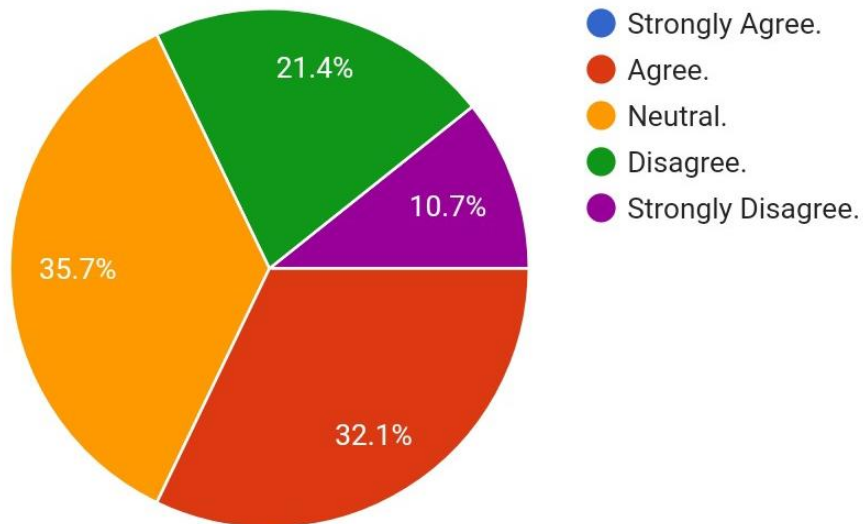
- Out of total respondents, 35.7% people prefer social media ads, 28.6% prefer display ads, 14.3% prefer video ads, 7.1% prefer e-mail marketing and 14.3% prefer other kind of online advertisements.



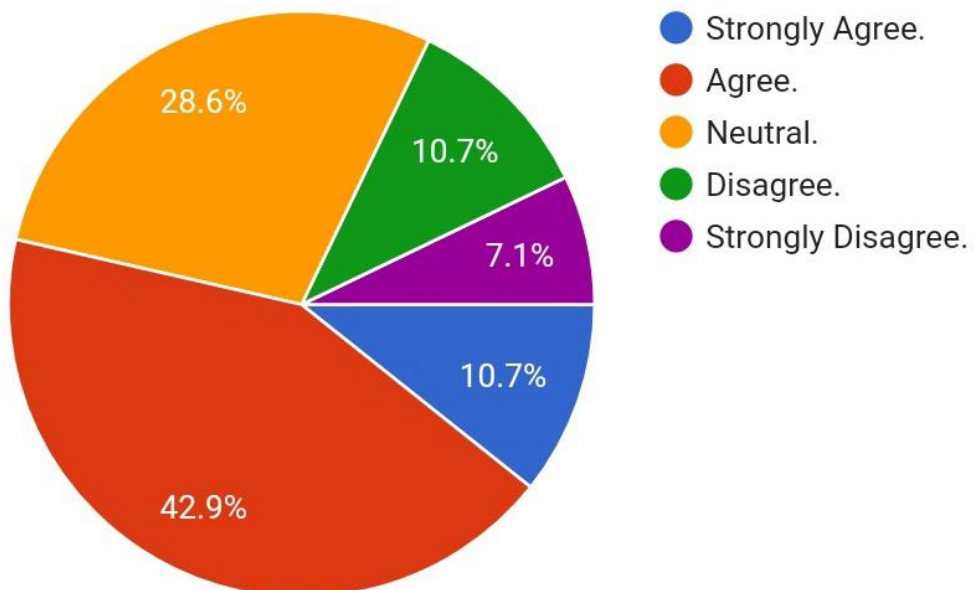
- 50% of the total respondents say that they don't check the online ads while browsing, 42.9% say that sometimes they check and sometimes they ignore and the rest 7.1% say that they check the ads while browsing.



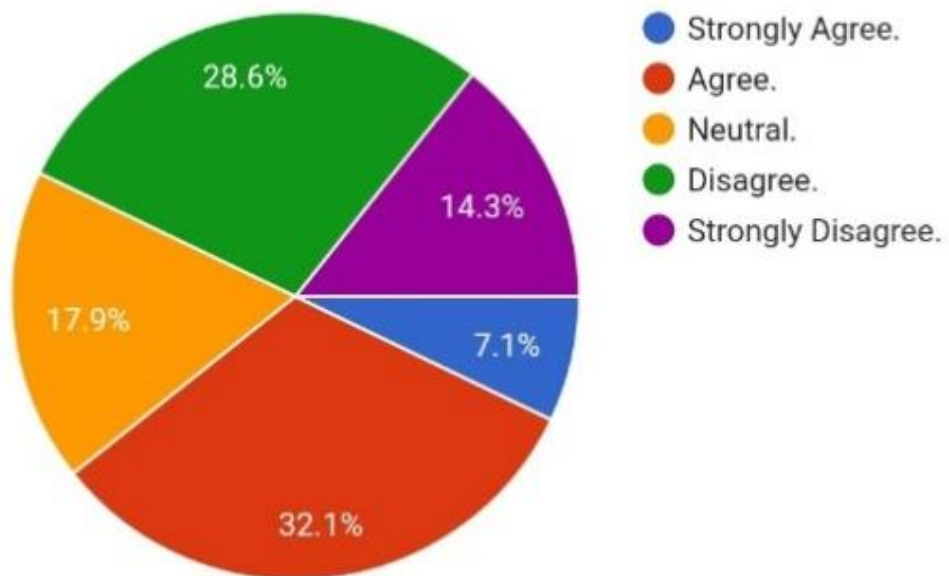
- Out of the total respondents, 35.7% people are neutral that online ads are informative, 32.1% agree that they are informative, 21.4% disagree and 10.7% strongly disagree.



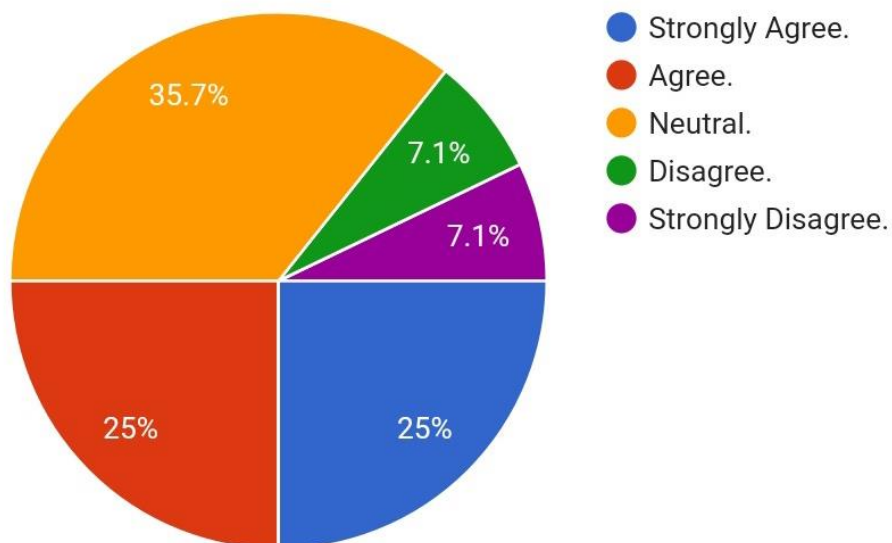
- 49% of the total respondents agree that online advertisements give a brief about the products or services being offered, 28.6% are neutral, 10.7% strongly agree and the same percentage of people disagree and 7.1% people strongly disagree to this question.



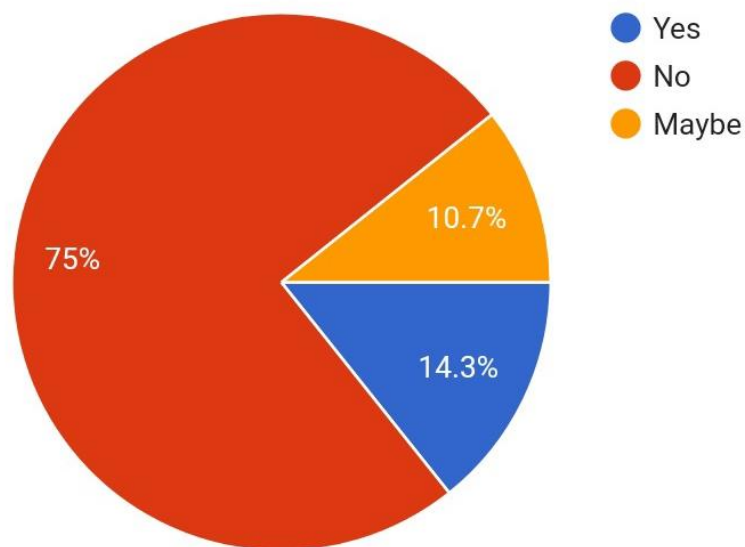
- On being asked the question that who occasionally purchase or use the services or products advertised online 32.3% of the total respondents agree to this question, 28.6% people disagree, 17.9% are neutral, 14.3% strongly disagree and 7.1% strongly agree.



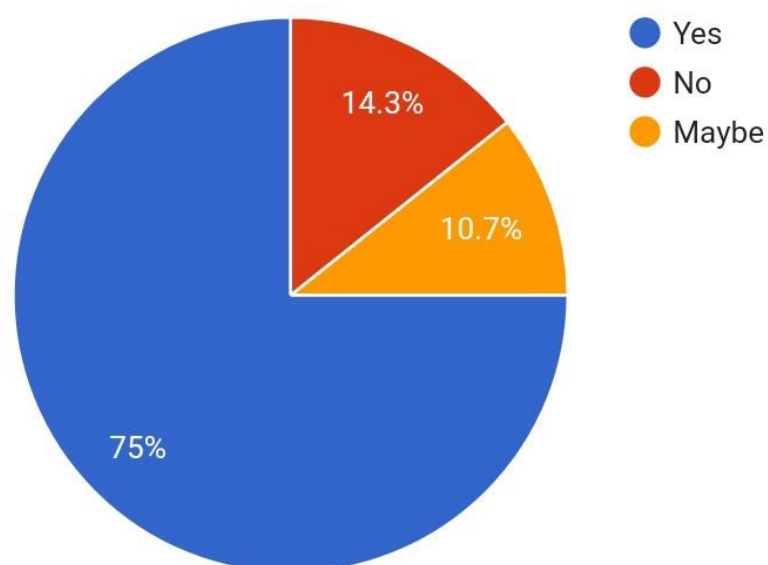
- 35.7% of the total respondents are neutral about the fact that online advertisements tell them about new things on a regular basis, 25% people agree and strongly agree and 7.1% of the people disagree.



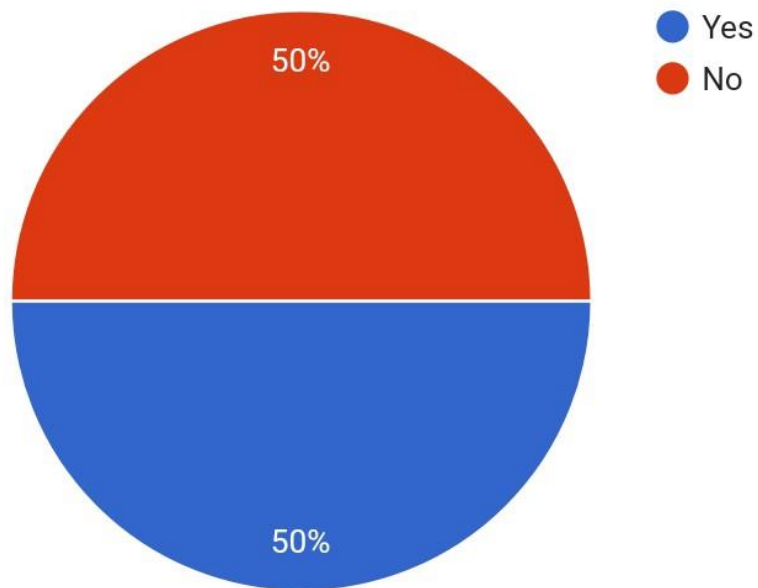
- 75% of the people say that they have not responded or participated in any online advertisement, 14.3% agree and the rest 10.7% are neutral.



- 75% of the people say that online advertisements interferes them in their work while browsing, 14.3% of the people disagree and the rest 10.7% are not sure about this question.



- Half of the people say that they have purchased the products or services after seeing their online advertisements and the rest half say that they have not purchased.



CHAPTER -5
CONCLUSION

Online advertisement, with advancing technology, has become very much popular in modern times. To evaluate the effectiveness and importance of online advertisements in today's market, a field study was conducted which drew the following conclusions:

- It was observed that around 54% respondents use internet for 2-3 hours.
- Mostly people like social media and display ads.
- 50% of the people said that they don't check ads while browsing.
- Very few people agree that online advertisements are very informative.
- Around 40% of the people agree to the fact that they buy products after seeing online advertisements.
- Around 75% of the people say that they have not responded or participated in any online advertisement.
- Also 75% of the people say that online advertisement interferes in their work.

REFERENCES

The essence of the project is inspired and collected by these sources, listed in this chapter, not fully but partially as advisory notes-

https://shodhganga.inflibnet.ac.in/bitstream/10603/3706/12/12_chapter%203.pdf

https://www.academia.edu/23555639/THE_EFFECTIVENESS_OF_INTERNET_ADVERTISING_ON_CONSUMER_BEHAVIOUR_THE_CASE_OF_UNIVERSITY_OF_NAIROBI_STUDENTS

https://www.ijmra.us/project%20doc/2017/IJMT_JUNE2017/IJMRA-11735.pdf

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<https://www.marketing91.com/swot-analysis-of-airtel/>

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<https://www.marketing91.com/swot-analysis-of-reliance-jio/>

http://www.ijssr.co.in/images/full_pdf/1555666950_IIMT142.pdf

APPENDICES

EVALUATING THE EFFECTIVENESS OF ONLINE ADVERTISEMENTS ON TODAY'S MARKET.

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual Adson search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

*** Required**

1. NAME *

2. EMAIL

3. AGE GROUP *

Mark only one oval.

- ☐ 18-25
☐ 25-40
☐ 40 ABOVE

4. GENDER *

Mark only one oval.

- ☐ MALE
☐ FEMALE
☐ OTHERS

5. CURRENT PROFESSION *

Mark only one oval.

- ☐ STUDENT
- ☐ SELF EMPLOYED
- ☐ SALARIED
- ☐ NOT WORKING
- ☐ OTHERS

6. DO YOU HAVE ACCESS TO THE INTERNET ? *

Mark only one oval.

- ☐ Yes
- ☐ No

7. On average, how many hours do you spend on internet everyday ? *

Mark only one oval.

- ☐ 0-1
- ☐ 2-3
- ☐ 4-5
- ☐ MORE THAN 5

8. WHAT KIND OF ONLINE ADVERTISEMENTS DO YOU LIKE TO SEE *

Mark only one oval.

- ☐ DISPLAY ADS
- ☐ SOCIAL MEDIA ADS
- ☐ VIDEO ADS
- ☐ E-MAIL MARKETING
- ☐ OTHERS

9. DO YOU CHECK THE ONLINE ADVERTISEMENTS WHILE BROWSING *

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

10. "ONLINE ADVERTISEMENTS ARE VERY INFORMATIVE." WHAT'S YOUR TAKE ON THAT. *

Mark only one oval.

	1	2	3	4	5	
STRONGLY AGREE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	STRONGLY DISAGREE

11. "ONLINE ADVERTISEMENTS GIVE A BRIEF ABOUT THE PRODUCT OR SERVICE BEING ADVERTISED." WHAT'S YOUR TAKE ON THAT. *

Mark only one oval.

	1	2	3	4	5	
STRONGLY AGREE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	STRONGLY DISAGREE

12. OCCASIONALLY , I PURCHASE THE PRODUCT OR SERVICE BEING ADVERTISED ONLINE. *

Mark only one oval.

	1	2	3	4	5	
STRONGLY AGREE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	STRONGLY DISAGREE

13. ONLINE ADVERTISEMENTS TELL ME ABOUT NEW THINGS ON REGULAR BASIS. *

Mark only one oval.

	1	2	3	4	5	
STRONGLY AGREE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	STRONGLY DISAGREE

14. HAVE YOU RESPONDED OR PARTICIPATED IN ANY ONLINE ADVERTISEMENT. *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Option 4
- ☐ Option 5

15. DOES THE ONLINE ADVERTISEMENT INTERFERES IN YOUR WORK WHILE BROWSING? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

16. HAVE YOU MADE ANY PURCHASES AFTER SEEING THE ONLINE ADVERTISEMENTS? *

Mark only one oval.

- ☐ Yes
- ☐ No

