**A PROJECT REPORT**

**On**

**THE EFFECTIVENESS OF INTERNET**

**ADVERTISING ON CONSUMER BEHAVIOUR**

**SUBMITTED TO HP UNIVERSITY SHIMLA**



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SAHIL SHARMA

**DECLARATION**

I hereby declare that the project report “The effectiveness of internet advertising on consumer behaviour is my original work and has not been submitted for any degree, diploma or other similar titles elsewhere. The project was submitted by me under the supervision and guidance of **Assistant Prof. Rajni Thakur,** Project Guide, of **Swami Vivekananda Govt. Degree College Ghumarwin** in partial fulfillment for the Award of The Degree of Bachelor of Business Administration (BBA) I further declare that I am solely responsible for omission and commission of errors if any.

**Signature of the Student**

**Date:**

**Place:**

CERTIFICATE

This is to certify that the Project entitled **“A Study on THE EFFECTIVENESS OF INTERNER ADVERTISING ON CONSUMER BEHAVIOUR.** For the award of the degree of Bachelor of Business Administration (BBA) from Himachal Pradesh University, is a record of Project Report carried out by **MR. SAHIL SHARMA of BBA 6TH Sem. Swami Vivekanand Govt. Degree Collage Ghumarwin, University ROLL No, 5190350027,** under my supervision and guidance no of part of this report has been submitted to any other Degree/Diploma and this report many taken for evaluation

Sign of candidate Sign of guide

**Sign of Coordinator**

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**CHAPTER -1**

**INTRODUCTION**

* 1. **Background to the study**

Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade (Ko *et al.,* 2004; Koyuncu and Lien, 2003). The revolutionary change brought forth by information technology has an important impact on the daily lives. It has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time. The Internet has emerged as an advertising medium (Silk *et al.,* 2001). Many companies have turned to the Internet to advertise their products and services; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace (Faber *et al.,* 2004; Ko *et al.,* 2004; Korgaonkar and Wolin, 2002). Companies are pouring billions of dollars into Internet advertising to obtain greater return on investment on ads (Edwards, 2005; Joines *etal.,*2003).

The Internet has given consumers more control in accessing information on products and services. There are several factors that contribute to consumers pull for online content—consumers are the one who decide when, where, what, and how much commercial content they wish to view (Korgaonkar and Wolin, 2002). The Internet enables consumers to access an unlimited range of products and services from companies around the world, and it has reduced the time and effort they spend on shopping (Ko *et al.,* 2004).

Consumers play a much more active role in searching for information online with some goal in mind, and that goal can influence individual behaviors and responses to online information and advertisements (Smith, 2002). With the rapid advancement in the computer industry, many companies have made Internet as part of their advertising media mix to take advantage of the online technologies (Calisir, 2003).

The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials (Ducoffe, 1996). Since the Internet can be used as an efficient communication tool, both scholars and practitioners are interested in understanding how to take full advantage and maximizing the value of this communication medium (Rodgers and Thorson, 2000).

Consumers within SVGC Ghumarwin have been largely exposed to the traditional advertising forms as the main media used by advertisers to provide information. However, over the years marketing strategies have evolved with technology leading to the internet creating unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influence and drive purchases, fuel new growth and create new market share. The growth of internet advertising is both globally and locally outpacing offline advertising. While outdoor advertising is also experiencing growth, it is not growing as rapidly as Internet advertising. It is on this basis that the study investigated the effectiveness of online advertising based on a consumer sample from SVGC Ghumarwin to determine the relationship between advertising and consumer behavior,

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 SVGC Ghumarwin.

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 SVGC Ghumarwin e.g. Unilever, Safaricom use advertising to drive the consumption of their product, while non-profit organizations may place ads to raise awareness or encourage a change in behavior or perception.

**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 SVGC Ghumarwin, online advertising has gained increased popularity with more people spending time online.

* 1. **The Concept of Consumer Behavior**

The term "consumer behavior" refers to actions and decisions that factor into a customer's purchase. Researchers, businesses and marketers study consumer behavior 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 behavior 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 behavior 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.

The number of internet users in SVGC Ghumarwin was estimated at 10.2 million in 2011 according to Communications Commission of SVGC Ghumarwin (CCK). This majority of internet users are youth especially university students, who regularly use the social network sites through their mobile phones, either searching for information or chatting with friends online. Many students from the SVGC Ghumarwin have embraced the evolution in technology, and adopted latest variety of android products, tablets, ipads, and

the popular models of Samsung galaxy for easy access of the internet. The growth has been fuelled by the implementation of the ICT policy by the government and the introduction of the fibre optic network offering fast internet connections This study used a sample of these college students from the main campus to determine and explain the relationship between internet advertising and consumer behavior. The students come from a diverse background and were ideal in studying various characteristics related to consumer behavior. Students are enrolled in different study programmers through fulltime and module II, with some operating from outside the institution while others have residence within the university leading to variability in exposure to advertising.

**1.4 Research Problem**

Advertisers are expected to shift and spend millions in internet advertising in the coming years than TV, print ads and other traditional advertising media. Internet advertising broadly consists of various commercial content formats delivered by video clip, print, and audio; either solicited or unsolicited and includes company web sites, corporate logos, e-mail messages, pop-ups, banner ads, skyscraper ads, buttons, interstitials, hyperlinks, dynamic media, and interactive games (Ducoffe, 1996; Goldsmith and Lafferty, 2002; Korgaonkar and Wolin, 2002; Wolin and Korganokar, 2003).

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?

While a lot of research has been done on advertising, the effectiveness of online advertising in SVGC Ghumarwin is a segment that has been missing from these studies. Research done by Wanjoga, (2002) mainly focused on consumer attitudes towards online advertising in Nairobi, and showed that consumers were aware of the online adverts though with no preference to the advertising forms. It however, failed to quantify and explain the effectiveness of internet advertising on such consumers. Similar research done by Wakukha, (2011) on the use of internet advertising by SVGC Ghumarwin mobile telephone industry, explained forms of internet advertising in use, the success and challenges faced in its use and the level of adoption, but failed to provide information on its effectiveness in influencing or stimulating consumer response. The findings of a survey of the attitude of consumers towards retail media advertising by tobacco firms in SVGC Ghumarwin, showed that the consumers are aware and knowledgeable about Retail Media Advertising tools. The study used a sample of 200 consumers from retail outlets in Nairobi, which was not a viable sample to determine its effectiveness on all consumers from SVGC Ghumarwin. However, as suggested by Gong and Maddox (2003), “future research can look into the impact of web advertising across different countries and cultures to enhance the global understanding of web advertising effectiveness” (p: 46). In addition, more studies are needed to cover various samples in different countries to increase external validity of the research findings (Calisir, 2003).

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

**1.5 Research Objectives**

**The objectives of the study were to:**

1. Determine the effectiveness of internet advertising on reach and creation of awareness.
2. Establish the reliability of internet advertising through recall.
3. Determine the relationship between internet advertising and purchase decision.

**1.6 Value of the Study**

The study may benefit marketers, businesses, government and academicians. This study may be able to inform marketers on the consumer preference of the advertising media and whether using Internet adverting would be effective in reaching and increasing awareness of the target audience.

Before adapting marketing practices to the Internet, it is imperative to understand the characteristics of the online customers towards online advertising as would be revealed by this study. The Internet has grown in popularity as an advertising medium because, among other things, it allows 24-hour interactivity between the advertiser and customer. It is important for local businesses to look into internet advertising as more consumers turn to the internet for their purchasing. A small business that can offer online purchasing may be able to tap into this customer base.

The government from this study would understand the value of internet advertising and its influence on consumer decisions which ultimately impacts electronic commerce/trade, and therefore would effectively regulate how internet advertising is delivered by acting rationally

on laws that would restrict data usage, creating an ambient environment and availing resources to internet providing companies and at the same time

safeguarding the interest of consumers.

For scholars and academic researchers, the current study forms a basis upon which future research on Internet Advertising may be established. The findings may be resourceful in providing viable information to academicians, researchers and consumers on various concepts related to internet advertising

**1.7 Internet Advertising**

As a new advertising channel, the Internet and particularly the World Wide Web

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 tounderstand. 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.

**1.8Integrated 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’s 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 idea’s core benefits into a 30 second 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.

**1.9Effectiveness of Internet Advertising**

Various researchers have studied numerous factors that might have an impact on Internet advertising recall. The factors include ad characteristics, Internet users’ viewing mode and duration of viewing, campaign publicity, attitudes toward the web site or ad, and curiosity and innovative advertising strategy (Danaher and Mullarkey, 2003; Goldsmith and Lafferty, 2002; Menon and

Soman, 2002). Danaher and Mullarkey (2003) examined the effects of such factors as viewing mode, visit duration, text and page background complexity, and the style of banner ads on both aided and unaided recall. The authors did not find any significant impact of the web site context factors on advertising recall. The key finding was that the duration of page viewing is a strong determinant of the ability to recall banner ads; however, a minimum level of exposure (around 40 seconds per page) is required to achieve a reasonable level of advertising recall.

Dreze and Hussherr (2003) also examined the effectiveness of ad characteristics on the ability to recall ad. Animation content, the shape of the banner ad, and frequency of the ad (repetition) leads to higher advertising recall but not the size of the banner. In addition, the authors reported that “a banner’s message influences both aided advertising recall and brand recognition. This indicates that what an ad says is more important than how it says it” (p: 21). In contrast, Yoon (2003) found that banner image is more significantly effective than text to assess consumers’ preferences toward online ads.

In terms of consumer responses in the form of liking online ads, researchers such as Goldsmith and Lafferty (2002) and Metha (2000) have found that a more favorable attitude towards ads can lead to a higher ability to recall ads. Goldsmith and Lafferty (2002) found a significant relationship between positive responses to web sites and the likelihood of recall the brands advertised on the web. The authors reported that “In general, research suggests that those consumers who have a positive attitude toward an ad are more able to recall than those with a negative attitude (p: 320). Metha (2000) made a similar conclusion but the study was based on print advertising performance.

Click-through rate is a widely used measure for assessing the effectiveness of

banner advertising, which is the average number of times a viewer clicks on a pop-up ad and is then exposed to the target web site (Dreze and Hussherr, 2003; Faber, *et al.,* 2004). As reported by Cho (2003), “the banner advertisement click-through is believed to be the most common way to draw consumers into a target site and engage them with a brand or product.

**1.10 Consumer Behavior**

According to Warner, consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Malcolm). Warner emphasized the consumption related behaviours are often undertaken collectively. For example, some activities performed by individuals but consumed by a family or group of people, similar as organization purchasing activities usually followed by group decisions. Beside this point, the consumer behaviour is not just purchasing, but has usage and disposal the goods, this type of information always be useful for company to make marketing decisions (Malcolm). It blends elements from psychology, sociology, social anthropology and economics, and attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants, and also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between

products that can be acquired with their relative advantages and disadvantages

. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not (Malcom).

The black box model shows the interaction of stimuli, consumer characteristics, decision process and consumer responses. It can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people). The black box model is related to the black box theory of behaviourism, where the focus is not set on the processes inside a

consumer, but the relation between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimulus is given by social factors, based on the economical, political and cultural circumstances of a society. The buyer’s black box contains the buyer characteristics and the decision process, which determines the buyer’s response.

(Todd,1997). Assessment of consumer behavior in specific situations, using observational and physiological methods, is becoming increasingly important in understanding conscious and unconscious consumer behavior. An increased understanding of consumer behavior may result in the development of improved consumer products and in more healthy dietary patterns. A growing number of techniques is available to assist researchers in measuring various aspects of consumer behavior such as walking patterns, product selection, meal composition, and eating/drinking. Due to advances in digital video, sensor technology and computer speed, complex measurements of behavior and physiology are now possible. Integration of these techniques allows multimodal

measurements. With the growing number of techniques, the challenge for the researcher to choose the right solution becomes larger.

There are different ways of measuring consumer behaviour, depending on the interest. Regularly conducting market research allows businesses to know their customers, and take them into account when making business decisions. This greatly improves business performance, and profits.

Common measurements includes, conducting a survey to determine consumer behaviour. There are two main types of consumer survey: qualitative or quantitative. Qualitative studies involve asking a few consumers a lot of in-depth questions. Quantitative studies involve asking lots of consumers a few questions. The latter would be better for determining the market for a totally new product, since you only need to find out if people would buy it. If you are

A product, or making one similar, a qualitative study would allow you to gain more detailed information.

Similarly, consumer behaviour would be measured by observing consumers going about their business within permitted stores or shopping malls. By watching consumers, it is possible to discern a great deal of information about their behaviour. Information such as optimum height and location of a product and store layout is all gleaned from observational consumer

behaviour measures. Other techniques involve using raw data to provide a measurement tool. For example, releasing a new product to the market, and observing I fit is bought regularly inconjunction with another product. If so, then an assumption can be made that it has a similar demographic to the second product. Using the raw data to determine what time of day, or weather, or time of year people buy a product gives information on consumer behaviour. Using separate objective and subjective data obtained from an interview or survey. The primary data from respondents is used to make objective judgements, which are free from bias.

**1.11 Internet Advertising and Consumer Behavior**

The evolution of the Internet as a global communication infrastructure (Cae, 2000) has created a new advertising channel for advertisers and advertising agencies to utilize and will provide advertisers with the means to more cost effectively target their promotional messages to consumers. Psychological factors such as thinking, feeling, sensation, and intuition directly correlate with customers’ online advertising experience. Companies should aim to strengthen customer interactions with advertisements on the Web, keeping both context and cognition in mind. Unfortunately, most companies provide a generic experience to all customers rather than relying on customer analysis to deliver a personalized experience. They’ve failed to innovate and bring the online advertising experience to a whole new level of interaction and integration that would truly let them achieve effective communication.

CHAPTER -2

**LITERATURE REVIEW**

**2.1 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.

**2.2 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 Hagerty 1986). Unfortunately, there are no guarantees that what the consumer actually experiences will be the affective response the advertiser intended to create: Research has shown that this kind of mismatch between advertiser intentions and consumer response occurs all too often (Cotte, Coulter and Moore, 2004; Englis 1990; Stout, Homerand 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 orless 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, Pavlov’s 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 learning’s 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.

## 2.3 Need of the study:

* To case and contact will the working of an organization and to see the different type of marketing activities.
* Whatever the subject tought in the classroom that is completely theoretical . So while we for our project ,we compared the marketing research activities of our organization with theories.
* Find the depth and width of distribution channels of PepsiCo in Ghumarwin and compare them with those followed by competitors .

**1 Scope of the research :** The study aims to understand the massive contribution of Online marketing as a part of Integrated Marketing Communication and to know its splendid efforts towards promotion in practice and also to find out some challenges in using online marketing as a tool of integrated marketing communication. The recommendations of this research can be used to frame an appropriate Integrated Marketing Communication strategy in which companies can give special consideration to online marketing along with the other traditional tools of IMC.

**2 Research problem:** This study focuses on following problems – Should companies integrate various marketing tools to communicate about¬ its brand? How do consumers get awareness about different brands?¬ How online marketing plays important role in companies’ marketing¬ strategy? What are the reasons for growing popularity of online marketing among¬ consumers? How is online marketing advantageous over traditional marketing? What are the loopholes in online marketing?

**3 Research objectives:** Based on the above research problems, the research objectives are as follows,

1. To understand the importance of Integrated Marketing Communication.
2. ii. To understand the importance of Online advertising in changing market scenario.
3. To understand the reasons for growing popularity of online marketing.
4. To analyze the effectiveness of online marketing as compared to traditional marketing tools.
5. To identify the limitations of online marketing as IMC tool.

**2.4 Research Objectives**

The objectives of the study were to;

1. Determine the effectiveness of internet advertising on reach and creation of awareness.
2. Establish the reliability of internet advertising through recall.
3. Determine the relationship between internet advertising and purchase decision.

# 2.5 Limitations of Marketing Research

* Marketing Research (MR) is not an exact science though it uses the techniques of science. Thus, the results and conclusions drawn upon by using MR are not very accurate.
* The results of MR are very vague as MR is carried out on consumers, suppliers, intermediaries, etc. who are humans. Humans have a tendency to behave artificially when they know that they are being observed. Thus, the consumers and respondents upon whom the research is carried behave artificially when they are aware that their attitudes, beliefs, views, etc are being observed.
* MR is not a complete solution to any marketing issue as there are many dominant variables between research conclusions and market response.
* MR is not free from bias. The research conclusions cannot be verified. The reproduction of the same project on the same class of respondents give different research results.
* Inappropriate training to researchers can lead to misapprehension of questions to be asked for data collection.
* Many business executives and researchers have ambiguity about the research problem and it’s objectives. They have limited experience of the notion of the decision-making process. This leads to carelessness in research and researchers are not able to do anything real.
* There is less interaction between the MR department and the main research executives. The research department is in segregation. This all makes research ineffective.
* MR faces time constraint. The firms are required to maintain a balance between the requirement for having a broader perspective of customer needs and the need for quick decision making so as to have competitive advantage.

**CHAPTER -3**

**RESEARCH DESIGN AND METHODOLOGY**

**3.1 Research Methodology**

The first step is to formulate a research design. This means planning a strategy of conducting research. It is a detailed plan of how the goals of research will be achieved. Research design is exploratory, descriptive and/or experimental in nature. It is helping the investigator in providing answers to various kinds of social/economic questions. After collecting and analysis of the data, the researcher has to accomplish the task of drawing inferences. Only through interpretation researcher can expose relations and processes that underlie his findings and ultimately conclusions. Interpretation refers to the task of drawing inferences from the collected facts after an analytical study. It is a search for broader meaning and research findings. It is the device through which factors that seem to explain what has been observed by researcher in the course can be better understood and provides theoretical conception which serve 59 as a guide for further researches. It is essential because it will lead towards findings of the study and proper effective conclusions of the study. In the present study, researcher has followed Descriptive research. Descriptive research is usually a fact finding approach generalizing a cross - sectional study of present situation. The major goal of descriptive research is to describe events, phenomenon and situations on the basis of observation and other sources.

**3.2 Sample Size**

* **Area**: Dealers of sub division Ghumarwin distt. Bilaspur H.P.
* **Sample Size: -** The larger the sample the more accurate the result will be but practically it is not feasible to survey the entire target population or even its substantial portion also.

In this project being aware of time and cost constraints, sample size was 100 Dealer’s.

**3.3 Survey Method**

The survey method is the technique of gathering data by asking questions from people who are thought to have the desired information. Every effort should be made to state the objectives in specific terms. The survey design can be defined as: “gathering information about a large number of people by interviewing a few of them.”(BACKSTROM & HURSH P3) The definition can be modified by stating that collecting information with other data collection alternatives available to survey researcher in addition to interviewing i.e. questionnaire, personal observation etc. Surveys are conducted in case of descriptive research studies with the help of questionnaire techniques in most appropriate manner. Survey type of research studies usually have larger sample. It is concerned with conditions or relationships that exists, opinion that are held, processes that are going on effects that are 60 evident or trends that are developing.

Thus in surveys variables that exist or have already occurred are selected and observed. It is the example of field research.

**3.4 Data Collection**

Data collection means to a purposive gathering of information relevant to the subject matter of the study from the units under research. Primary data are empirical observations gathered by the researcher or his associates for the first time for any research and used by them in statistical analysis. There are several methods of collecting primary data particularly in descriptive researches. Telephone enquiries postal\mail questionnaire Personal interviewing Panel research Special survey techniques. Telephonic inquiries and mailing questionnaires are the best’s method for gathering quickly needed information at the cheapest way.

**Questionnaire:** The questionnaire has a list of questions to be asked and spaces

in which the respondents record the answer. It is either printed or typed in definite order on a form or set of forms. Each question is worded exactly as it is to be asked; also the questions are listed in an established sequence.

Generally it is mailed to respondents who are expected to reply in the space provided in itself or may be approached personally to explain the purpose and

meaning of questions in the questionnaire, they are conducted by enumerators. Often questionnaire is considered as heart of a survey operation hence should be drafted carefully. Hence structured questionnaire ensures easy quantifications.

In present study, the required data was collected through Sample survey using structured questionnaire. Since ‘Customer`s inclination towards Online marketing’ is the core focus of the study, a structured & closed ended questionnaire was prepared for customers only. (covering various demographic parameters). The questionnaire incorporated questions related to customers’ preference for online marketing and other traditional mediums for getting awareness on various brands and making purchase decision. Though questionnaire is an economic tool for data collection, non-response or incomplete response is high in this case. However, proper follow up was taken to overcome this barrier by making sure that each questionnaire is completely filled. Secondary data is the data collected by others in the past and used by others.

It may be either being published or unpublished data. It includes the following:

1. Various publications of central, state and local governments.

2. Various publications of foreign governments or international bodies.

3. Technical and trade journals

4. Books, magazines, and new paper.

5. Reports prepared by research scholars, university economists etc.

6. Reports publications of various associations connected with business and industry, bank, university, economists etc. Sources of unpublished data are mainly diaries, letters, unpublished biographies; autobiographies etc. before

using secondary sources the researcher must ensure reliability sustainability and adequacy of data. In present study, researcher has used published and unpublished sources of secondary data. Secondary data was collected to provide the dissertation with necessary theoretical back up. Information related to IMC, online marketing & its implication etc. was collected through various secondary sources such as research journals, reference books, business magazines and content sharing websites.

Primary sources

**Primary Data:**

Primary data is basically the live data which I collected on field while doing cold calls with the customers and Ii shown them list of question for which I had required their responses.

**Source:** Main source for the primary data for the project was questionnaires which I got filled by the customers or sometimes filled myself on the basis of discussion with the customers.

Secondary Data:

Secondary data for the base of the project I collected from intranet and from internet, magazines, newspapers etc.

**3.5 Sampling methods**

Sample selection is undertaken for practical impossibility to survey entire population by applying rationality in selection of samples we generalize the findings of our research. A complete enumeration of all items of the population is known as census enquiry.

**3.6 Sampling process**

**1. Define the population:** the population is said to be completely defined if at least the following terms are specified i.e. elements, sampling units, extent, and time. In this research such terms may be defined as follows: Elements¬ Sampling units¬ Extent¬ Time¬

**2. Identifying the sampling frame**: a complete list of population units is the sampling frame it should be so selected which consist of almost all the sampling units. Popularly known sampling frames are census reports, electoral register, list of account holders, etc.

**3. Specifying sampling unit:** it is the basis unit containing the elements of target population.

**4. Specify the sample method:** it indicates how the sample units are selected, whether probability or non-probability samples are to be taken.

**5. Determine the sample size:** the decisions about the number of elements to be chosen i.e. number of observations in each sample of the target.

**6. Parameters of interest:** one must consider the questions of specific population parameter which are of the interest.

**7. Select the sample:** final step in the selection of sample process where a good deal of field work and office work is introduced in the actual selection of sample elements: Descriptive type of study generally used probability sampling design (random sampling) and requires structured or well, thought out instruments for collection of data like questionnaire

**8 Data analysis tools for research:** To analyze data collected through structured questionnaire researcher used statistical Add-In Data Analysis. Statistical tools used for the analysis are Mean, Median & mode, Standard deviation, Skewness & Kurtosis.

**9 Validity of the data:** The approach of content validity was used in order to verify whether the context of measure covers the full domain of the content. It helped to assess how items used in the survey represent their context domain and how clear they are. Verification made to assess whether questions asked to the respondents covers all the necessary details related to dissertation topic.

**CHAPTER -4**

**DATA ANALYSIS, RESULTS AND DISCUSSION**

**4.1 Introduction**

This chapter presents analysis and findings of the study as set out in the research methodology. The results were presented on the effectiveness of internet advertising on consumer behavior: the case of SVGC Ghumarwin Students. The study objectives were; to determine the effectiveness of internet advertising on reach and creation of awareness; to establish the reliability of internet advertising through recall; and to determine the relationship between internet advertising and purchase decision. The study targeted 100 respondents out of which all the 100 respondents responded and returned their questionnaires contributing to a response rate of 100%. This response rate was sufficient and representative and conforms to Mugenda and Mugenda (2003) stipulation that a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good while a response rate of 70% and over is excellent. This commendable response rate was due to extra efforts that were made via courtesy calls made to remind the respondents to fill-in and return the questionnaires. The chapter covers the demographic information, and the findings based on the objectives. The findings were then presented in tables, graphs and charts as appropriate with explanations being given in prose thereafter.

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups. The data after collection has to be processed and analyzed in accordance with the outline laid down in research plan or research design. This is essential for a scientific study and for ensuring that we have all relevant data for making comparisons and analysis. Technically processing of data implies editing, coding, classification and tabulation of collected data so that they are available for analysis. Analysis particularly in case of surveys involves estimating the values

of unknown parameters of the population and testing of hypothesis for drawing inferences. “Thus in the process of analysis, relationships or differences supporting or conflicting with original or new hypothesis should subject to statistical tests of significance in order to determine with what validity data can be said to indicate any conclusions.” Analysis therefore may be categories as descriptive analysis and inferential analysis which is often known as statistical analysis.

**4.2 Background information**

The study initially sought to ascertain the general information on the respondents involved in the study with regards to the year of study, age, and gender. The demographic information points at the respondents’ suitability in answering the questions on the effectiveness of internet advertising on consumer behaviour: the case of SVGC Ghumarwin

Students.

Data Analysis & Interpretation

**Descriptive Analysis:**

Descriptive statistics is the term given to the analysis of data that helps describe, show or summarize data in a meaningful way such that, for example, patterns might emerge from the data. Descriptive statistics are simply a way to describe our data. “Descriptive analysis is largely the study of distribution of one variable. This study provides us with profiles of companies, work groups, persons and other subjects on any of a multiple characteristics such as size, compositions, efficiency, preferences etc.” Descriptive analysis is more specific in that they direct attention to particular aspects or dimensions of research target. Such studies reveal potential relationship between variables, thus setting the stage for more elaborate investigation later. It is a search for broader meaning and research findings. It is the device through which the factors that seem to explain what has been observed by researcher in the course can be

better understood and provides theoretical conception which serve as a guide for further researches. It is essential because it will lead towards findings of the study and proper effective conclusions of the study. Descriptive approach is one of the most popular approaches in these days. In this approach, a problem is described by the researcher using questionnaire or schedule. This approach enables a researcher to expose new ideas or areas of investigation. Direct contact between respondents and researcher is brought through this descriptive approach.

**Inferential Analysis:** Inferential analysis is used to generalize the results obtained from a random (probability) sample back to the population from which the sample was drawn. This analysis is only required when: a sample is drawn by a random procedure; and the response rate is very high.

The methods of inferential statistics are:

(1) The estimation of parameter(s) and

(2) Testing of statistical hypotheses. In the present study researcher used descriptive statistical tools. Primary data is used while analyzing and drawing inferences.

**Q.1 Distribution of the respondents by year of study ?**

**Table no3.1**

|  |  |  |
| --- | --- | --- |
| **Parameter** | **No .of respondents** | **Percentage** |
|  |  |  |
| First year | 30 | 30% |
|  |  |  |
| Second year | 32 | 32% |
|  |  |  |
| Third year | 38 | 38% |
|  |  |  |
| **Total** | **100** | **100%** |
|  |  |  |

**Interpretation : In the above fig.3.1 ,** it find that there are 33% students in the third year, 29% students in second year, 20%students in first year and 18% in the fourth year.

**Q.2 Distribution of the respondents by Age Category?**

**Table.N0.3.2**

|  |  |  |
| --- | --- | --- |
| **Parameters** | **No, of respondents** | **Percentage** |
|  |  |  |
| 19-25 years | 82 | 82% |
|  |  |  |
| 26-35 years | 18 | 18% |
|  |  |  |
| **Total** | **100** | **100%** |
|  |  |  |

**Interpretation:-In the above fig.3.2,** The findings indicate that majority of the students i.e 82% fall under the age category of 19-25 years and 18% of students fall under 26-35 year . age category.

**Q.3 Gender distribution of the respondents ?**

**Table.No.3.3**

|  |  |  |
| --- | --- | --- |
| **Parameters** | **No. of respondents** | **Percentage** |
|  |  |  |
| Male | 72 | 72% |
|  |  |  |
| Female | 28 | 28% |
|  |  |  |
| **Total** | **100** | **100%** |
|  |  |  |

**InterpretationIn the above fig3.3**It is found that the study recorded a 72% of males and 28% of females.

**Q.4 Do you Like Advertisement and why?**

**Table No.3.4**

|  |  |  |
| --- | --- | --- |
| **Particular** | **Frequency** | **Percentage** |
| Informative | 35 | 35% |
| Entertaining | 25 | 25% |
| Creates awareness | 31 | 31% |
| Any other | 9 | 9% |
| **Total** | **100** | **100%** |

**InterpretationIn the above fig 3.4**As shown in pie chart most of the respondents (35%) indicated that advertising was informative, 31% create awareness, 25% entertaining with a closer percentage indicating creation of awareness. 9% indicated that advertising was either irritating, annoying or a waste of time. These findings mean that most of the respondents had a positive attitude towards advertising as illustrated by their various perceptions about the use of advertising.

**Q.5 How much time spent by you on various platforms of advertising?**

**Table No.3.5**

|  |  |  |
| --- | --- | --- |
| **Parameters** | **No.of respondents** | **Percentage** |
| TV , Movies | 35 | 35% |
| Newspaper | 25 | 25% |
| Radio | 10 | 10% |
| Internet | 30 | 30% |
| **Total** | **100** | **100%** |

**Interpretation :In the above fig 3.5** According to the findings most of the respondents (35%) spent time on TV, movies, (30%) on internet, (25%) on newspaper, maps and (10%) on radio.

**Q.6 Do you Watch the TV commercials during commercial break?**

**Table No.3.6**

|  |  |  |
| --- | --- | --- |
| **Parameters** | **No. of Respondents** | **Percent** |
|  |  |  |
| Yes | 70 | 70% |
|  |  |  |
| No | 30 | 30% |
|  |  |  |
| **Total** | **100** | **100%** |
|  |  |  |

**Interpretation In the above fig 3.6** According to the findings, the majority of the respondents attested to watching the TV/ commercials during commercial break. This implies that for television commercials, around 70% of consumers had a positive perception towards advertising on TV and 30% say No.

**Q.7 Do you get confuse at Internet Advertisement?**

**Table No 3.7**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Parameter** | **Yes** | **No** | **Cant’ say** | **Total** |
| Respondents | 76 | 20 | 4 | 100% |
| **Percentage** | **76** | **20** | **4** | **100%** |

**Interpretation: In the above fig 3.7**The above chart shows that the 76% people do not get any confusion at the time of product searching in shopping mall and 20% people Confused and 4 % can’t respond

**Q.8 How much you satisfy with Internet advertisement ?**

**Table No.3.8**

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Respondent** | **Percentage** |
| Satisfy | 58 | 58% |
| Highly Satisfy | 24 | 24% |
| **Unsatisfied** | **18** | **18%** |

**Interpretation: In the above fig No 3.8**   
The above data shows that the 58% peoples are satisfied with the Internet Advertisement and 24 % highly satisfy 18% Unsatisfied.

**Q-9 Are you satisfy with Internet Advertisement?**

**Table No.3.9**

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Respondents** | **Percentage** |
| Yes | 82 | 82% |
| No | 18 | 18% |
| Can’t say | 0 | 0% |
| **Total** | **100** | **100%** |

**Interpretation**: **In the above fig no3.9,** The above chart shows that the 82% peoples are satisfied with the facilities of Internet Advertisement and the 18% peoples are not satisfied with the facilities of Internet Advertisement.

**CHAPTER -5**

**FINDINGS**

**5.1 Introduction**

This chapter presents summary of findings, conclusion and recommendations of the study in line with the objectives of the study.

**5.2 Findings**

The study found that the effectiveness of internet advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements and time spent on these media. On average, a person spent more than 4 hours on the internet during his free time than that of TV and movies and print medium and therefore the reach of internet medium is much better than that of other media. A higher percentage indicated that they were made aware of existence of various products through internet advertising and therefore it was effective in creating awareness. The study revealed that the ability of the respondents to recall the internet ads was low compared to TV, and therefore even though the reach of internet is much higher than other forms, TV ads are much more reliable than internet advertising Danaher and Mullarkey (2003). Internet advertising is a key

determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also established that internet advertising has significant relationship with purchase decision of the consumers. From the Pearson’s correlations analysis, the study established that there is a positive relationship between consumer behaviour and internet advertising.

**5.3 Conclusion**

The objective of the study was to determine the effectiveness of internet advertising on consumer behaviour using a sample of SVGC Ghumarwin students. After analysis of the study findings, the study concludes that the effectiveness of internet advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in SVGC Ghumarwin and time spent on various media. Internet advertising was effective in providing higher reach and creation of awareness. However, inspite of the diverse usage of internet and wide interaction with various internet advertisements, fewer respondents were able to recall the internet ads they had seen. This implies that the reliability of internet advertising is quite low. The research established that TV advertising is more reliable than internet advertising therefore conforming with Danaher and Mullarkey (2003), that TV ads are much reliable than internet advertising.

The study concludes that internet advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were

influenced purchase decision. However, internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also concludes that internet advertising has significant relationship with purchase decision of the consumers. The study further concludes that internet advertising contributes most to the consumer behavior and that internet advertising was a significant factor in predicting the consumer behaviour. In addition, there is a positive relationship between consumer behaviour and internet advertising

**5.4 Recommendations**

The study established that the reliability of internet advertising is low and therefore recommends that the management of companies using internet advertising should provide unique experience to its customers based on customer analysis to deliver a personalized experience to the customers, Calisir (2003). The study also found that internet advertising is effective in reach and creation of awareness and recommends that the companies should invest more

in internet advertising to increase their market share and provide product information.

ensure that the internet advertising initiatives being implemented suits the targeted markets to improve product purchases. This is because there exist

different contextual realities between different markets Wolin (2002).

**5.5 Suggestions**

Since this study explored the effectiveness of internet advertising on consumer Behaviour: the case of SVGC Ghumarwin Students, the study recommends that a similar study should be done in a Govt.college for comparison purposes and to allow for generalization of findings on the effectiveness of internet advertising on consumer behaviour. As as suggested by Gong and Maddox (2003), “future research can look into the impact of web advertising across

different countries and cultures to enhance the global understanding of web advertising effectiveness” (p: 36).

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**QUESTIONNAIRES**

**Q.1 How much distribution of the respondents per year?**

A.] First Year

B.] Second Year

C.] Third Year

**Q.2 How much distribution of the respondents by Age Category?**

A.] 19-25 Year

B.] 26-35 Year

**Q.3 How much Gender distribution of the respondents?**

A.] Male

B.] Female

**Q.4 Do you Like Advertisement?**

A.] Informative

B.] Entertaining

C.] Create awareness

**Q.5 How much time spend by you various platforms of advertising?**

A.] TV Movies

B.] Newspaper, Mags

C.] Radio

D.] Internet

**Q.6 Do you wat**ch **the TV commercials during commercial break?**

A.] Yes

B.] No

C.] Can’t say

**Q.7 Do you get confuse at internet Advertisement?**

A.] Yes

B.] No

C.] Can’t Say

**Q.8 How much you satisfy with internet advertisement?**

A.] Satisfy

B.] High satisfy

C.] Unsatisfied

**Q.9 Are you satisfy with internet Advertisement?**

A.] Yes

B.] No

C.] Can’t Say

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