

A
PROJECT REPORT ON
“A STUDY ON EFFECTIVENESS OF INTERNET ADVERTISING”
IN MAHABUBNAGAR



Department of Commerce

I Year (2021-2022)
Under the faculty of Commerce

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Of Dr. BRR. Govt Degree College Jadcherla has duly completed their project under my supervision. The entire work has been done under my guidance and that no part of it has been submitted previously for any degree or diploma of any University. It is their own work and facts reported by their personal findings and investigation.



Signature of project guide

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DECLARATION

We Hereby declare that the project work entitled “ASTUDY ON EFFECTIVENESS OF INTERNET ADVERTISING IN MAHABUBNAGAR”. Is a bonafide project work carried out by us under the supervision and guidance of E VENKAT REDDY, lecturer, Department of Commerce, Dr.BRR GOVT DEGREE COLLEGE Jadcherla. The information and data given in the report is authentic to the best of our knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associate ship or other similar title of any other university or institute.

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ABSTRACT

In the current scenario online advertising is the best method of promotion. It is also known as Internet. Advertising, because internet is the primary source to deliver the promotional message to shopper or end user. Online promotional tools are increasing in the form of Mobile advertising, Email marketing, social media marketing and display advertising (included as web banner) etc. This study shows that how much online advertisement is effective, as well as its practicality and reason behind the use of it.

The Study also focuses on, how Online advertising affect buying behavior of consumers along with influencing factors of online advertising.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

The Internet is fast emerging as a powerful medium of advertising in the new millennium. With the number of Internet users increasing manifold, the new medium is viewed as the advertiser's dream. The Internet was the fastest growing medium in the 2000's with millions of users and an average estimated growth of 124% annually.

Internet advertising is becoming a part of some companies' marketing strategy- however it requires new strategies and thinking. The Benefits of Internet advertising is its ability to cover people from different geographical areas with varied tastes and preferences.

The next step in the research process is Analysis and Interpretation of the Data collected from the respondents. This Analysis and Interpretation is done with the help of Graphs and Tabulation, They Are prepared with the help of MS Excel software.

With the help of Analysis and interpretation the findings are drawn which includes whether consumers are aware of online advertisement, do online advertisement effect their purchase behavior. With the critical Analysis and Interpretation the Suggestion's are drawn on how to improve Online Advertisement in order to attract much of the viewer ship and to increase the purchasing efficiency and also to improve the methods of online advertisement. With the help of Analysis and interpretation the findings are drawn which includes whether consumers are aware of online advertisement, do online advertisement effect their purchase behavior.

With the critical Analysis and Interpretation the Suggestion's are drawn on how to improve Online Advertisement in order to attract much of the viewership and to increase the purchasing efficiency and also to improve the methods of online advertisement.

Finally a conclusion, where the briefing and the topic aspects is been given with few suggestions, finally concludes the Project Report.

ADVERTISING:-

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 amass medium. In common parlance the term publicity and advertising are used synonymously.

What is Advertising?

The word advertising is derived from the Latin word “Advertero” “Ad” meaning towards and “Vetro” meeting towards and “Verto” meaning. “I turn literally specific things”

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".

Basic features of Advertising

1. It is a mass non-personal communication.
2. It is a matter of record.
3. It is a mass paid communication.
4. It is also called printed salesmanship because information is spread by means of the written and printed work and pictures so that people may be induced to act upon
5. It persuades buyers to purchase the goods advertised.

BACK GROUND

Marketing is more than just distribution of goods from the manufacturer to the final customer. It comprises all the stages from creation of the product and the after-market, which follows the eventual sales, advertising plays a very important role in this process. The product or service itself, its meaning, packaging, pricing and distribution, are all reflected in advertising, which has been called the life blood of an Organisation. Without advertising, the products or services cannot flow to the distributor or sellers and end up to the consumer or user. The need for advertising developed with the expansion of population and the flow of towns with their shops and large stores, mass production in factories, infrastructure to deliver goods & services and increasing level education. Advertising grew with the development of media, such as the coffee house, newspapers and the arrival of advertising agencies.

Definition:-

The institution of practitioners in advertising defines "advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost".

ROLE OF ADVERTISING IN SOCIETY:

Advertising is an integral part of every day's life. It is a pervasive method of marketing in society. Though the methods by which marketers advertise have changed over the decades, the role and purpose of advertising has changed over the period of time. Without advertising, modern society cannot survive. Advertising is useful to society in the following ways.

Encourage Purchasing

Encouraging people to purchase goods and services is the main role of advertising. Some industries rely on advertising more than others: A cereal company, for instance, must advertise more aggressively, due to the wide array of competing products, than a power company that faces little to no competition. Advertisers often influence members of society to purchase products based on instilling a feeling of scarcity or lack.

Reflect cultural trends

Advertising bridges the gap among people by communicating varied culture through advertising messages. It brings variation in the social life.

Promotes Economic growth

Advertising contributes to bring about all round development of the economy by increasing demand and by encouraging economic activities it fuels the desire to shop and, in turn, shopping stimulates the economy.

Improves standard of living:

Advertising is an economic activity. It provides opportunities to people to improve their income. It motivates people to consume more material and thereby improves their standard of living. Provides employment Effective advertising generates demand for goods and services ,high demand calls for more production which requires more of physical and human resources thus creating employment opportunities.

Advertising and Brand building

Brands are the identification that differentiates one business. from another (through name, symbol etc.). However, today brands can also be defined as the personality they reflect to people in relation to status, emotional characteristics and subjective quality. They give the consumers a perceived knowledge of the product, its quality and uniqueness before they buy it.

Brands Ensure delivery of service as promised by them. For example, Pizza Company A claims to deliver pizza within a certain time and Pizza company B claims to deliver the most delicious Pizzas. It makes it easy for the consumers to identify what they want and, which brand to choose for it. It is important for a brand to accomplish the claim advertised to retain Brand Image.

Advertising is one of the key elements in building a brand, which is equally important to the marketer and consumers. Brand personality acts as a potent brand differentiator and offers sustain able competitive advantage.

Advertising by creating or reinforcing a brand's personality enhances brand value or equity which in turn can be leveraged through brand extension. Brand personality also helps brands to gain markets hare, command price premium and insulate from discounting
Brands

Building a strong brand name is key factor for business success. In the competitive business environment of today. Consumer's satisfaction has altered business practices. Organizations are forced to anticipate customers' needs and convey clear messages to consumers by establishing strong brand names and focusing on brand building.

What is Internet Advertising

Internet advertising is a form of promotion that uses the Internet and World Wide Web for the 5 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 inter active advertising.

In developing an advertising programme, one must always start by identifying the market needs and buyer motives and must make five major decisions commonly referred as 5M (mission, money message, media and measurement) of advertising.

Online advertising is similar to other forms of communication except for one critical difference that is the Internet. Consumer behavior follows a modal radically different from traditional advertising media. This model can be explained as the progression 'Awareness - Interest - Desire - Action'. All these activities occur simultaneously in Internet advertising. Online advertising. entails, placing of electronic messages on a website or email platform which achieves the following purpose

- ❖ Generates awareness for the brand.
- ❖ Stimulates interest / preference for a product or service.
- ❖ Provides the means to contact the advertiser for information to make a purchase.

History of Internet Advertising

Advertising has faithfully served the print industry for 200 years, and was applied to the Internet with every expectation of success. Web advertising began with Center and Siegel's in a mouth Green Card Lottery message on the Usenet site in April 1994 and was followed in October by advertising placements for AT&T, MCI, Sprint, and Volvo on Hot-wired and finally the idea caught on. The Advertisement grew in sophistication, and today there are Static, rotating, scrolling, animated, flash and interstitial banner ads which are designed to generate traffic, increase brand awareness and generate leads and sales.

Internet companies were founded on advertising revenues, and for some years the companies prospered.

Rate depended on:-

- I. The Type of advertisement.
- II. Where it appeared on the Web Pages.
- III. How it integrated with content.
- IV. How well it matched the advertiser's target audience.

Online advertising has to offer:

1. Scalability - Like television commercials, it doesn't cost very much to increase the reach of an online ad campaign. There is no need to print additional copies of a magazine, or to create and mail direct-mail pieces.

2. Hot demographics -The online community is more affluent, better educated, and younger and more willing to spend than the population at large. More and more people go online and the number is ever increasing.

3. Targeted messages -Unlike broadcast and print media, the Internet Allows advertisers to target exactly who will see the ir ads, and in what context. Web publications serve every conceivable audience, from the mass-market obscure niche groups. Beyond that, the technology leads target customers by their computing platform (PCs or Macintoshes)

4. Broad and flexible reach - While the Net cannot yet match television's market penetration, the size of the online audience is growing very quickly. More importantly, because you buy

Online ads by the impression, you can buy as much or as little of that audience you desire. And that's true no matter how popular or specialized the site on which your ads run- as a rule, advertising costs depend on how many impressions you buy, not on the size of a site's audience.

5. Cost-effective- Partly because you pay only for exactly what you're getting, online advertising can be extremely competitive with other forms of advertising. If you buy 1,000 ad impressions, for example, you know that exactly 1,000 people will see your ad.

6. Detailed tracking and measurement -Compared to online advertising, traditional media advertising is like shooting in the dark. The Web Allows advertisers to gather detailed information on who saw an ad, when, in what context, how many times and so on. Better still; you get this information instantly, not weeks later when it's too late to adjust your campaign. Of course, not every site currently provides this level of feedback, and not every advertiser knows what to do with it. Over a period of time, however, this is likely to become one of Web advertising's most important competitive advantages.

7. The ability to extend the transaction- Traditionally, advertising was a one-way mechanism. Apart from techniques like toll-free numbers pitched in infomercials and mail-in coupons in print publications, there was no way for customers to act on the information in the ad. On the Web, though, interested customers can click, learn more, and actually buy on the spot. There's simply nothing more powerful.

8. Good Creativity - Creative Design of Homepage is very important for the surfer to get hooked on other sites. Within seconds the user should get an idea about the site and where to go within it. If the opportunity is missed the user may never return.

In addition to all this the creators of websites & online advertising must take into consideration the factors like

- A. How fast does the site download,
- B. How easily navigable the site is,
- C. What is the domain name,
- D. What are the other publicity & advertising activities which build traffic to the site?

Online Advertising is one medium, which helps to generate awareness about the brand being advertised, it can help in creating an image, it helps in educating the audience and also builds interactivity & direct response. No other traditional medium has the ability to give all of this.

We are still at the experimental stage but many clients have already started allocating a budget towards online advertising & web is being considered not only as an advertising medium but also as a marketing tool. Hence online advertising, though slow to take off, will definitely be a

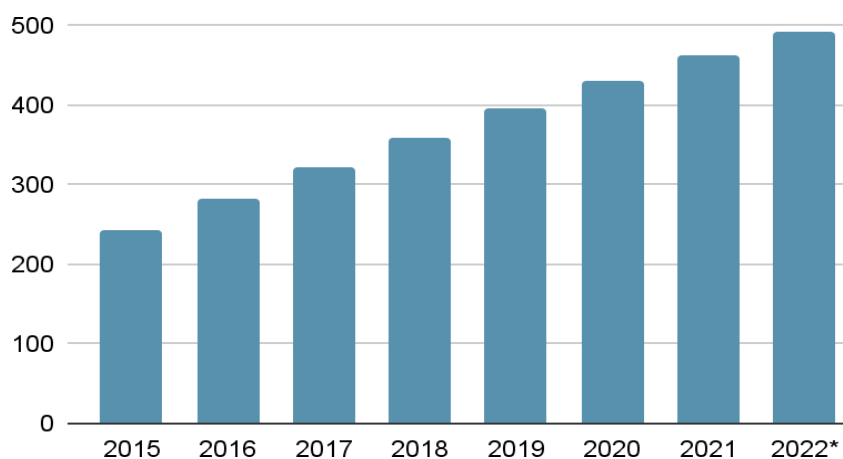
medium of the future.

INTERNET INDUSTRY IN INDIA-AS NAP SHOT

| | |
|---|-------------|
| ISP Licenses issued | 600 |
| ISP Licenses surrendered | 198 |
| Existing ISP licensing | 450 |
| Operational ISP's | 250 |
| Cities covered | 400approx |
| Cyber cafes/Public access kiosks | 12200approx |
| Internet subscribers | 4.2million |
| Operational international gate ways | 65approx |
| Estimated Employment Provided | 1150000 |
| Total investments made on ISP | Rs.6000cr |
| Estimated investments made on equipments by ISP | Rs.25000cr |
| Approval for setting up ISP | 100+ |
| ITSP licensing issued | 100 |

Growth of Internet Subscriber based in India

| YEAR | USERS(in millions) |
|-------|--------------------|
| 2015 | 242.9 |
| 2016 | 281.81 |
| 2017 | 320.57 |
| 2018 | 358.46 |
| 2019 | 394.99 |
| 2020 | 429.77 |
| 2021 | 462.26 |
| 2022* | 492.68 |



Advantages of Online Advertisement

1. Information access:- Internet users can find a plethora of information about almost any topic merely by conducting a search through one of the search engines. Once they have visited a particular site, users can garner a wealth of information regarding product specification, costs, purchase information, and so on. Links will direct them to even more information if it is desired.

2. Creativity: - Creatively designed sites can enhance a company's image leading to repeat visits, and positively position the company or organization in the consumer's mind.

3. Interactive Capabilities: - The interactive nature of the web leads to a degree of customer involvement. Site visitors are already interested enough in the company and / or products to visit.

4. Target Marketing: - A major advantage of the web is the ability to target very specific groups of individuals with a minimum of waste coverage. In the consumer market. Through personalization and other targeting techniques, sites are becoming more tailored to meet once need and want.

5. Speed:-For those requiring information on a company, its products, and / or its service offerings, the Internet is the quickest means of acquiring this information.

6. Exposure:-For many seller companies with limited budgets the www (World Wide Web) enables them to gain exposure to potential customers that heretofore would have been impossible.

Disadvantages of Internet

1. Language: - If I am selling the goods through the media the buyer prefers to get the information of the products or services with his own language but the advertiser has no option than to advertise in one single language which is a major disadvantage.

2. Audience characteristic: - Due to the accelerating growth of the net, audience characteristics change quickly. Numbers reported may be completed quickly and are often vary from one provided to the next.

3. Web Snarl: - At times, downloading information from the net takes a long time. When there are a number of users, the time increases and some Sites may be inaccessible due to too many visitors. For many users who expect speed, this is a major disadvantage.

4. Measurement problem: - One of the greatest disadvantages of the net is the lack of reliability of these search numbers generated. A quick review of forecasts, audience profiles, and other statistics offered by research providers will demonstrate a great deal of variance leading to a serious lack of validity and reliability. One of the industry's largest and most cited trade publications has written an expose of a heavily cited Internet research company, referring to the number it provides as "scary" figures have stressed concern over the fact that most sites figures are not audited, which mainly to rampant cheating in the respect of the number reported.

5. Costs: - The cost of doing business on the Internet continues to increase. While it is possible to establish a site inexpensively, establishing a good site and maintaining it is becoming more and more costly. As noted earlier, Levi's for the cost of maintaining as it discontinued "world-class" was prohibitive and one of the reasons for a band on in its e-commerce efforts.

6. Poor reach: - While the Internet numbers are growing in leaps and bounds, its reach is still far behind that of television. As a result, interest companies have turned to traditional medium to achieve reach and awareness goals. In addition statistics says that only a small percentage of sites on the Internet are captured and that the top 50 sites listed account for 95 percent of the site visited.

Given below is the comparison between Traditional Advertising and Web advertising that will signify the importance of into day's world.

| Traditional advertising | Wed advertising |
|---|---|
| <p>Bound by geography and location</p> <p>Advertisement costs are relatively high</p> <p>Lead times for implementation are substantial</p> <p>Limited inter activity exists if at all</p> <p>Getting customers feedbacks is a pains takinglys low process</p> <p>Tracking the effectiveness of the advertising efforts is relatively difficult</p> <p>Marketing efforts are restricted by time and space</p> <p>Traditional marketing is static</p> <p>Traditional advertising does not in vokim media teaction</p> <p>The analysis of the data is easier than we bad vertising</p> | <p>The web market is borderless</p> <p>WebAdvertisemnt rates are relatively lowLe</p> <p>ad times are virtually non-existent</p> <p>Web marketing is based on high level of interactive</p> <p>Customer feedback is immediate</p> <p>Effectiveness can bee asily</p> <p>monitored</p> <p>Internet advertisement can be carried out 24hr aday, 365 days a year</p> <p>Web advertising is dynamic and multimedia supported</p> <p>Web advertising requires the user to take in media teactions</p> <p>The data obtained from we badvertising Is more complex. It is called the big data coming from all digital platforms</p> |

STATEMENT OF THE PROBLEM

Is online advertising effective in influencing the potential Buyers?

Internet is one of the important mediums that own all kinds of features, which implies a great potential and powerful advertising medium in the future. In addition, Internet has a better impact than traditional media in the features like Format Variety, Affinity, and Preservability. Furthermore, Internet is the only medium so far which howns the feature of interactivity. That creates lots of new communication opportunities and possibilities that were unable to be achieved in the past because of the limitation of media technologies. In spite of these whether the online advertisement is effective in influencing the Potential Buyers in the modern era.

OBJECTIVES OF THE STUDY:

- To ascertain the importance of online advertising as a promotional tool.
- To assess the effectiveness of online advertising on purchasing behavior.
- To ascertain which type of online advertising is preferred by consumers.
- To study whether current internet advertisement are effective.
- To find out the awareness level among consumer towards internet advertising.
- To determine the relationship between the internet advertising and consumer behavior.

SCOPE AND LIMITATIONS OF THE STUDY

The scope of the study is the comparative difference between the effectiveness of Social Media Advertisements and Mass Media (TV, newspaper, radio) Advertisements. The study will discuss the effectiveness of each one and how they affect consumer's buying behavior. On the other hand, the study will not discuss about other forms of advertisements like aerial advertising, infomercials, bill board advertising, and etc.

The sample size is limited to 100 internet users hence the result of the study cannot be taken as universal.

Since the respondent had to fill the question naire while busy with their schedules, many people were reluctant to answer.

Findings of the survey are based on the assumption that the respondents have given correct information.

The study was conducted only in Mahabubnagar (MBNR) and therefore, several other potential samples out side the city were neglected.

Definition of Terms:-

Aerial Advertising a form of advertising that incorporates the use of aircraft, flogs, balloons, airships, or drones to create, transport, or display advertising media.

Infomercial a television program that promotes a product in an informative and supposedly objective way.

Mass Media a diversified collection of media technologies that reach a large audience via mass communication..

Media is the collective communication out lets or tools that are used to store and deliver information or data.

Social Media- are computer-mediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks.

SIGNIFICANCE OF STUDY

This study will be beneficial to the following: the consumers, by helping them to prevent from depending too much on advertisements and encourage them to observe quality of products before purchasing them.

Online advertiser can promote Google ads which use to display real and relevant ads. As consumer has strong belief on Google they know they will provide authentic information so the consumer easily switches to ad content and draw direct interest on that.

The Marketing Department of companies which will aid them to identify the factors that affects the consumer's buying decision and to which type of advertisement would be better to use for advertising products. It will also be beneficial to the students/marketing majors, professors of advertising/ marketing, school/ institution as it can contribute to each one.

CHAPTER 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Purpose:

Review of literature refers to identifying already existing literature the area of consumer behavior and marketing strategies , to find out what contribution has already been made so that it can serve a valuable base for further expanding the literature. The research while choosing the relevant literature of this study, has taken extreme care it to omit any literature pertaining to the effectiveness of Internet advertising the chapter revolve around the various relevant research literature screened to formulate the subject matter of the proposed study.

- To broaden the perspective about the research work
- To gain varied ideas
- To sport the area which have been covered
- To know the current issues with respect to the research area
- To acquire more knowledge a long with the direct experience

Review of Literature

Clint on 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.

Korga on kar 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 (2013)

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

RESEARCH AND METHODOLOGY

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic research for pertinent information on a specific topic. In fact, research is an art of scientific investigation.

Methodology For the purpose of literature survey, a sample survey was adopted through the Structured Questionnaire, and information was gathered by those who had conducted study, The information was also searched in libraries in various reports, journals and internet sites were also scanned for the authenticities of the subject matter.

CHAPTER 3

METHODOLOGY & PROCEDURE

METHODOLOGY

DEFINITION OF RESEARCH DESIGN:

“Research design is a plan, a road map and blue prints strategy of investigation conceived so as to obtain an answer to research problems / questions.

Kothari (2004)

"It is a basic plan, which guides the data collection and analysis phases of the project. It is a framework, which specifies the type of information to be collected, the resources of data collection procedure."

Thomas Kin near

“A plan, structure and strategy of investigation conceived so as to obtain answer to research questions and to control the variance”

Kerlinger

In general *Research design* refers to the framework of market research methods and techniques that are chosen by a researcher.

The design that is chosen by the researcher allows them to utilize the methods that are suitable for the study and to set up their studies successfully in the future as well.

Sampling Technique

It's a definite plan for obtaining a sample from a given population. The sampling technique was a convenience sampling method, and judgment sampling, as questionnaires were administered at places like the residents and colleges in Mahabubnagar, Telangana.

Tools and techniques of data collection

Interaction with Respondents was in the form of face-to-face interviews and with the help of questionnaires. It was done in a pre arranged order and the object of the research was revealed to the respondent.

Primary Data

Primary data are generally information generated or gathered by the researcher for the purposes of the project immediately at hand. When the data are collected for the first time, there responsibility for their processing also rests with the origin a investigator.

The primary data was generated through extensive use of a structured questionnaire, which had both the open end and close-ended questions. They were conducted in Mahabubnagar and the data collected was used for the purpose of analysis and interpretation.

Secondary Data

Secondary data refers to the information that has been collected by someone other than there searcher for the purposes other than those involved in there search project at hand.

Sampling Size

Universe is the population whose properties are studied to gain information about whole. Here in these study 100 consumers were taken as Sample Size.

A total of hundred respondents were interviewed during the survey. The input from these respondents which was collected in Mahabubnagar formed the primary data for the study.

DATA PROCESSING

Collected data was Analyzed and tabulated with the help of MS Excel & Google Docs, and then they have been presented in the tables and Graphs in this report. These are the basis for drawing the appropriate conclusion for this project.

INDUSTRYPROFILE

"Advert is in g is the ability to sense, interpret... to put the very heart throbs of a business in to type, paper and ink."

Leo Burnett

This statement quoted by Leo Burnett a few decades ago still holds ground as strongly as it did back then. Perhaps, with the new medium called the Internet, we can substitute type, paper and ink with site, page and link.

Advertisements are increasingly being delivered via automated software systems operating across multiple web sites, media services and platforms, known as programmatic advertising.

Like other advertising media, online advertising frequently involves a publisher, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

Internet is fast emerging as a powerful medium of advertising in the new millennium. With the number of Internet users increasing manifold, the new medium is viewed as the advertiser's dream.

It has great potential as an advertising medium. Online advertising offers the advantage of reaching and interacting with the target audience, irrespective of geographical barriers, in real time. Internet offers the flexibility of two-way communication, through feedback and interaction in real time. Online advertising presents the flexibility of moulding the campaign in response to the effectiveness in real time.

Products with high information intensity and high buyer involvement are also appropriate for Internet promotion due to its large information capacity at low costs. Its distribution opportunity is especially suitable for the increasing channel of mail order products.

Low product fit or low audience fit companies can benefit by building a brand image to establish a user link or simply to learn about interactive media. Traditional advertising is consumed passively, yet on the Internet, users have to actively select an advert. This changes the way advertisers generate and retain customers. To persuade visitors to visit and spend time on the website, advertisers must fulfill real customer needs on a continuous basis.

The commercial industry is going through a rapid and radical development from the 2000's. Growth in disposable income, increased purchase information and alternative service and product offerings have expanded the customer's bargaining power. Today's advertiser must individualize, differentiate and customize to achieve advertising effectiveness. Targeting and building a relationship with customers on an individual basis is essential to be a successful advertiser in the 2000's.

They may be new concepts right now but will be most essential part of business world in near future. In fact, the future we are talking about is already here! And to survive in this cut throat

Online Advertising Products

1. SEM (Search Engine Marketing)

With this type of campaign, the goal is to achieve increased brand awareness in a very short time. All it takes is an ad with a title, a description, and a call to action (make sure to rely heavily on the use of keywords). Depending on the quality of the website and the established CPC, the ad will be shown when users type your preselected keywords in to a search. Engine, In this case, a bid (usually) based on CPC is established.

2. Display Advertising

Among the more visual online advertising formats are display ads. They are called 'displayads' because they generally contain images or videos and are published in designated places within any given web site, like a blog.

They can be purchased directly or through platforms such as Google Adwords. The cost is estimated by CPC or CPM

3. Mobile Advertising

In fact, Google has said that since 2016 mobile traffic has surpassed that of desktop computers. So if you're still not investing in mobile platforms, it's time to take the plunge. Not only will you get better reach and an improved user interaction but, you'll also improve your SEO through Google's Mobile First algorithm in ads you show on your own website.

4. Social Ads

Social media is an incredibly important part of our everyday lives. Therefore, creating ad campaigns on these platforms is necessary in order to generate brand awareness and acquire potential new clients. Thanks to the extensive segmentation possibilities social networks offer, they can be the perfect places to launch new products / services geared towards very specific audiences. Regardless if your goal is to make conversions or to implement a branding strategy, Social Ads are a great choice!

5. Email Marketing

This type of campaign yields high conversions. Thanks to the many automation tools available, you can get highly profitable conversion. If you consider that getting a new client it is over 7 times more expensive than maintaining a current one, you can be sure that email marketing is a good idea.

6. Video Marketing

Video content is an incredibly entertaining to users, which makes using videos as an advertising strategy a fantastic idea. Another idea is to partner up with You Tubers who feature and discuss your product / service (similar to native advertising). By sharing these videos, you can gain more direct web traffic and increase your chances of going viral. With videos, there are countless possibilities if you bear in mind that soon an estimated 80% of the internet will be video-based content.

Online Advertising Operational Definition

Advertising Network- A group of websites, which share a common banner server Typically, a sales organization, which manages the commerce and reporting. An ad network has the ability to deliver unique combinations of targeted audiences because they serve your banner or a cross multiple sites..

Affiliate marketing – Affiliate marketing is the use by a Web site that sells products of other Websites, called affiliates, to help market the products. Amazon, com, the book seller, created the first large – scale affiliate program and hundreds of other companies have followed since.

CHAPTER 4
DATA ANALYSIS

HYPOTHESIS

It is usually considered as the principal instrument in the research, it may be defined as a proposition or a set of propositions set forth as an explanation for the occurrence of some specified group of phenomenon either asserted merely as a provision a conjecture to guide some investigation or accepted as highly probable in the light of established facts.

Chi-square Test

Chi-square test statistically determines significance in the analysis of frequency distribution. The logic involved in the chi-square test is that of comparing the observed frequencies and the expected frequencies. It is called a non-parametric test because it is based wholly on sample observations and does not require any value corresponding to a population parameter it is defined as Chi- square test.

Significance Level:

The critical probability in choosing between the null and alternative hypothesis. The exact level of significance is largely determined by how much risk one variable is willing to take and its effect on the other variable.

Degree of Freedom:

It refers to the number of observations that can be varied without changing the constraints or assumptions associated with a numerical system.

TABLE1

| | Yahoo | Rediff | Sify | MSN | Total |
|----------------|-------|--------|------|-----|-------|
| Creativity | 16 | 3 | 1 | 3 | 23 |
| Attractiveness | 13 | 2 | 4 | 1 | 20 |
| Information | 24 | 5 | 3 | 2 | 34 |
| Accessibility | 19 | 2 | 2 | 0 | 23 |
| Total | 72 | 12 | 10 | 6 | 100 |

TABLE 2

| O | E | <u>(O-E)</u> | <u>(O-E)²</u> | <u>(O-E)²/E</u> |
|--------------|----------|---------------------|---------------------------------|-----------------------------------|
| 16.00 | 16.56 | -0.56 | 0.31 | 0.02 |
| 3.00 | 2.76 | 0.24 | 0.06 | 0.02 |
| 1.00 | 2.30 | -1.30 | 1.69 | 0.73 |
| 3.00 | 1.38 | 1.62 | 2.62 | 1.90 |
| 13.00 | 14.40 | 1.40 | 1.96 | 0.14 |
| 2.00 | 2.40 | -0.04 | 0.16 | 0.07 |
| 4.00 | 2.00 | 2.00 | 4.00 | 2.00 |
| 1.00 | 1.20 | -0.20 | 0.04 | 0.03 |
| 24.00 | 24.48 | -0.84 | 0.23 | 0.01 |
| 5.00 | 4.08 | 0.92 | 0.85 | 0.21 |
| 3.00 | 3.40 | -0.40 | 0.16 | 0.05 |
| 2.00 | 2.04 | -0.04 | 0.00 | 0.00 |
| 19.00 | 16.56 | 2.44 | 5.95 | 0.36 |
| 2.00 | 2.76 | -0.76 | 0.58 | 0.21 |
| 2.00 | 2.30 | 0.30 | 0.09 | 0.04 |
| 0.00 | 1.38 | 1.38 | 1.90 | 1.38 |
| Total | | | | 7.17 |

From the above calculated table it is clear that the Calculated value is 7.17 and the table value at 5% significant level is accept the Null Hypothesis 16.92 so this states that

TABLE 3

Table showing Gender Classification

| GENDER | No. Of Respondents | Percentage |
|---------------|---------------------------|-------------------|
| Male | 67 | 67% |
| Female | 33 | 33% |
| Total | 100 | 100% |

Analysis and Interpretation

As observed from the given table and Graph the sample constitutes of 67% male respondents and 33% female respondents. There is a quite a lot of difference between the number of males and females in the sample.

In near future the percentage will definitely increase with the increase in the Female E-awareness.

GRAPH NO. 1

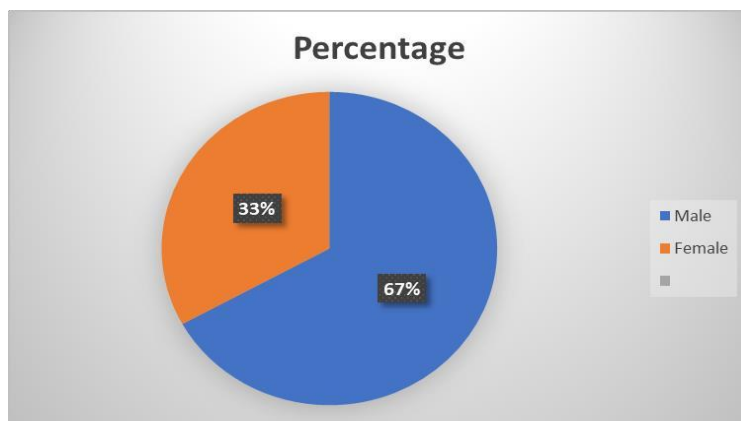


TABLE NO. 4

Table showing Age Classification

| <u>AGE GROUP</u> | <u>NO. OF RESPONDENTS</u> | <u>PERCENTAGE</u> |
|------------------|---------------------------|-------------------|
| <u>BELOW 20</u> | <u>18</u> | <u>18%</u> |
| <u>20-25</u> | <u>42</u> | <u>42%</u> |
| <u>25-30</u> | <u>30</u> | <u>30%</u> |
| <u>ABOVE30</u> | <u>10</u> | <u>10%</u> |
| <u>TOTAL</u> | <u>100</u> | <u>100%</u> |

Analysis and interpretation

A sit can be observed from the given table, the major portion of sample (42%) is constituted of people in the age group between 20-25 years, and also a portion of sample i.e. (30 %) of respondent are in the age group between 25-30 years, (18%) of the respondent are in the age group below 20 years, and the rest (10%) of the respondent are in the age group of above 30 years.

GRAPH NO. 2

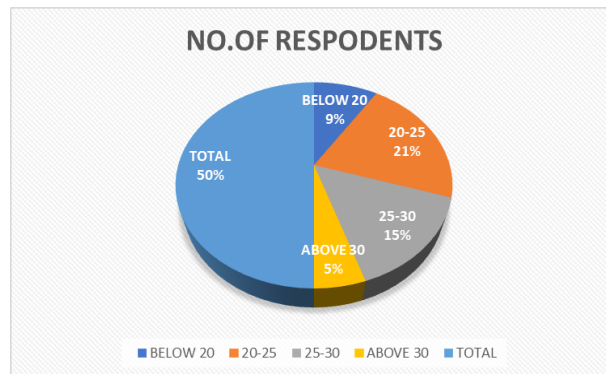


TABLE NO. 5

Table showing the occupation of Respondent

| Occupation | No. of Respondent | Percentage |
|---------------|-------------------|------------|
| Student | 60 | 60% |
| Employed | 20 | 20% |
| Self Employed | 12 | 12% |
| Other | 8 | 8% |
| Total | 100 | 100% |

Analysis and interpretation

As seen from the above table and chart, majority of the respondent 60% are collegestudents,20% are engaged in business. 12% are employees of various sectors like IT Professionals Chartered Accountants, Lawyers, College Professor. 8% are others constituting house wives & children.

This shows that mainly college students are interested in browsing. So it is preferable for the Advertiser to concentrate mainly on the College Students to promote their Ads and influence the min increasing their sales Activities.

GRAPH NO. 3

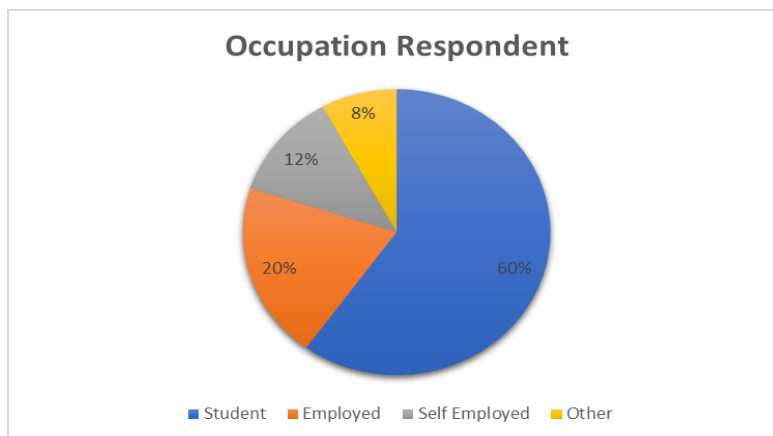


TABLE NO. 6

Table showing the frequency and duration spent in surfing

| | No of Respondents 1 | Less than 1hr | 1Hr | More than 1hr |
|--------------|------------------------|---------------|-----|---------------|
| Weakly twice | 52 | 50% | 30% | 20% |
| Weekly once | 20 | 24% | 44% | 32% |
| Fort nightly | 18 | 18% | 40% | 26% |
| Monthly | 10 | 22% | 43% | 35% |

Analysis and interpretation

From the above table and graph it is clear that 52 respondents browse weekly twice, 50 percent spent less than one hour. 20 percent of the respondent spent more than one hours in browsing.

20 respondents who browse weekly once 24 percent spent less than one hour and 32 percent. The respondent spent more than one hour in Browsing.

18 respondents who browse fortnightly, 18 percent has spent less than one hour 40 percent of the respondent spend one hour and 16 percent of the respondent spent more than one hr

10 respondents who browse monthly 22 percent spent less than one hour 43 percent of the respondent spend one hour to two hour 35 percent. The respondent spent two hour to three hour, and feed the present of the respondent spent more than three hour.

GRAPH No. 4

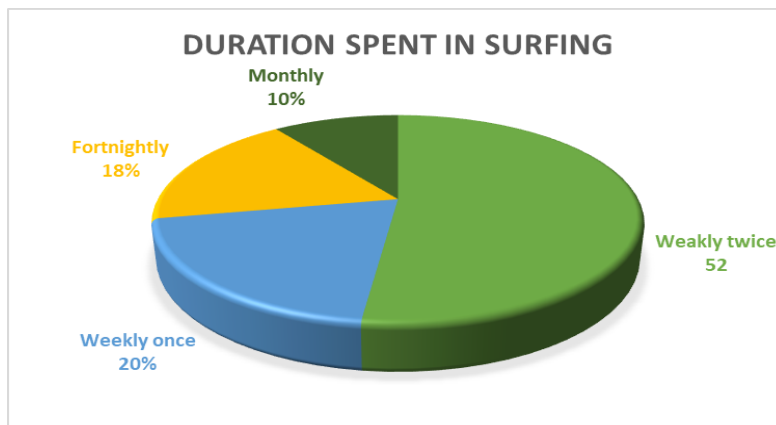


TABLE NO. 7

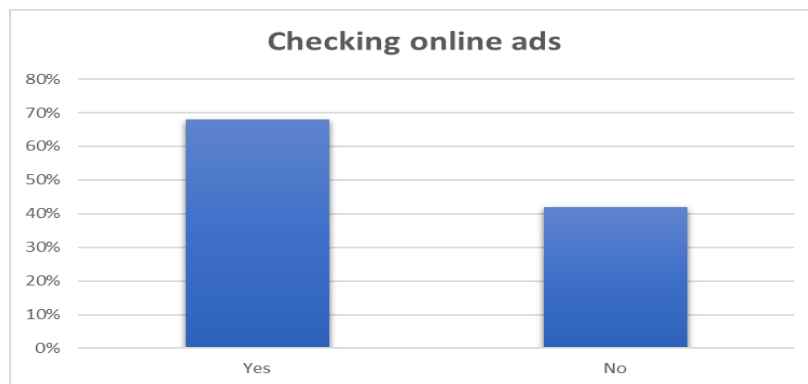
Percentage of respondents checking Online Advertisement

| particulars | <u>Checking online ads</u> |
|--------------------|-----------------------------------|
| Yes | 68% |
| No | 42% |
| Total | 100% |

Analysis and Interpretation

From the Data collected, all the Respondents are aware of online Advertisement while only 68% of the respondent check the Advertisement displayed on the Web and the rest of 42% do not check many of the Advertisement displayed on the Net. So if the Ads are such that with creativity and informative even those 45% can also be converted and included in the 55% list.

GRAPH NO. 5



TABLENO8

Various Aspects for Surfing

| Reasons for checking advertisements | percentage |
|-------------------------------------|------------|
| Purchasing | 42 |
| Entertainment | 38 |
| Financial loans | 8 |
| Jobs | 12 |

Analysis and Interpretation

As observed from the Above table and Graph it clearly indicates that main aspects of surfing the web is for Entertainment purpose which comes to 35%, followed by Purchasing i.e. about 22%, jobs related sites which is nearly 20%, Only then comes of the respondent.

This clearly indicates that even if the Respondents are aware of online Advertisements they view mainly forent ertainment than for Purchasing of the Products or Services.

GRAPH NO. 6

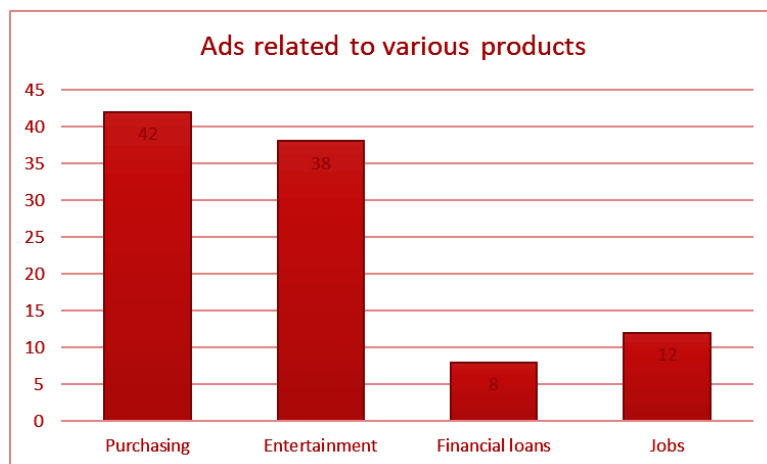


TABLE NO. 9

No of respondents purchased online

| Particulars | No. of respondent | Percentage |
|-------------|-------------------|------------|
| Yes | 56 | 56% |
| No | 44 | 44% |

Analysis and Interpretation

The given table shows that only 56% of the Respondents have purchased online and the rest of the 44% have not purchased from the Net. It clearly states that the percentage of respondents who are aware of Net advertisement are almost near to that of the persons or respondents who have purchased online and within a few more years it definitely would increase.

GRAPHNO7



TABLE NO. 10

No. of preference and non preference to purchase online

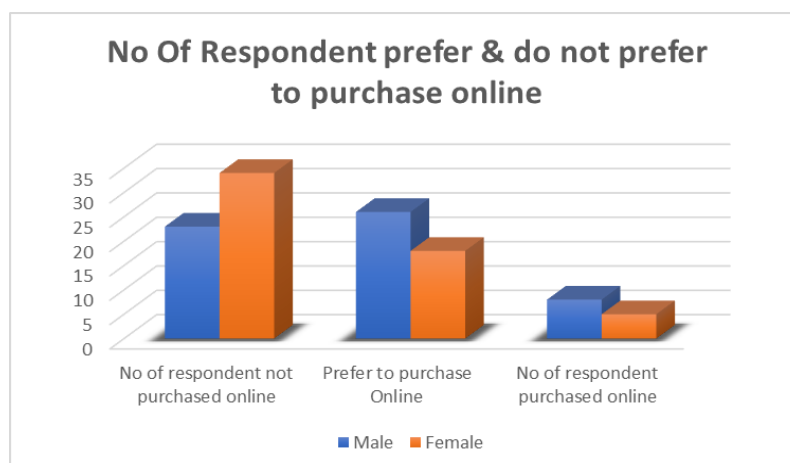
| Gender | Male | Female |
|---------------------------------------|-------------|---------------|
| No of respondent not purchased online | 23 | 34 |
| Prefer to purchase Online | 26 | 18 |
| No. of respondent purchased online | 8 | 5 |

Analysis and Interpretation:

The above table indicates that the number of respondents who has not purchased through Internet are 57 out of which 23 are male. 78% of male prefer to purchase on line and 22% of them do not prefer to purchase online. Continued by 34% female who has not purchased through the Internet. 18% of the female preferred to purchase online and 8% of the female do not prefer to purchase from Internet.

The above analysis clearly shows that even though the number of respondents who has not purchased through the Internet are more, but would prefer to do so in the future, there are very few percentage of people who do not prefer to purchase online. so there seems to be an oport unity that has to be tapped.

GRAPH NO. 8



CHAPTER 5

FINDINGS OF THE STUDY

FINDINGS OF THE STUDY

This study was conducted with a view to know that whether Online Advertising is effective. It has been observed that there are many factors, which effect this statement of Problem like Occupation, Age, life style social factor, For this purpose a structured question naire had been designed and analyzed.

1. The percentage of Male browsing the net are more than that of Female
2. Most of the internet users are in the age group of 20-30years with 35% which indicates that youngsters are using more net than that of the other community.
3. Most of the student community use internet more than that of the other occupation as it is a means of entertainment so the advertiser should target the student community to influence their effectiveness.
4. Compared to that of the students, self-employed business people browse more for purchasing products and students browse more for information and entertainment.
5. The study clearly stated that most of the internet users surf for entertainment and information rather than for purchasing on the Net
6. Internet with such high penetrations till 53% of the respondents have not purchased any products or services online.

CHAPTER 6
CONCLUSION & RECOMMENDATION

RECOMMENDATION

The study established that though the reliability of internet advertising is low and therefore recommends that the management of companies using internet as an advertising marketing tool can provide distinctive experience to its customers based on shopper needs and to deliver a personalized experience to the customers, Calisir (2003). The study also found that internet advertising is effective in reach and creating awareness among consumers and also suggest that the companies should invest more in internet advertising.

Go International with multiple language:

Offer your web site in multiple languages. Like many sites come in Dutch, Spanish, Slovene, French, Czech, German, Russian, and Italian. Translation service on web sites is also good which will help retain customers.

Free offers

The word free is just as effective in advertising online as it is offline. By sponsoring a freebie, a simple name submission drawing can also get viewers to go through ads in the process they become aware of the advertisement.

Use Banner Ads that Give Viewers Chance to Interact with Banners

Interactive banner designs can be used wherein the client can print out a product sheet from the banner itself, order a product through a secured order form on the banner itself, click which button he prefer and be directed to a specialized product marketing page.

Use of multi-media

As we have seen the potential for banner and Internet ads, informative and creative ads are also preferred therefore hot new designs and innovative sales concepts should be developed. Obviously, the biggest bridge to cross is download time.

Web site test

Build trust or confidence in your online business by using testimonials. Listing an e-mail address it acts as a reference that is easy and quick. Keep the testimonials to one or two sentences and keep it simple.

Target Audience

Keep your target audience in mind. Business people aren't going to have the time or inclination to participate in game-type ads. On the other hand, teenagers love them. If your target group is younger people, games might be the thing for you. Design your ad to meet the preferences of your target customer.

Sponsor a contest

People love to win ANYTHING! Offer your product or service as a prize. When a winner is selected, their name, address and a link to the site can be published. Adding a professional way to say thank you and is of no cost to the advertiser.

Include statistics

When you make a sales claim, back it up with information, including statistics. You might say, "Our saucepans have a non-stick coating that's guaranteed for life. In actual, in-home testing, food did not stick to our sauce pans 98.3% of the time."

Offer a free report

Give away information free with a purchase or subscription to your news letter. Since information is what surfers are looking to receive, it will work as a big incentive.

Few tips that will help in making a connection with the clients:

1. Use "you or your" instead of "we or us."
2. Know your target audience very well. This is the only way you will be able to communicate with them on a personal level.
3. Include personal examples rather than general examples. If writing to hair stylists, include examples specific to them.

Customers will feel an attraction to copy that reaches out specifically to them. In a world where most advertisers are speaking to the masses, be sure to give yours an advantage by speaking personally to those you wish to do business with.

CONCLUSION

The analysis shows that maximum respondents agree that they are more influenced by ads on TV rather than newspapers or magazines. Nowadays viewers give more importance to Brand ambassador/ Celebrity, Punch Line, visual effects, music in TV ads. Into day's era customers of all the age groups mainly demand the products which they have seen in T.V. ads. However, in spite of the diverse usage of the internet and wide inter action 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 it concludes that internet advertising contributes most to consumer behavior and that internet advertising was a significant fact or in predicting consumer behavior.

Internet advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers, an immediate and direct line to the customers, and reduced costs in performing these tasks. The only negative aspect is that consumers have to conquer their fears of the Internet - the fear that ordering through an on-line advertisement will get lost in the void of cyber space. Fears always come with new technology, but it does not take long for people to adjust. As people get more accustomed to finding their product information on the Web, more and more readers will actively seek out Internet advertising sites.

Finally, do not try to do "anything and everything" to get the buyer's attention. Everyone who comes to site isn't going to buy.

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