A

Project Report on

Effectiveness of intrest Advertising on Customer behavior with special reference to Dr.BRR Government Degree college,Jadcherla

Palamuru University

This project Report submitted in partial fulfillment of the requirement for the award of the Degree of *"BACHELOR OFCOMMERCE"*

2022-2023

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UNDER THE ESTEEMED GUIDENCE OF

Dr.K.Manjula Assistant Proffessor

DR.BRR GOVERNMENT DEGREE   COLLEGE,Jadcherla

(Affiliated to Palamuru University)

Jadcherla, Mahabubnagar (PIN:509301)

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

"A STUDY ON EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO D R B R R . G O V E R E M E N T DEGREE COLLEGE& PG COLLEGE JADCHERLA under my supervision.

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Of Dr.BRR Govt Degree college, Jadcherala, Mahabubnagar partial fulfillment of the requirement for the award of the degree of Bachelor of commerce, Palamuru University. This project has not been submitted to any other University or institution for award of any Degree UG B. com /certificate.

PRINICAPAL

PRINCIPAL
Dr. B.R.R. Goverment Degree College
JADCHERLA

CERTIFICATE

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Dr. K.MANJULA

HOD
Commerce
Dr.BRR GDC,Jadcherla

HEAD OF THE DEPARTMENT

iii

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EXTERNAL EXAMINAR　　　　　　　　　　　　　　**INTERNAL EXAMINAR**

v

GUIDE CERTIFICATE

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Dr. K MANJULA

**HEAD OF THE
DEPARTMENT**

DECLARATION

We here by declare that the project work entitled on

"A STUDY ON EFFECTIVENESS OF INTERNET ADVERTISING ONCONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO Dr.BRR Government Degree College, Jadcherla

Submitted by us to the Department of commerce is a Bonafiede work done by us and it is not submitted to any other university for the award of any UG.B.com/certificate or published any time before, under the guidance of **Mrs. Dr. K.MANJULA Assistant professor**

The project embodies the result of original work studies carried out by us and thecontents of the project do not form the basis for the award of any other degree to us.

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Throughout the process of studying this project we are fortunate to have many people who made in valuable suggestions to improve it.

Successful completion of this project is due to their careful supervision and encouragement.

Our sincere thanks to **Mrs.Ch.Appiya Chinnamma,** Principal Dr.BRR Govt Degree College, Jadcherala, Mahabubnagar for giving us the permission to carry out the project work.

I thanks to our project guide HOD **Mrs.Dr.K.MANJULA (Assistant professor)** for the kind encouragement and constant support extended completion of this project work

We are also thankful to all those who have incidentally helped us, through their valued guidance, Co-Operation and unstinted support during the course of our project

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ABSTRACT

The project work has been undertaken with a view to study on the Internet advertisingeffectiveness on consumer. With the fast growth in technical know-how, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, it serves as a key for all the requirements.

Many consumers are online every day for their personal work, but do they notice the ads, banners displayed on that web page and most important their recall value.

The current study investigated the effectiveness of internet advertising on consumer behavior. The study determines 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 consumers.

The study found that internet advertising was effective on reach and creation of awareness due to diverse usage, and established that its reliability as an advertising media was little compared to TV. Internet advertising has significant relationship with purchase decision of the consumers and therefore is a key determinant in influencing consumer behavior.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER I

INTRODUCTION

Introduction

In a competitive market, it is important for advertising managers to grab the consumers attention through advertisements and sales promotion. A sizable marketing budget is spent on advertising. The trend of using digital media platforms for advertising is fast growing. This study intends to explore the importance of internet advertising on different consumer behaviour stages.

The consumer expectations of information from various media such as TV, radio, newspapers, magazines and the internet are entirely different. The characteristics of different media and its immediate and long-term effects on consumers are also varied. For instance, TV allows high quality audio-visual content that is more suitable for product categories, which require physical demonstration. Radio offers audio content and is most suitable for businesses catering to the local markets. Internet had 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 of communication, entertainment, education and electronic trade. 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. Companies are pouring billions of dollars into internet advertising to obtain greater return on investment on ads. The internet has given consumers more control in accessing more information on products and services. There are several factors that contribute to consumers pull for online content. Now consumers are able to shop from companies around the world, and it has reduced the time and effort they spend on shopping.

Statement of the problem

Internet Advertising is a very important tool used to stimulate consumer

behaviours by ways of getting them informed or by reminding them about a product but it must persuade them to purchase the products. As such, it becomes very important in marketing. In addition, the use of social media helps the companies to promote the products, build relationship with consumers and understand the consumer's needs. A lot of studies have been done on online advertising and less on online advertising and its effects on consumer behaviour. Therefore, this study sought to address this knowledge gap by focusing on establishing the effectiveness of online advertising on consumer behaviour.

Significance of the study

This research will, act as a reference to future academic studies hence provide more information on online marketing and consumer decision. The study will also add more knowledge to existing information. Organizations will benefit from findings from this study because they will be able to come up with online strategies, they can use to develop online advertising companies to attract newand existing consumers.

Objectives of the study

The general objective of the study is to find out the effectiveness of internet advertising on consumer behaviour. Specific objectives are as follows:

To establish the effect of online advertising on reach and creation

ofawareness

Establish the reliability of internet advertising through recall.

Determine the relationship between internet advertising and purchasedecision.

Research Design

Nature of study

This study is descriptive in nature. The study examines the behaviour of certain students of a college towards internet advertising.

Nature of data

The data collected for this study is primary data.

Sources of data

There are two sources of data, primary data and secondary data. Here, quantitative primary data sources like questionnaires are used. Secondarysources include web sites, journals, textbooks of different authors etc.

Sample design

Nature of Population

The study is conducted on consumer behaviour or reaction towards internet advertising among 50 students of DR. BRR GOVERNAMENT DEGREE & PG COLLEGE JADCHERLA **unit**

Sample unit is a group or sub group that is obtained from the population that a researcher wishes to study. The sample of this study comprise of students in the various departments of the college.

Method of sampling

The method of sampling used is convenience sampling. It is a type of nonprobability sampling that involves the sample being drawn from that part of population that is close to hand.

Size of sample

50 respondents from of DR. BRR GOVERNAMENT DEGREE & PG COLLEGE JADCHERLA were taken into consideration to constitute the size for the study.

Tools for analysis

Questionnaire were created in order to receive the necessary response requiredto achieve the research objective. This was done by issuing 50 questionnaires to the respondents. statistical and analytical tools were used such as: tables, graphs and percentages.

Limitations of the study

Consumers have an attitude and the type of attitude influences their mental position for certain matter. Also, different group of consumers have varied attitude towards the adverts and this also depend on the demography of the clients by age and lifestyle. Other issues of privacy and internet connectivity also influence the same. The study was also confined to 50 students and therefore the results cannot be generalized.

CHAPTER II

REVIEW OF LITERATURE

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 measuresof advertising effectiveness.

Empirical literature

Aaker and Hagerty (1986), 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. 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.

Todd (1997), Measuring customer behaviour is a crucial part of any business. Knowing what the consumer wants and how he acts is vital in terms of product design, and marketing. Assessment of consumer behaviour in specific situations, using observational and physiological methods, is becoming increasingly important in understanding conscious and unconscious consumer behaviour. An increased understanding of consumer behaviour 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 behaviour 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 behaviour 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.

In terms of consumer responses in the form of liking online ads, researchers suchas Goldsmith and Lafferty (2002) and Metha (2000) have found that a more favourable 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.

Dreze and Hussherr (2003), also examined the effectiveness of ad characteristicson 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 sizeof the banner. In addition, the authors reported that "a banner's message influences both aided advertising recall and brand recognition. This indicates thatwhat 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.

Dreze and Hussherr (2003), 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. 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.

Khan and Mahapatra (2009) said that nowadays living in global village technology plays a dynamic role in enlightening the quality of services providedby the business elements. Internet technology has widely spread over the world.They cut-down the borders and unite them on one global platform. E-marketing cut

down the excessive cost which we have to pay if we are physically doing that. Living in the 21st century people research a lot before buying or totally relay on whatever the company and marketer said. It also cut down the cost of having a physical place for their company to sell their product. Through emarketing your target market highly increase and you have to deal all of them

at a time. Nowadays all top-level business relay on e-marketing rather than traditional marketing and selling method. Like old traditional advertisement, companies now have to pay the cost only if the customer really wants to buy that product. It reduces customers and seller time as well.

Peter & Robin (2015), Electronic transaction of goods and services are new in the marketing field. People nowadays because of e-marketing research very keenly before buying those products or services. As we search through online, we get many options at a time, without any hard work and less time consuming.You can survey competitors' products together at a time. They easily choose the best one between different companies without paying a single amount. Number of companies nowadays influencing their customers to buy their product from the company's official websites. Almost nowadays young people from 16 to 26 years old attracted towards e-marketing as compare to elders, because elder people still believe in traditional shopping rather than the e-marketing. But thoseelders who do jobs and other professional activities they don't have time to survey the market for the product, so those professional also attracted towards emarketing. Developed countries highly prefer e-marketing because they highly do massive research before buying anything so that's why the online marketing help to analyse the best product or services for themselves.

CHAPTER III

THEORETICAL FRAMEWORK

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 tosee the commercial.

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 feed back 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.

The concept of consumer behaviour

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

behaviour to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behaviour, among them economic status, beliefs and values, culture, personality, age and education. Findings on consumer behaviour are used to develop methods and products that will boost company performance and sales.

Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behaviour is increasingly important for businessesaccordingly. 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.

Measures of customer satisfaction

In measuring customer satisfaction certain indicators has to be considered. Measures like repeat purchase, loyalty, positive word of mouth, retention and increased long-term profitability are used. The negative theory of customer satisfaction states that any variation in performance from expectation will disrupt the individual and produce negative energy. This theory asserts that if customers' expectations are strategy held, consumers will respond negatively to any disconfirmation and dissatisfaction is likely to occur if performance is less than expectations but if performance is more than expectations, satisfaction will occur.

Customer satisfaction

The major aim for establishing a company is to make profit through products and services, purchases by consumers. Products and services are being developed by firmsand they map out appropriate strategies in offering the products and services

to targeted customers. The targeted customers get convinced and make purchase for use and to satisfy their needs. When targeted customers are satisfied with the product and services,they keep on making purchases. Customer satisfaction can be said to be a process or anoutcome.

Through satisfaction of customers companies achieve their goals. Satisfaction is said tobe a person's feeling of pleasure or disappointment which is as a result of comparison of a product's perceived performance in relation with his or her expectations. Therefore, customer satisfaction can be defined as a result of cognitive and effective evaluation, inwhich some comparisons are made between the actual compared standard and if the perceived performance is more than accepted the customer will be satisfied.

Consumers continue to search for information because it is a risk in order to meet up the uncertainties of potential positive or negative consequences. At times customers passes through all the stages or they may skip some. But customers are looking for value in the product that they are buying. Customers seek for info about the product they want to buy to check if it is in line with their expectations and if the product or service is of essential importance, they check these through surveys customer discussions. Customer orientation is also important and need to be measured constantly. Customer being the "life blood" of every business and at the same time the reason whilebusiness is established need satisfaction but at the same time it has been favourable attributes such as repeat purchase behaviour and positive word of mouth.

Theoretical foundations and operational framework

Instant gratification mathematical theory was originated by Robertz in 1956. He said that two things are responsible for the successful theory: first, the discount function should be on the difference between the current time and the future time at which discounted reward is consumed. Second, the discount function should be

non- exponential. He went further to state that empirical discount rate reduces with time horizon. Today's generation is nicknamed 'microwave generation' because they are used to getting things so fast. Because of internet evolution and technology there is littleto no patience in people. Instant gratification theory saw the fast pace environment in which we live that requires instant action and how things happen at once and quickly. By implication, online advertising has impact on consumers as the use of internet to advertise makes it faster, efficient and effective.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

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 behaviour in the case of Christ college 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 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 thereafter.

Table 4.1

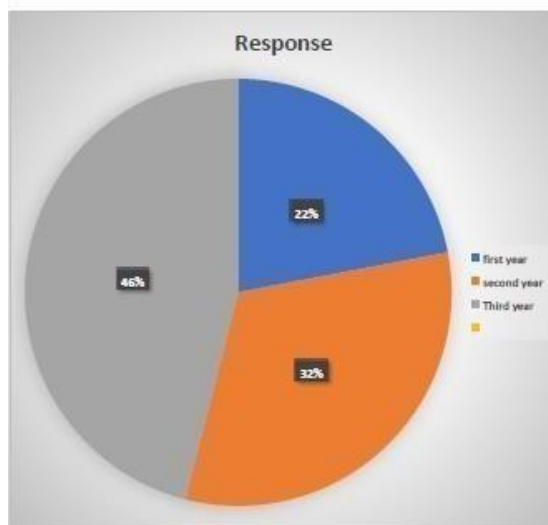## Table showing Distribution of the respondents by year of study

Year of study	Respondents	Percentage
First year	11	22
Second year	16	32
Third year	23	46
Total	**50**	**100**

Source: Primary data

As shown in table 4.1, the study sample was representative of all the years of study with the third-year students forming the highest proportion of the sample.

Figure 4.1

Figure showing Distribution of the respondents by year of study

Table 4.2

Table showing Distribution of the respondents by age
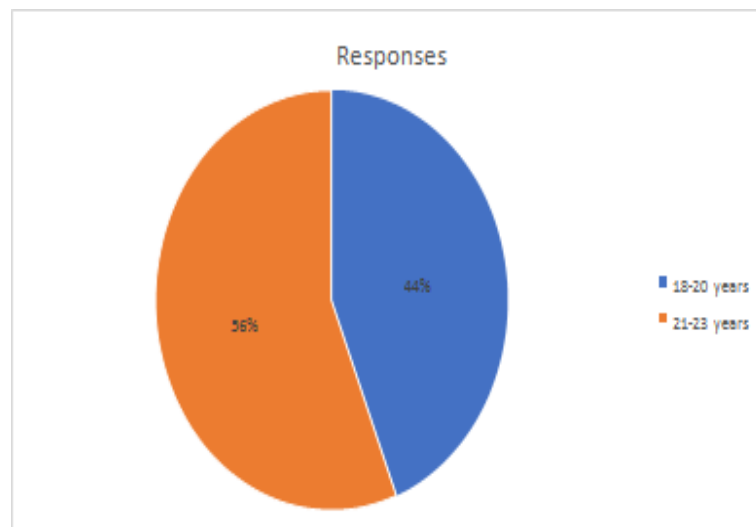
Age bracket	Respondents	Percentage
18-20 years	22	44
21-23 years	28	56
Total	**50**	**100**

Source: Primary data

The findings indicate that majority of the respondents were aged 18-23 years.

Figure 4.2

Figure showing Distribution of the respondents by age

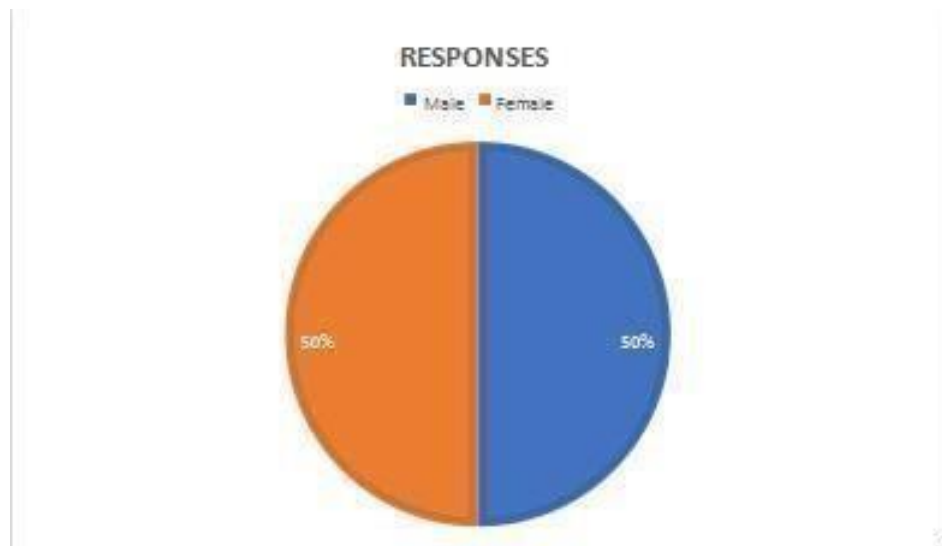**Table 4.3 showing Gender distribution of the respondents**

Gender	Respondents	Percentage
Male	25	50
Female	25	50
Total	**50**	**100**

Source: Primary data

According to Table 4.3, the respondents consisted of significantly more males than females.

Figure 4.3

**Figure showing Gender distribution of the respondents**

Table 4.4
Table showing Awareness of internet advertising

Awareness	Respondents	Percentage
Fully aware	23	46
Partially aware	21	42
Not at all aware	06	12
Total	**50**	**100**

Source: Primary data

From table 4.4 findings indicate that every single student is aware of internet advertising. It is no surprise considering the prominence of internet in today's world.

Figure 4.4
Figure showing Awareness of internet advertising
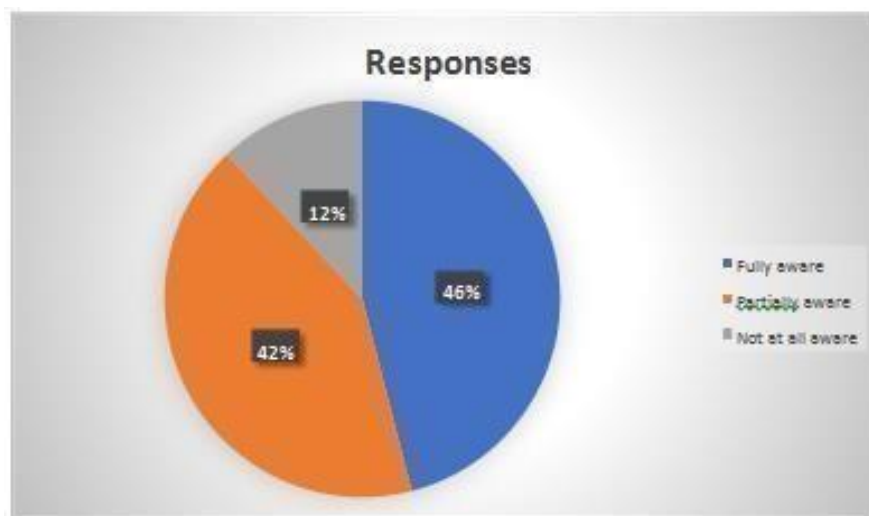
Table 4.5

**Table showing Hours spent on internet daily**

Hours spent	Respondents	Percentage
<1hr	8	16
1hr to 3hrs	15	30
3hrs to 4hrs	12	24
4hrs to 5hrs	8	16
>5hrs	7	14
Total	**50**	**100**

Source: Primary data

The above graph shows how many hours spend by the respondents daily on the internet. We can see that 24 percentage spend around 3-4 hrs and 30 percentage spend around 1-3 hrs and 16 percentage spend around 4-5 hrs respectively.

Figure 4.5

Figure showing Hours spent on internet daily
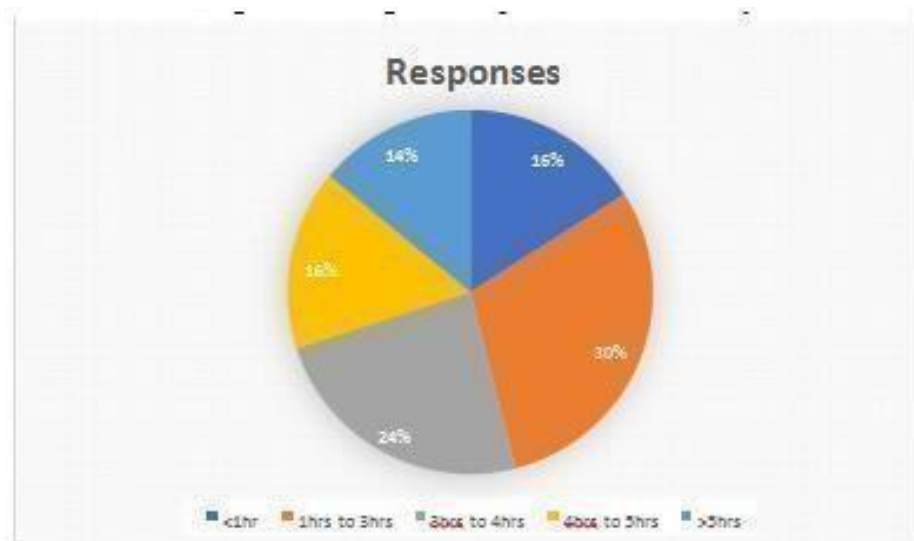
Table 4.6

**Table showing Respondents paying attention to the internetadvertisements**

Response	Respondents	Percentage
Yes	11	22
Sometimes	26	52
No	13	26
Total	**50**	**100**

Source: Primary data

The table shows that more people pay attention to the internet ads. Only a small proportion of respondents do not pay attention to internet advertisements at all.

Figure 4.6

Figure showing Respondents paying attention to the internetadvertisements

Respondents
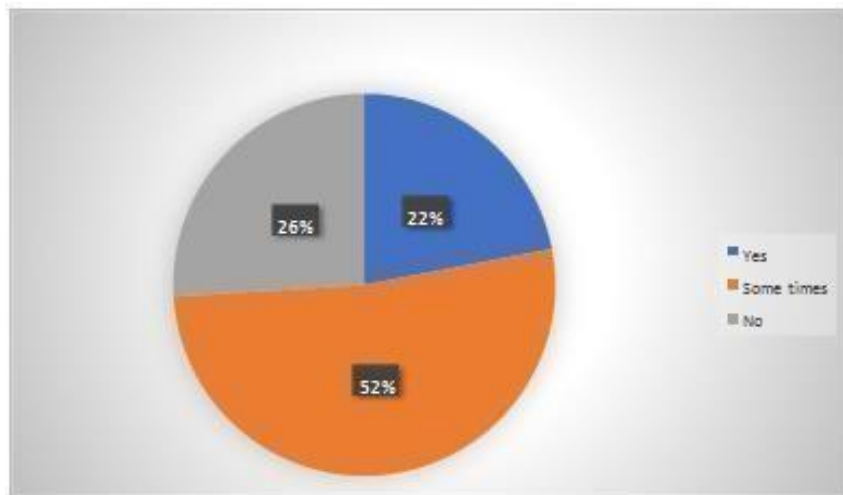
Table 4.7

## Table showing Attitude of Respondents towards Advertisements

Attitude	Respondents	Percentage
Informative	12	24
Create awareness	27	56
Entertaining	8	16
Irritating	3	8
Total	50	100

Source: Primary data

As shown in Table 4.4, 24 percentage of the respondents indicated that advertising was informative, with 56 percentage indicating it creates awareness. 27 percentage indicated that advertising was either irritating. These findings mean that most of the respondents had a positive attitude towards advertising and hence is a good indication for marketers.

Figure 4.7

Figure showing Attitude of respondents towards advertisements
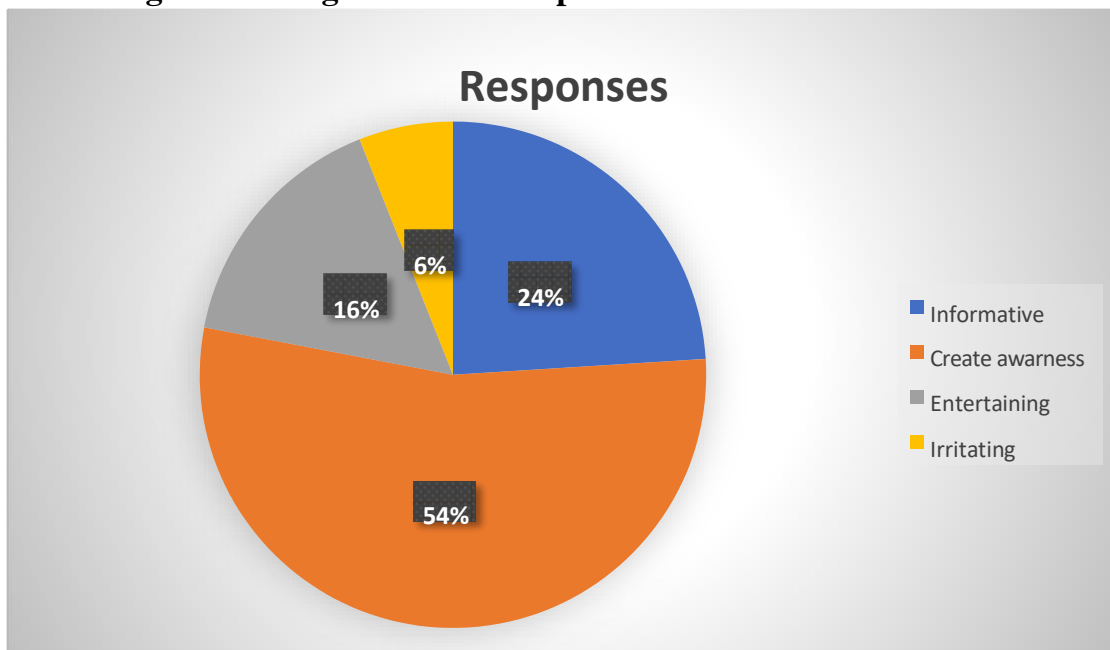
Table 4.8

**Table showing Interference of online advertisements during other online activities**

Response	Respondents	Percentage
Most of the time	25	50
Sometimes	16	32
Not really	9	18
Total	**50**	**100**

Source: Primary data

Based on Table 4.8, most respondents have conveyed that online advertisements interfere during other online activities more often than not and this can lead to annoyance. This is not a good sign for online advertising.

Figure 4.8

Figure showing Interference of online advertisements during other online activities
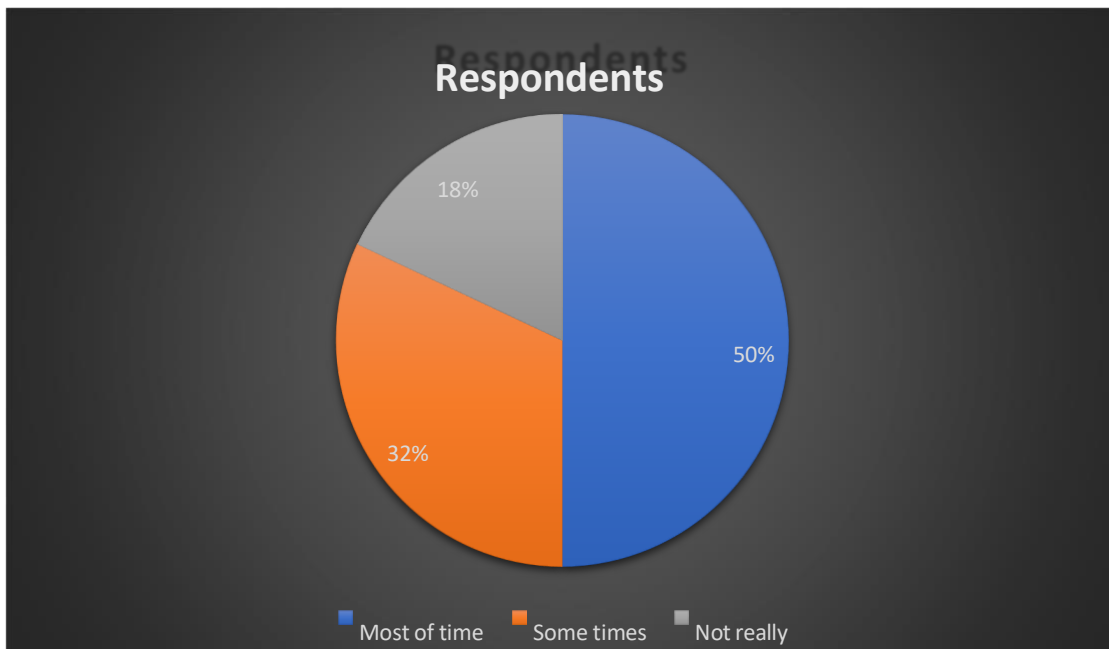
Table 4.9

**Table showing Influence of internet advertisements on consumer buying behaviour**

Degree of influence	Respondents	Percentage
Large influence	10	20
Medium influence	26	52
Not sure	14	28
Total	**50**	**100**

Source: Primary data

As per the table, most of the respondents indicated that advertising only had a medium influence. The other two cases are fairly similar but there are a few more respondents who are not sure compared to those who think it is largely influential. So, the conclusion is that internet advertisements have a good but not great degreeof influence on consumer buying behaviour.

Figure 4.9

Figure showing Influence of internet advertisements on consumer buying behaviour
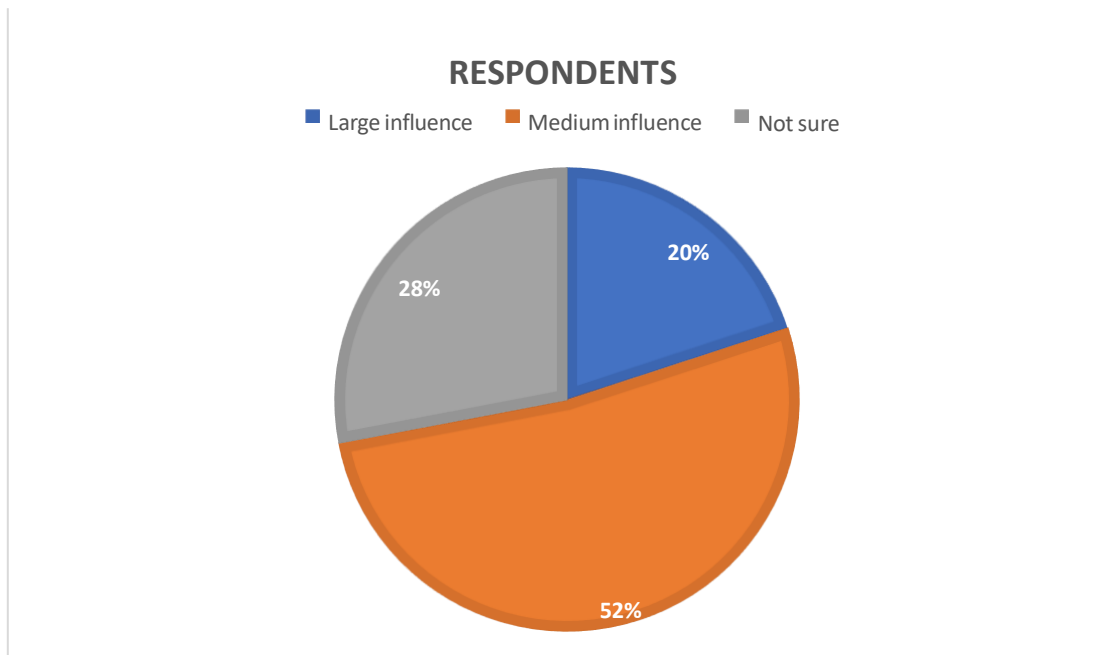
Table 4.10

**Table showing What the respondents mostly use the internet for**

Particulars	Respondents	Percentage
Chatting and social networking	31	62
Email	5	10
Information	12	24
E-commerce	2	4
Total	**50**	**100**

Source: Primary data

As shown in table 4.10, 11 percentage of the respondents used internet for email, 10 percentage for information and 62 percentage for chatting and social

networking, indicating that communication has been the fundamental value of the internet to the consumers. There was a higher chance of interaction with various online ads through chatting and social networking which influence consumer buying behaviours as reflected by the diverse usage internet.

Figure 4.10

Figure showing What the respondents mostly use the internet for

2
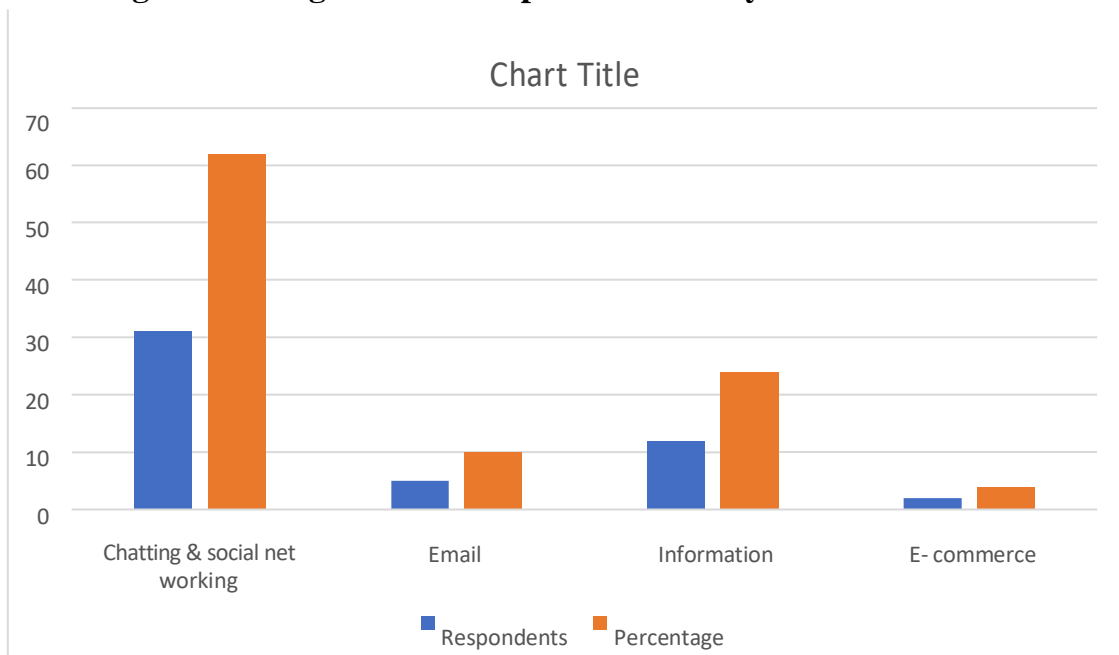
Table 4.11

**Table showing Most time spent on various modes of advertising**

Modes	Respondents	Percentage
TV, Movies	14	28
Newspaper, Mags	16	32
Internet	20	40
Total	**50**	**100**

Source: Primary data

According to the findings in Table 4.11, a person spends more time on the internet during his free time than that of TV and movies, radio and print medium. Hence, the exposure of internet to an individual is at least 20 percentage more than the reach of other medium.

Figure 4.11

Figure showing Most time spent on various modes of advertising
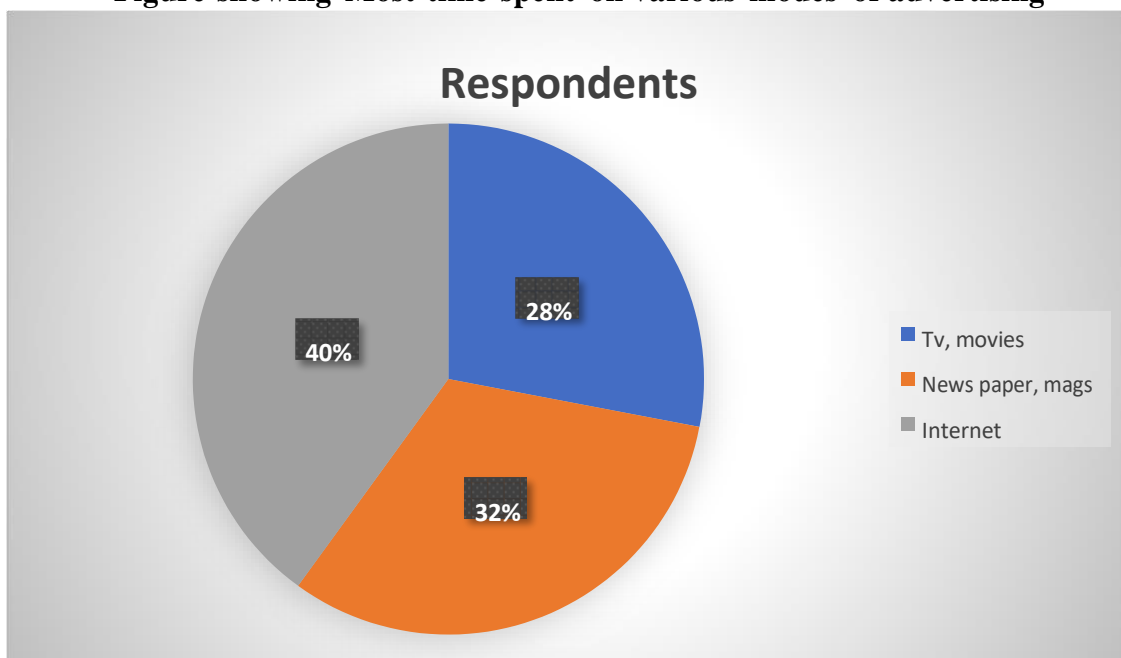
Table 4.12

Table showing Watching the TV commercials during commercial break
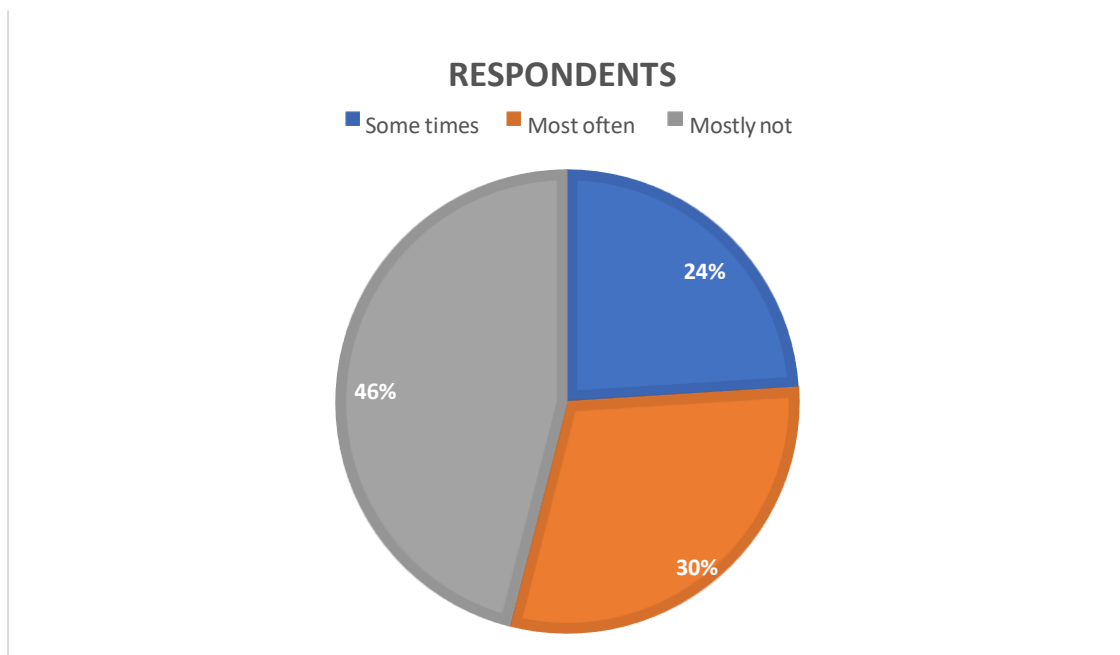
Response	Respondents	Percentage
Sometimes	12	24
Most often	15	30
Mostly not	23	46
Total	**50**	**100**

Source: Primary data

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 30 percentage of consumers had a positive perception towards advertising on TV in comparison to the 46 percentage that didn't.

Figure 4.12

Figure showing Watching the TV commercials during commercial break

Table 4.13

**Table showing Change of channel during commercial breaks**

Particulars	Respondents	Percentage
Never	6	12
Sometimes	12	24
Depends on ad	15	30
Often	17	34
Total	**50**	**100**

Source: Primary data

Table 4.13 shows that the degree of attractiveness of the advert and its relevanceto the respondents determined their attention to the advert. The viewers would see the advertisement if the ad is attractive and appealing.

Figure 4.13

Figure showing Change of channel during commercial breaks
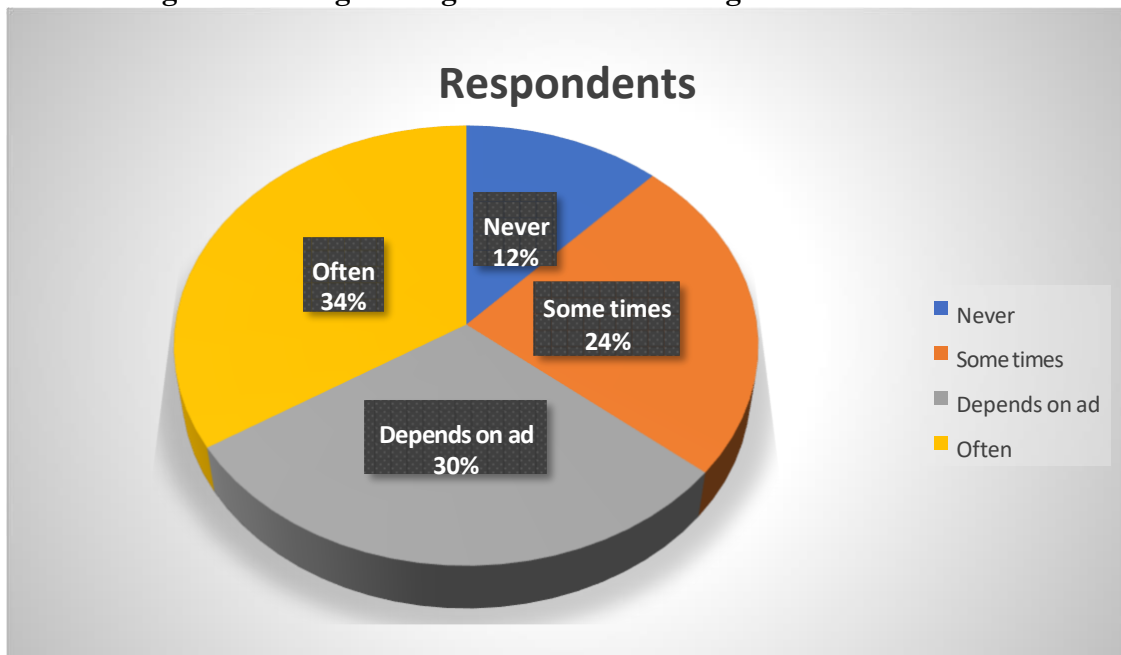
Table 4.14

Table showing Respondents checking/looking for an online advert
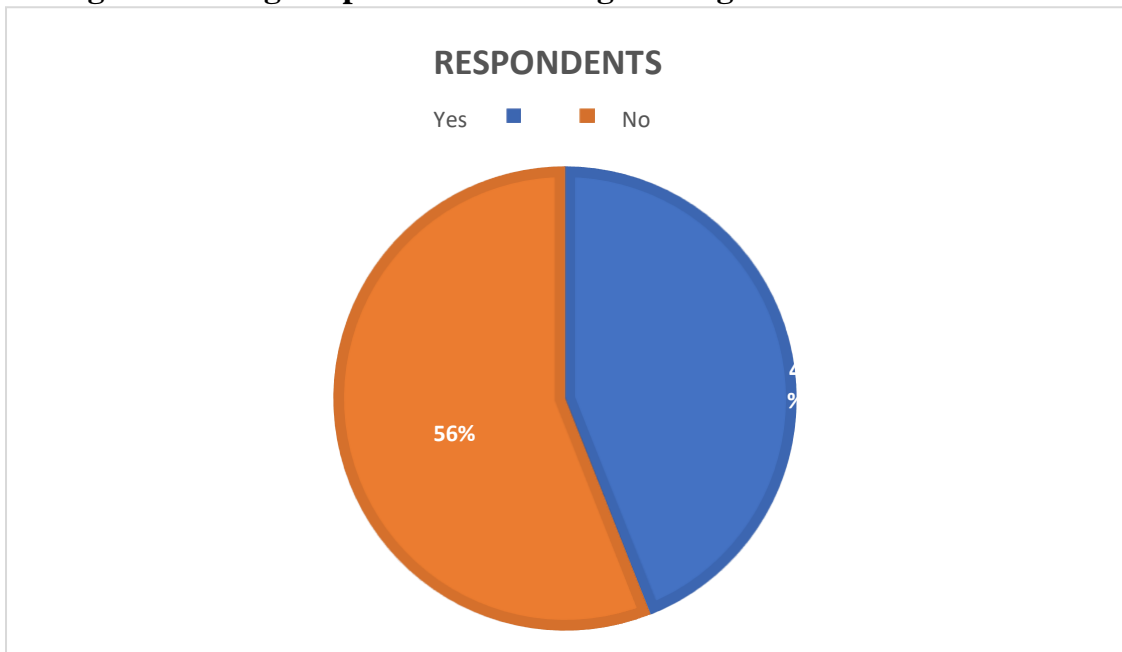
Particulars	Respondents	Percentage
Yes	22	44
No	28	56
Total	**50**	**100**

Source: Primary data

In case of online advertising, majority of consumers ignored the advert completely while only 44 percentage indicated that they would check an onlineadvert. Therefore, even though the reach of internet is much higher than that ofother modes, its ability to attract consumers for awareness creation is very low.
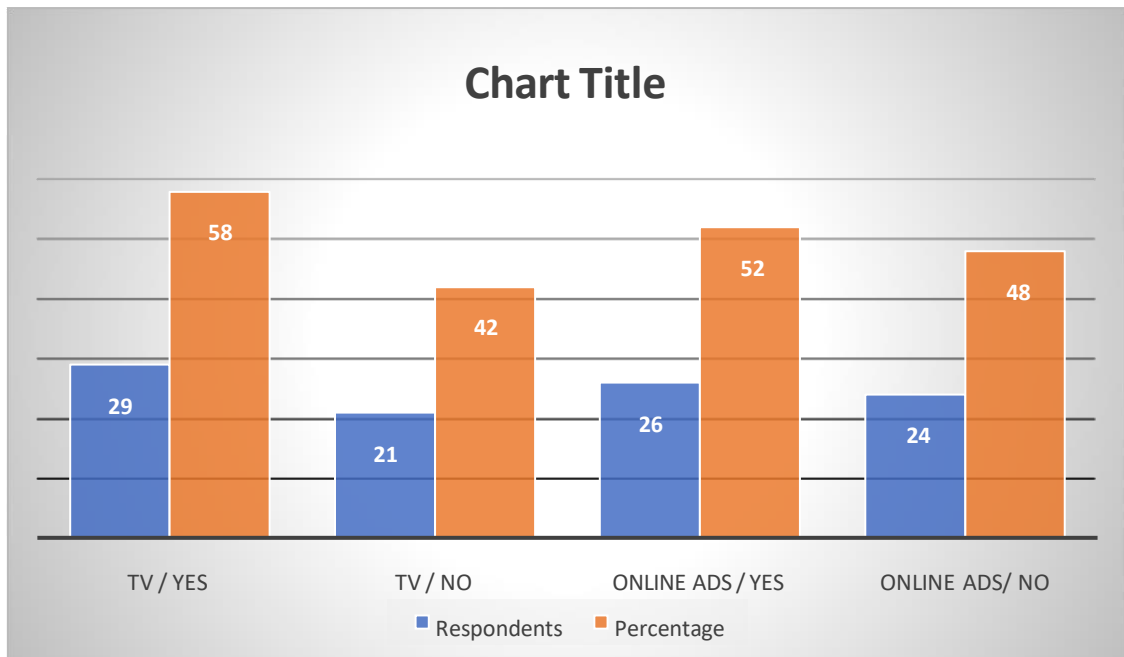
Figure 4.14

Figure showing Respondents checking/looking for an online advert

Table 4.15

Table showing Ad recall

Medium		Recall	
		Respondents	**Percentage**
TV	Yes	29	58
	No	21	42
Online ads	Yes	26	52
	No	24	48
Total		**50**	**100**

Figure 4.15

Figure showing ad recall

Source: Primary data

This is for the most recent ads that they had seen consciously or unconsciously. In case of TV ads, 58 percentage remembered their most recent ads which is a very good score in terms of creating awareness. In case of Online ads, only 52

percentage could remember their last interaction with the online ads. Therefore, one can easily make out the reliability of online and TV ads recall values. The study found out that TV ads are much reliable than internet advertising and other forms of advertising.

Table 4.16

**Table showing Duration of page viewing is a strong determinant of theability to recall banner ads**

Particulars	Respondents	Percentage
To no extent	12	24
To little extent	20	40
To moderate extent	10	20
To a great extent	8	16
Total	**100**	**100**

Source: Primary data

According to Table 4.16, majority of the respondents agree to moderate extent that the duration of page viewing helps to recall banner ads. Only 12 percentage thinks that it helps to no extent in Ad recall.

Figure 4.16

Figure showing Duration of page viewing is a strong determinant of the ability to recall Ads
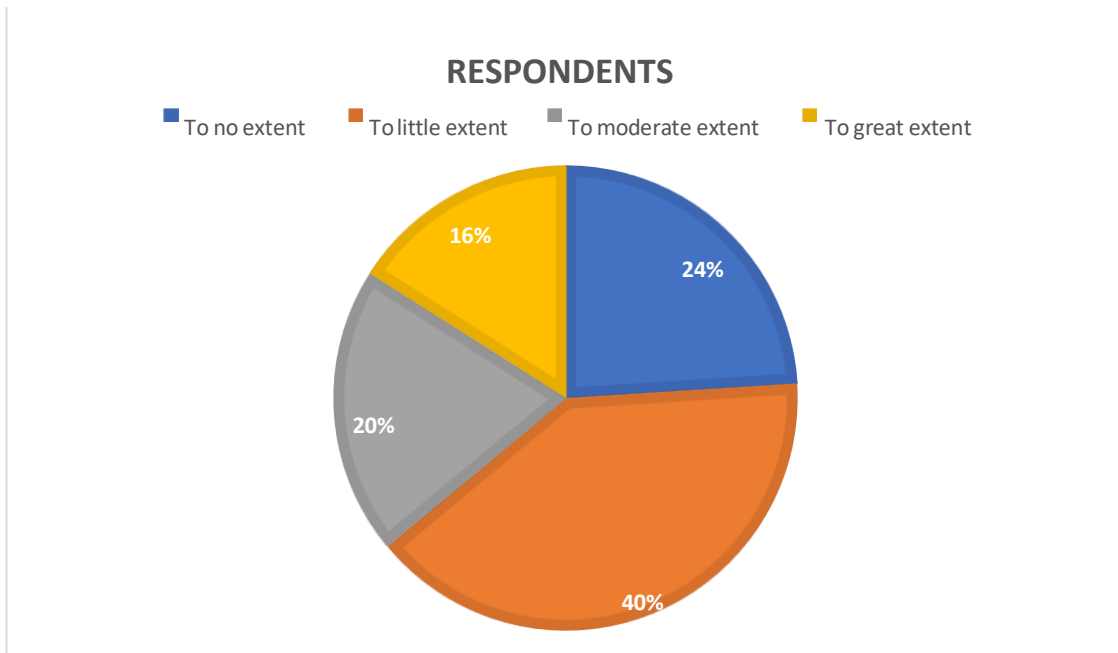
Table 4.17

**Table showing Animation content and shape of the banner Ad helps in Ad recall**

Particulars	Respondents	Percentage
To no extent	10	20
To little extent	12	24
To moderate extent	8	16
To a great extent	20	40
Total	**50**	**100**

Source: Primary data

Based on the table 4.17, majority of the respondents agree that the animation content and shape of the banner Ad helps in Ad recall to a moderate extent and none of the respondents think it has no impact.

Figure 4.17

Figure showing Animation content and shape of the banner Ad helps in Ad recall
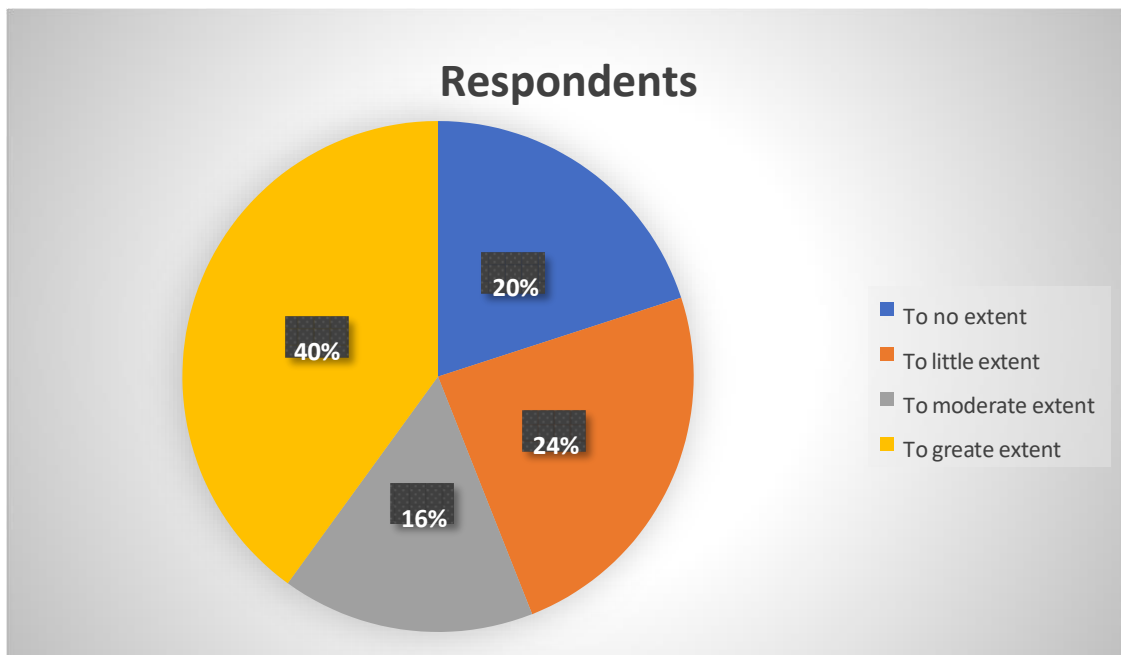
Table 4.18

**Table showing Mode of advertising influencing intention to buy product**

Modes	Respondents	Percentage
Magazines and newspaper	12	24
Friends and relatives	18	36
TV Commercial	8	16
Online advertisements	12	24
Total	**50**	**100**

Source: Primary data

Based on Table 4.18 above, the highest number of students, 18 percentage of the respondents were influenced to buy a product based on information provided by friends and relatives, with TV commercials being second. Online advertisements were one of the least in influencing their decision at 24 percentage. This depicts that traditional form of advertising has an edge over internet advertising in termsof consumer preference to mode of advertising.

Figure 4.18

Figure showing Mode of advertising influencing intention to buy product
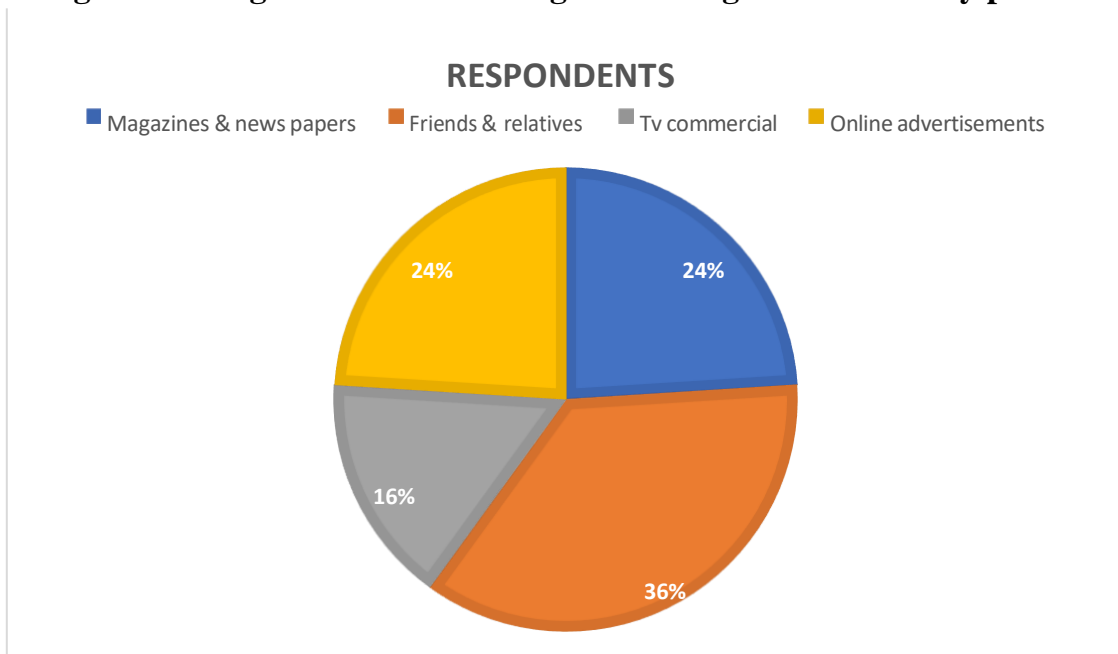
Table 4.19

**Table showing Effectiveness of internet ads in actual purchase decision**

Particulars	Respondents	Percentage
Definitely	11	22
To an extent	15	30
Not much	24	48
Total	**50**	**100**

Source: Primary data

Based on table 4.19,66 percentage of the respondents purchased a product based on information provided by internet advertisements. 48 percentage respondents weren't much influenced by internet advertising and didn't make any actual purchases after advertising. This indicates that internet advertising is a major influencer behind purchase decision making.

Figure 4.19

Figure showing Effectiveness of internet ads in actual purchase decision
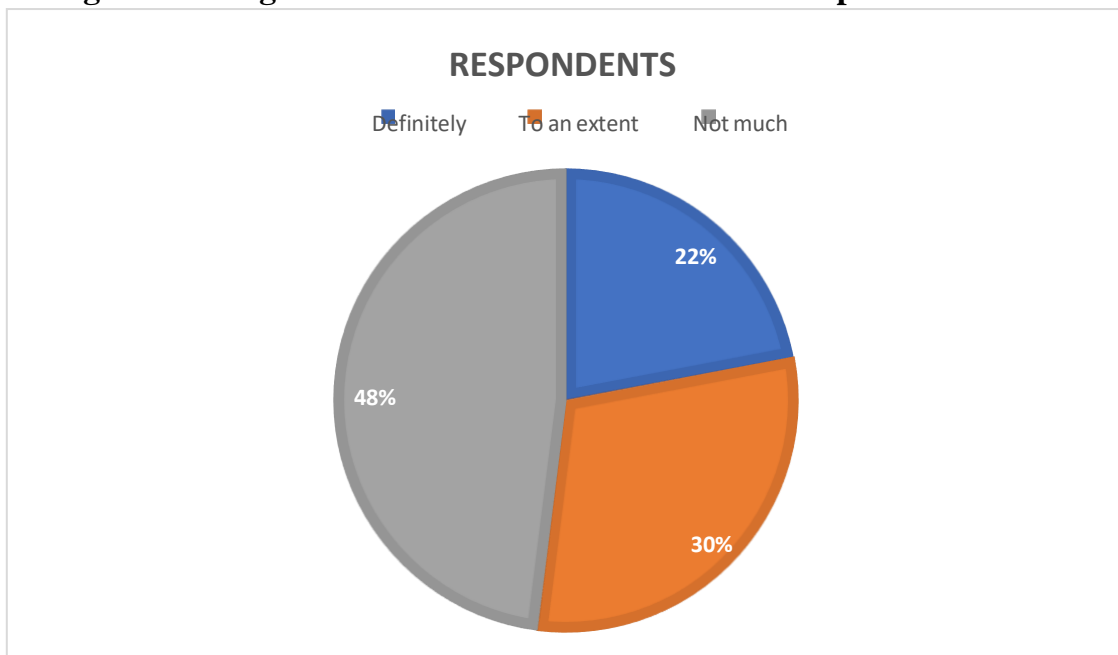
Table 4.20

**Table showing Effect of repeated advertising on consumer behaviour**

Particulars	Respondents	Percentage
To an extent	8	16
To little extent	10	20
To moderate extent	11	22
To a great extent	21	42
Total	**50**	**100**

Source: Primary data

Based on table 4.20, 20 percentage respondents agreed that repeated advertising affect consumer behaviour to little extent at least, 22 percentage respondents agreed that repeated advertising affect consumer behaviour to a moderate extent. This shows that repeated advertising serves as a reminder to a consumers and influences buying behaviour.

Figure 4.20

Figure showing Effect of repeated advertising on consumer behavior
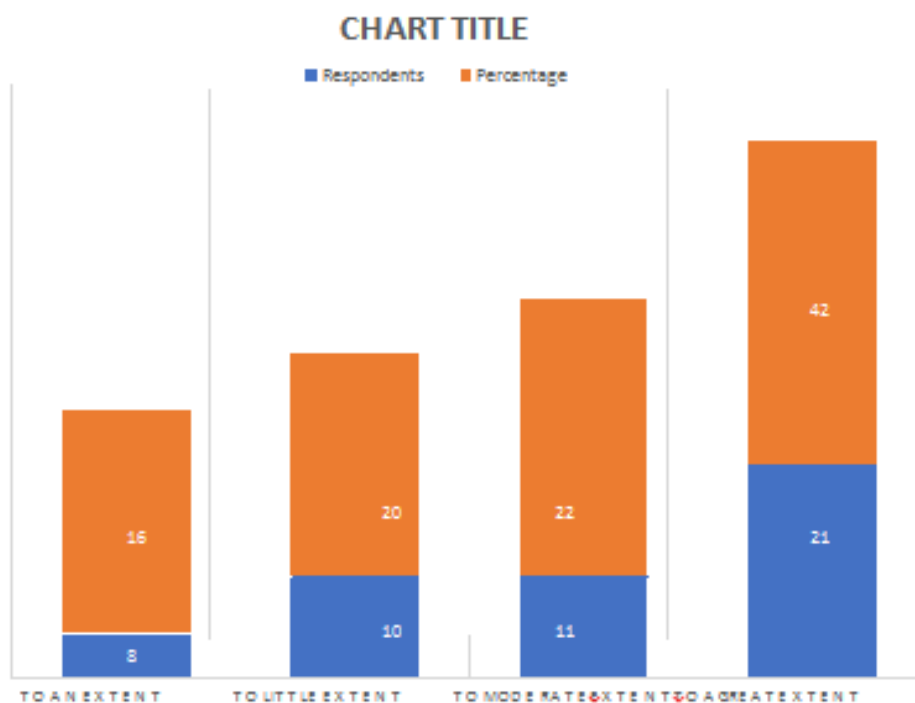
CHAPTER V
FINDINGS, SUGGESTIONS ANDCONCLUSIONS

Findings

- Majority of the respondents are 50% male.
  Less than half of the respondents are 50% female.

- 44 percentage of the respondents are aged between 18-20 years.

- 56 percentage of the respondents are aged between 21-23 years.

- 46 percentage of the respondents are fully aware of internet advertising

- 24 % Majority of the respondents spend 3-4 hrs on the internet daily.

- 56 percentage of the respondents indicated that they found online advertisements either informative, entertaining or that it creates awareness.

- 50% Majority of the respondents conveyed that online advertisements sometimes interfere during their other online activities.

- 52% percentage of the respondents conveyed that internet advertisementshave a medium influence on consumer buying behaviour.

- 62% Majority of the respondents indicated that they mostly use theinternet for chatting and social networking.

- Majority of the respondents mostly use internet in comparison to TV,movies or newspaper/magazines.

- 28% percentage of the respondents most often watch TV commercials.

- 72% Less than half of the respondents mostly do not watch TVcommercials.

- 30% percentage of the respondents change the channel during TVcommercials depending on the advertisement.

- percentage of the respondents could remember their most recent TV advertisements.30% depend on adds

- 20% Majority of the respondents conveyed that duration of page viewinghelps to recall banner ads to a moderate extent.

- 20% percentage of the respondents conveyed that repeated advertising hasan effect on consumer behaviour to little extent.

➢ Suggestions

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. 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.

Finally, the study determined that there is a positive relationship between internet advertising and consumer purchase decision and further recommends that companies should conduct a market research on the different markets in various countries to 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.

4

Conclusion

The objective of the study was to determine the effectiveness of internet advertising on consumer behaviour using a sample of Sri Vasavi college students. Internet advertising was effective in providing higher reach and creation of awareness. However, in spite 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. The study concludes that internet advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents' purchase decision were influenced. 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 behaviour and that internet advertising is a significant factor inpredicting the consumer behaviour.

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