

THE EFFECTIVENESS OF INTERNET ADVERTISING ON CONSUMER BEHAVIOUR

ABSTRACT

Now a days people are spending more amount of money in internet instead of TV, print advertisements and other advertising agents. The internet serves as a best solution for consumer needs. The study sought to the determine the effectiveness of internet advertisement and it creates the awareness to establish the reliability of internet advertising thorough all the need and to determine the relationship between the purchasing decision and the internet advertising. Regression and correlation analysis was used to show the relationships among the variables. The data was presented through percentages, means, standard deviations and frequencies. The study determined that there is positive relationship between the internet advertising and consumer purchase decision and further recommends that companies should contact a market research on the different markets in various countries to ensure that internet advertising initiatives being implemented suits the targeted markets to improve the purchasing.

OBJECTIVE OF THE STUDY

- ❖ To analyze consumer's attitude towards online advertising & its effect on their purchase behaviour pattern.
- ❖ To analyze consumer's perception of online advertisement & the degree to which it contributes to Internet advertising.
- ❖ To analyze consumer's response to online advertisements & their perception of companies which advertises online.
- ❖ To determine the effectiveness of online advertising on reach and creation of awareness.
- ❖ To establish the reliability of online advertising through recall.
- ❖ To Determine the relationship between online advertising and purchase decision.
- ❖ To understand the core concept of Online Advertising.
- ❖ To Study the effect of Online Advertising on Consumer Behavior.
- ❖ To know the importance of Online Advertising.