

A STUDY EFFECTIVENESS OF ONLINE ADVERTISING ON CONSUMER MIND

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

KRISHNA PRIYA J K
Register No.39740126



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI-600 119**

MAY - 2022



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600119

www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of

KRISHNA PRIYA J K 39740126 who carried out the project entitled "**A Study Of Effectiveness Of Online Advertising On Consumer Mind**" under my supervision from December 2021 to February 2022.

DR. DHIVYA SATHISH

Internal Guide

External Guide

Dr. BHUVANESWARI. G

Dean – School of Business Administration

Submitted for Viva voice Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I, **KRISHNA PRIYA J K (39740126)** hereby declare that the Project Report entitled, **“A Study Of Effectiveness of Online Adverstising On Consumer Mind”** done by me under the guidance of **DR. DHIVYA SATHISH (internal)**, School of Business Administration is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE :

KRISHNA PRIYA J K

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **DR. BHUVANESHWARI G.**, Dean, School of Business Administration and **DR.PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR. DHIVYA SATHISH**, for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

KRISHNA PRIYA J K

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ABSTRACT

With the rapid advancement of Technology, the internet is increasingly becoming a one stop shop for consumers in order to meet the majority of their needs. Many people go online every day for personal reasons, but do they notice the advertisements, banners, and most importantly their memory values. The current study looked on the impact of online advertising on consumer mind. The goal of the study was to measure the efficiency of internet advertising in terms of reach and awareness generation, as well as the reliability of online advertising. The data, which has been obtained from the respondents showed an impact on the consumers' perception about the online advertising. A survey was conducted through structured questionnaire to obtain the data from the respondents. A sample of 200 respondents was gathered and their responses were analyzed with the help of statistical techniques in order to know the effectiveness of online advertising on consumer mind.

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CHAPTER- I

1.1 STUDY OF INTRODUCTION

Consumer perception is a complex phenomenon. A well design persuasive advertisement and a positive frame of mind of a consumer perception always tempted the individual in influencing his / her buying behavior. Because of its unique traits of flexibility, interactivity, and personalization, the internet has developed immensely interms of both applications and users. It has proven to be an extremely valuable instrument for communication ,education, entertainment and electronic commerce.

Information technology's revolutionary shift has a significant impact on people's daily life. It has changed the way we conduct business by allowing businesses to offer an endless selection of items and services to all consumers worldwide at any time. The Internet has become the most important direct marketing medium for global market place, with enterprises using it to sell their products and services.

The World Wide Web transformed the internet from a difficult-to-use tool for academics and technologists to a simple tool for businesses and consumers to discover information. Consumers now have more discretion over how they obtain information about products and services thanks to the Internet. There are several factors that influence consumers' desire for online content. Consumers choose when, where, what and how much commercial content they want to watch. Consumers may now access an endless range of products and services from companies all over the world via the Internet, which has lowered the amount of time and effort they spend shopping

Individual behaviors and responses to online information and advertisements are influenced by the goal that consumers have in mind when searching for information online. Because of the rapid progress of computer technology, many businesses have used the internet in their advertising media mix to take advantage of online capabilities. Because marketers discovered that the internet provides them with more flexibility and control over their advertising materials, it has become a popular advertising platform. Because the internet can be used to effectively communicate marketing messages, both academic and practitioners are interested in learning how to maximize the value of this communication services.

A set of ideas that made sense a century ago shaped the modern perspective on shopping. Some of these old-fashioned ideas are people shop for dollar value, which shopping decisions make practical sense or that shopping is mostly about acquiring needed goods and services. The new mode of thought in the shopping environment is no longer sufficient to identify simple customer demand and try to satisfy them. Modern shoppers buy things to reward themselves, to satisfy psychological needs or to make themselves feel good. Modern shoppers buy things because they are expensive.

They buy things to make a statement, to show off their personality or to boost their self esteem. Purchased items have become an affirmation of the psyche. Retailers need to change in order to suit the modern shopping behaviour. It is no longer sufficient to see a shopper as a rational creature making decisions. It is no longer enough to think that the shopper acts in a way that makes sense from an economic or logical point of view.

1.2 STATEMENT OF THE PROBLEM

Advertisers are likely to alter their focus and spend millions more on internet advertising in the future years than on Tv, print ads, and other traditional media. Company web sites, corporate logos, email messages, pop-ups, banner ads, skyscraper ads, buttons, interstitials, hyperlinks, dynamic media, and interactive games are all examples of internet advertising in general.

With the rapid advancement of technology, the internet is increasingly becoming a one-stop shop for consumers in order to meet the majority of their needs. Whether its for communication, entertainment, shopping, or finding information, the internet is a one-stop shop for all their needs. As a result many consumers use internet are glued to their computers and utilise it on a regular basis. The issue is that a large number of consumers are online everyday for personal reasons, but do they notice the advertisements, banners, and other forms of advertising.

Internet advertising is a vital instrument for stimulating consumer mind by informing or reminding them about things, but it must also encourage them to buy those products. In marketing, this is crucial. Further companies may utilise social media to advertise their products, create relationships with customers, and better understand their needs. The study and research on social media and entrepreneurship growth indicated that social media tools serve a variety of functions for SMEs and that the tools can be implemented into a variety of operational responsibilities. There have been a number of studies on internet advertising, but there have been fewer on online advertising and its consequences on consumer behaviour. The goal was to fill a knowledge gap by determining the impact of online advertising on consumer mind.

1.3 OBJECTIVES OF STUDY

The following goals are part of the study's design:

1. To measure the effectiveness of online advertising to generating buying consumer's mind.
2. To measure the effectiveness of online advertisement in socio economic variables in generating consumer's mind.
3. To identify the factors influencing most preferred by consumers.

1.4 SCOPE OF THE STUDY

With introduction of internet in our daily life, it has evolved into a must for everyone. People utilize the internet for a variety of purposes. The internet is no longer only a way for individuals to access information. It has now evolved into the most powerful medium for people to communicate, entertain themselves and shop. Everyday, several new websites are launched in various categories such as news, e-commerce, information, communication and entertainment.

1.5 NEED OF THE STUDY

Advertising on the internet is almost a necessity for modern businesses, especially those that do business outside of their local community, internet advertising is nearly a requirement. As with radio, television, periodicals and newspaper, consumers utilize the internet for more than just amusement or information.

1.6 LIMITATIONS OF THE STUDY

- The study is based on effectiveness of online advertisement on consumer mind.
- Few of respondent do not co-operate in furnishing the information.
- Time is very short; just one hundred and nineteenth respondents are taken.

CHAPTER- II

REVIEW OF LITERATURE

2.1 INTRODUCTION

Fareena et al.(2002) investigated the factors that influence buyer trust in e-commerce. According to the findings website attributes do have a considerable impact on trust perceptions. They discovered that buyer characteristics such as previous participation with the company were important. The internet, as well as a single website, have an impact on trust ratings. The pivotal trust is an intervening variables between site, shopper attributes, and the study's findings that trust is an intervening variables between site, shopper qualities, and the study's findings that trust is an the intention of the customer is to act in a certain way. The focus also aids in the comprehension of the measures of faith.

According to **Saikat Guha et al. (2012)**, web advertising supports a variety of internet administrations such as search, email, and social media. There are numerous concerns about the security risks associated with client focused on. However, nearly no free considers how advertising systems work, notably in the United states, Advertising –related systems it proposed new, more powerful metrics. Enormous amount of agitation, which is inevitable in the appropriation of advertisements, recognizes estimation moderating methods, as well as hazards and ancient rarities.

Banner advertising were studied by **Newman et al.(2004)**. Their purpose was to focus on the impact of banner advertising and website consistency on customer perception of a brand's website. They reasoned that standard advertisements should be consistent. Certain buyer characteristics as well as the website brand, should be evaluated. Those who created it have contributed to the successful management of brands and the promotion of them on the internet.

According to **Korgaonar et al. (2001)**, person involved in web promotion saw it as offering valuable product knowledge, boosting their social role and image, upgrading their pleasure, and not being deceptive. They also discovered that participants who were interested in web advertising had a good opinion regarding it and a lower income level. Those who are actively involved are more likely to notice web advertising.

The internet is often offered to as the network of a communication medium made possible by computers and networks. People exchange all kinds of information in innumerable social contexts on the Internet. The internet is a communication system that utilize a computer and a modem to gather information from all over the world. It is composed of tens of millions of computers all connected allowing a person to get information that previously was inaccessible or took a long time to access. The internet is a fluid and dynamic environment, that it has no definite boundaries. Its limitations are imposed only by available software and hardware technology.

According to **Novak and Hoffman**, the Internet uses a model of distributed computing that facilitates interactive multimedia many-to-many communications. The internet supports discussion groups, multi- players and communications systems chat, file transfer, electronic mail and global information access and retrieval systems.

Firms communicate with their customers through media. Traditionally, these media follows a passive one-to-many communication model, through marketing efforts that allow limited forms of feedback from the consumers. The Internet revolution has dramatically altered advertising and communication media. According to Wang the Internet as a marketing media has the potentials to radically change the way firms do business with their consumers.

Mendez and Leiva(2015) decided the adequacy of web publicizing on various locals under the web reasoning in the cordiality and tourism industry. Study is directed of the sort of components contained in a standard utilizes as a part of various e tourism device have a more noteworthy influence on the consideration of potential more. In addition, these distinctions have been surveyed by variables for arranging potential sightseers. With a specific end goal to accomplish this goal, a blended trial configuration was delivered, taking after an eye following technique and a self regulated poll. Some outstanding results uncovered that visitors take longer periods and higher earlier fixations to see the content than the picture. It was found that members fixate first on the static standard.

Punnet Manchanda et al; inspected this article concentrates on whether standard publicizing influences obtaining designs on the internet. Utilizing a behavioral databases that comprises of client buys at a web sites along side individual promoting presentation, the creators measure the effect of standard publicizing on

Current client's probabilities of repurchase , while representing length reliance. The probability model of a present customer making a purchase in any given week with a survival model that uses an adaptable, piecewise exponential hazard function. The outcome demonstrated that the quantity of exposure, number of web destinations, and number of pages all positively affect rehash buy probabilities, through the quantity of one of a kind imaginative has a negative impact.

James Mathew et al; opined that web advertising is an innovative type of promoting that numerous organizations everywhere throughout the world are wandering into, with the end goal of informing shoppers of their items and administrations. Studies have demonstrated that web have impact on customers than whether other broad communications with regard to settling on buy choices. As per Dever “ the web is the most persuasive in the shopper acquiring choice procedure than exhortion from companies and whatever other medium for example, television, newspaper...66% of online buyers consider the web helping them settle on obtaining choice contracted with 61% from computers,family and 42%fromtelevision.

CHAPTER- III

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research in common refers to 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.

3.2 RESEARCH DESIGN

The combination of both descriptive and exploratory research design has used for this study

3.3 Source of Data

The research uses both primary and secondary data.

3.3.1 Primary Data

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

3.3.2 Secondary Data

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

3.4 Sampling Design

Sampling design is a definite plan for obtaining a sample from given population. The sampling technique was convenience sampling method.

3.4 Sampling Size

Universe is the population whose properties are studied gain information about whole. Here in these study 200 consumers were taken as sample.

3.5 Tools for Data Analysis

Questionnaire is used for data collection. It contains the objective of the study.

Percentage Analysis is a method which is used for findings the average of collected Information, it can be calculated as follows

$$\text{Percentage} = \text{No. of respondents} \div \text{Total no. of respondents} \times 100$$

CHAPTER – IV

DATA ANALYSIS AND INTERPRETATION

4.1 DATA ANALYSIS & INTERPRETATION

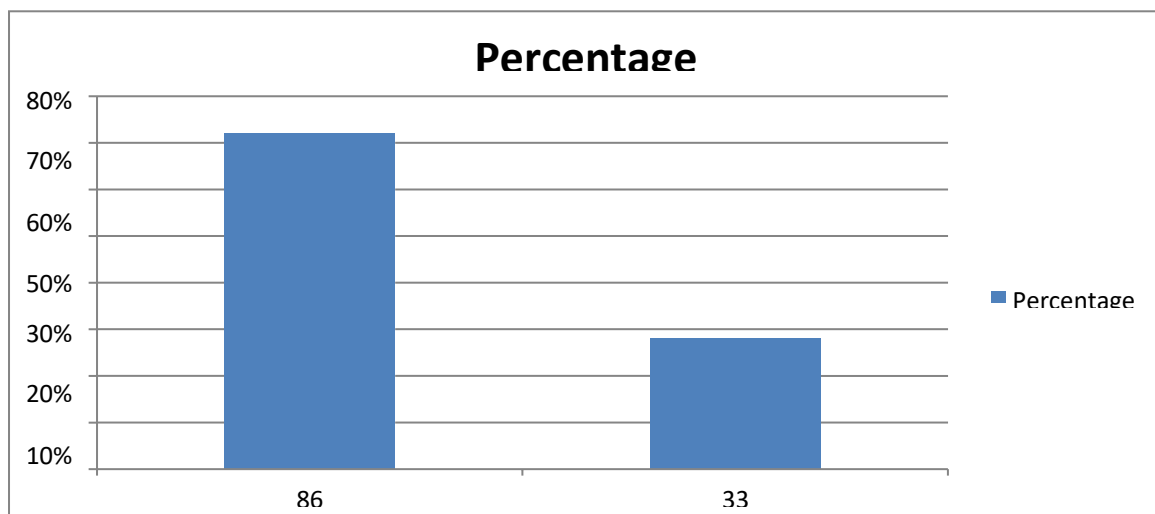
4.1.1 Gender distribution

Table 4.1.1

Gender	Respondents	Percentage
Male	86	72%
Female	33	28%
Total	119	100%

(source:primary data)

Fig.4.1.1



Interpretation

The respondents consisted of significantly more males than females.

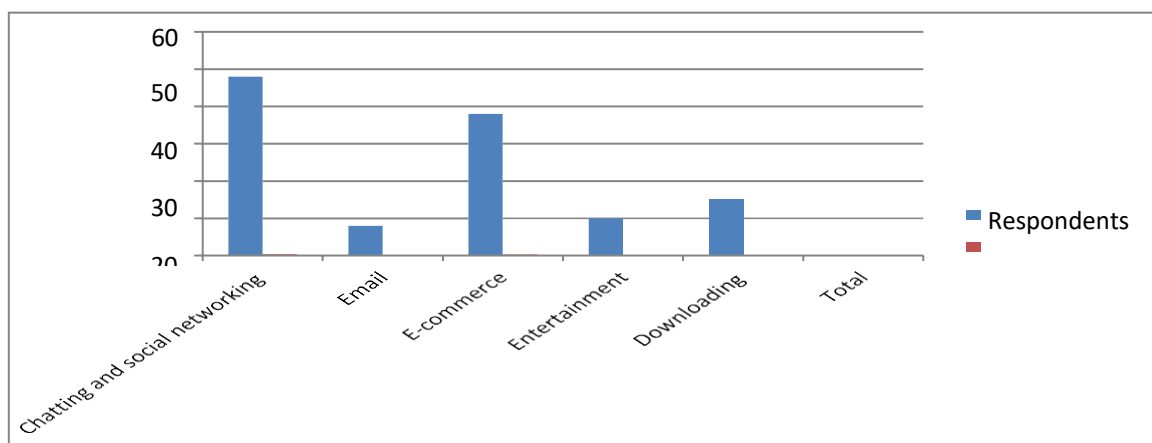
4.1.2 Internet uses

Table 4.1.2

Purpose	Respondents	Percentage
Chattingandsocial Networking	48	40%
Email	8	7%
Information	38	32%
E-Commerce	10	8%
Entertainment	15	13%
Downloading	-	-
Total	119	100%

(source:primary data)

Fig.4.1.2



Interpretation

From the following data 40% of people use internet for catting and social networking, 32% of respondents use internet for information, 13% of respondents use internet for entertainment.

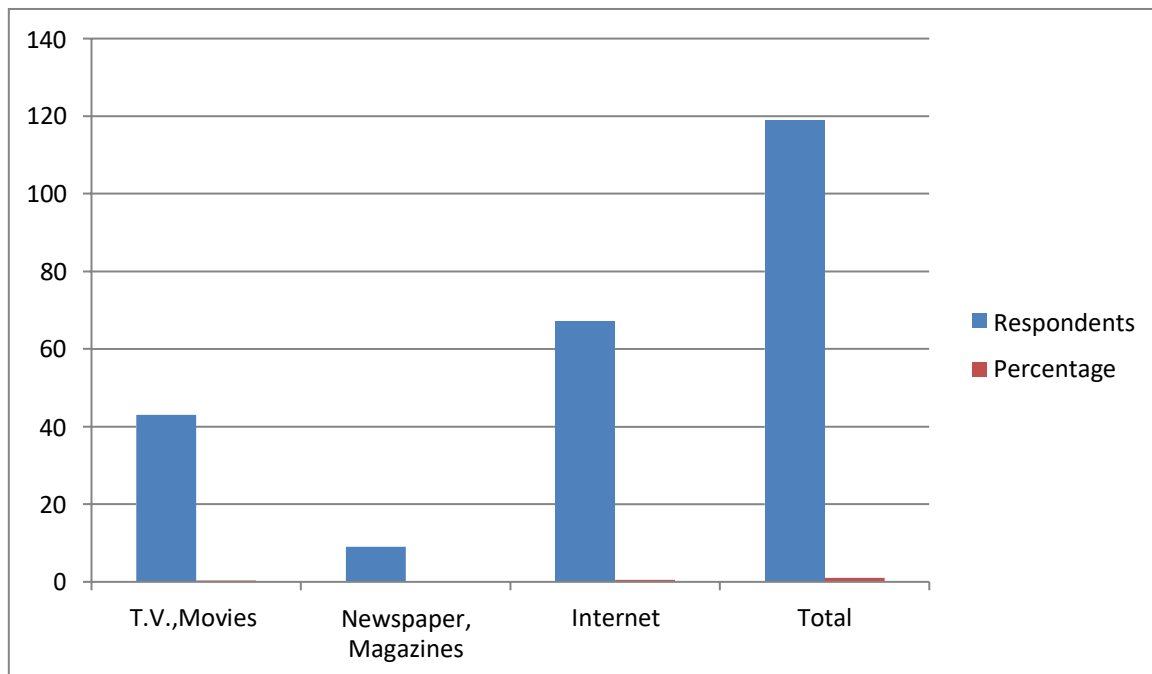
4.1.3 Various modes of Advertising

Table 4.1.3

Modes	Respondents	Percentage
T.V., Movies	43	36%
Newspaper, Magazines	9	8%
Internet	67	56%
Total	119	100%

(Source:primary data)

Fig.4.1.3



Interpretation

According to the table, a person spends more time on the Internet during his free time than that of T.V. and Movies, Newspapers and Magazines.

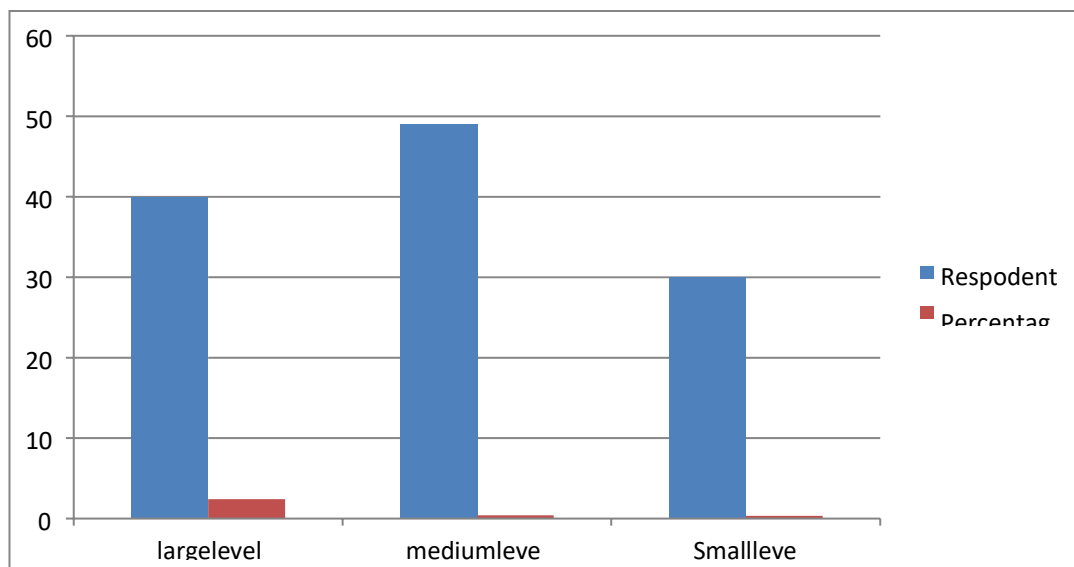
4.1.4 Level of influence by online Advertising

Table 4.1.4

Level	Respondent	Percentage
Largelevel	40	34%
Mediumlevel	49	41%
Smalllevel	30	35%
Total	119	100%

(source:primary data)

Fig. 4.1.4



Interpretation

It can be learned there is majority of the respondent have medium level of influence by online advertisements. Only 41% of respondent have large influence by the advertisement but it should be noticed that 35% of resopondents have only small level of influence.

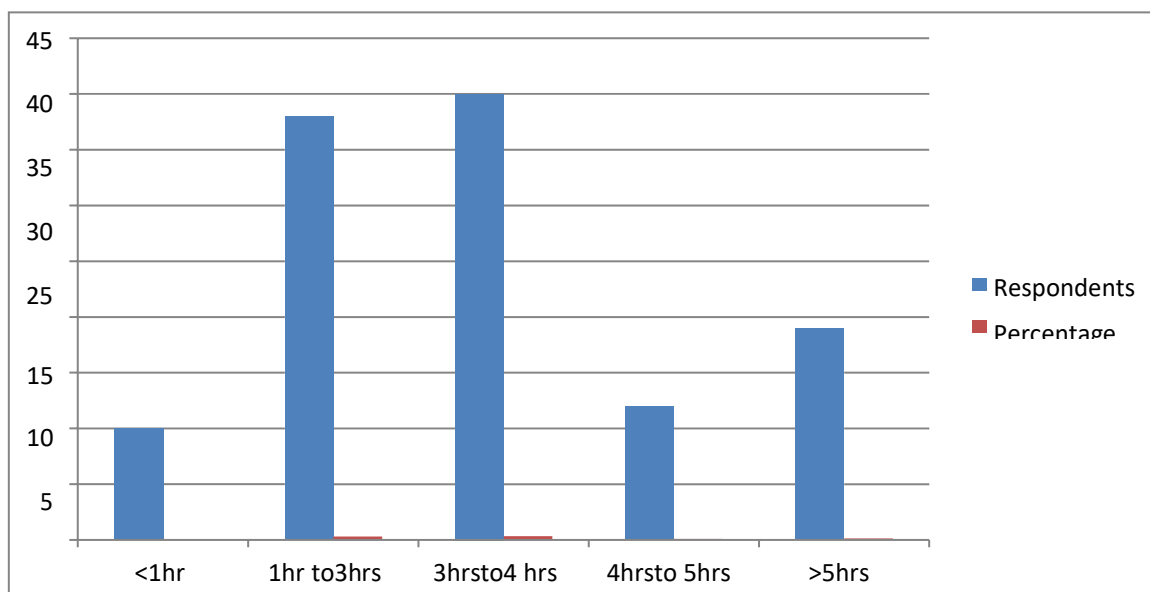
4.1.5 Hours spend on Online

Table 4.1.5

Hours spent	Respondents	Percentage
<1hr	10	8%
1hr to3 hrs	38	32%
3 hrs to 4hrs	40	34%
4 hrs to 5hrs	12	10%
>5hrs	19	16%
Total	119	100%

(source:primary data)

Fig.4.1.5



Interpretation

The above graph shows how many hours spent by the respondents daily on the internet.

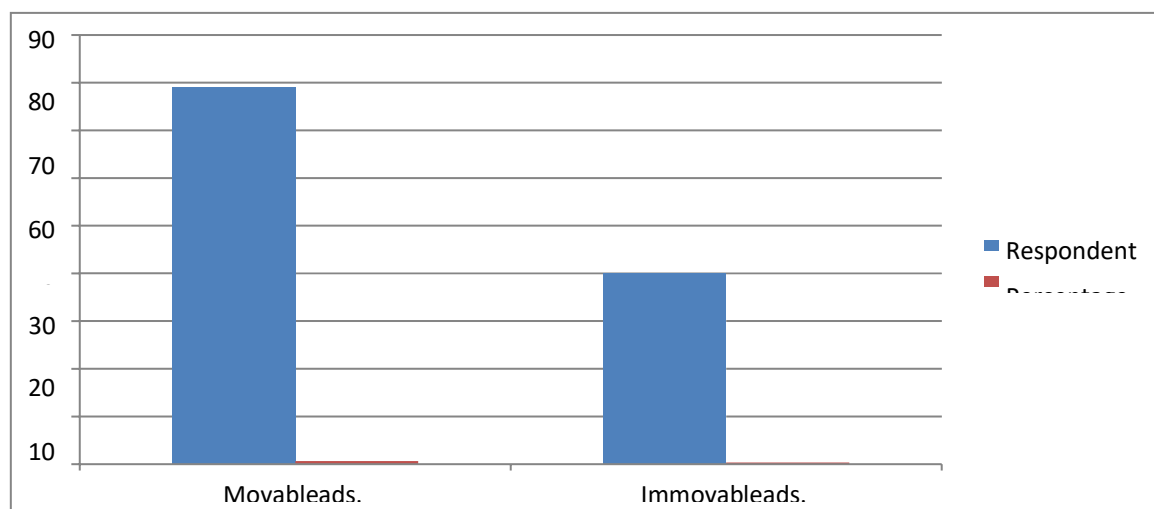
4.1.6 Movability of online Ads

Table 4.1.6

Type	Respondent	Percentage
Movable advertisement	79	66%
Immovable advertisement	40	34%
Total	119	100%

(Source:primary data)

Fig 4.1.6



Interpretation

The chart about movable of advertisement shows that majority of respondents that means 66% of respondents like movable advertisement than the movable respondents.

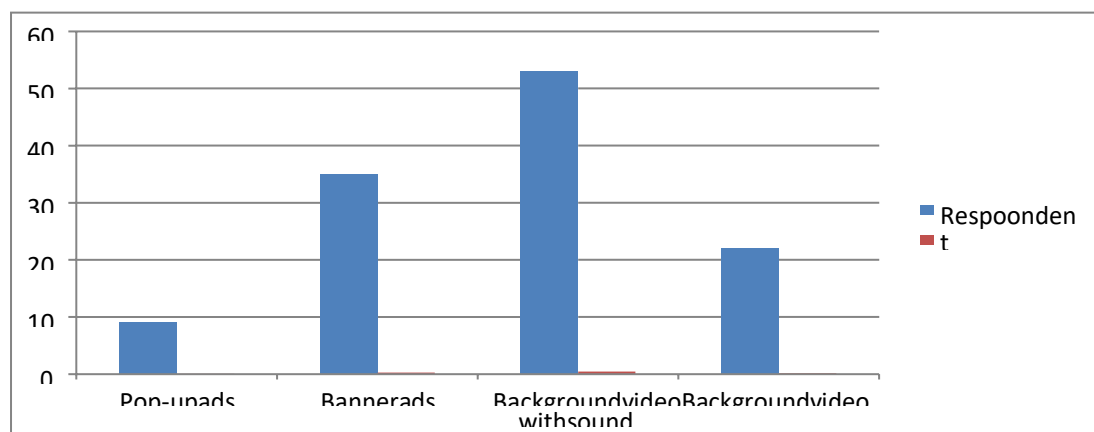
4.1.7 Type of online Ads

Table 4.1.7

Types	Respondent	Percentage
Pop-upads	9	8%
Bannerads	35	29%
Backgroundvideowith sound	53	45%
Backgroundvideowithout sound	22	18%
Total	119	100%

(Source:primary data)

Fig.4.1.7



Interpretation

45% of respondent lie to see that online video advertisements in the format back ground with sound. only 8% of respondent have positive attitude towards pop-up ads next type of advertisement is banner ads which 29% of respondents like to see. We can understand that the advertisement with more visual treat and sound can attract large number of respondents.

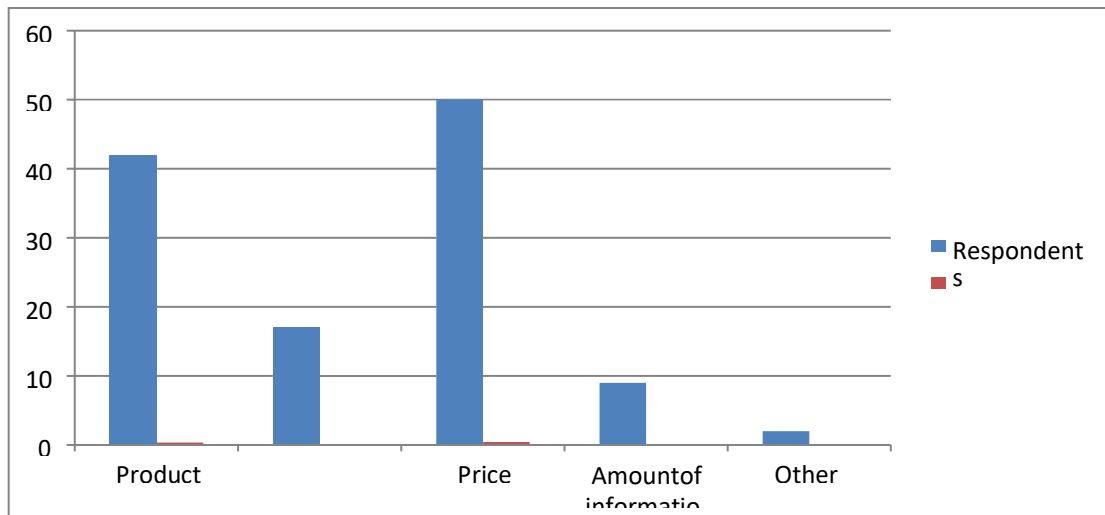
4.1.8 Factors drawing your attention in online Ads

Table 4.1.8

Particulars	Respondents	Percentage
Product	42	34%
Visual designs	17	14%
Price	50	42%
Amount of information	9	8%
Others	2	2%

(Source:primary data)

Fig.4.1.8



Interpretation

This table reveals that price is the most important factor which draws the attention of respondents. These two factors are product and price which draw the attention of respondents.

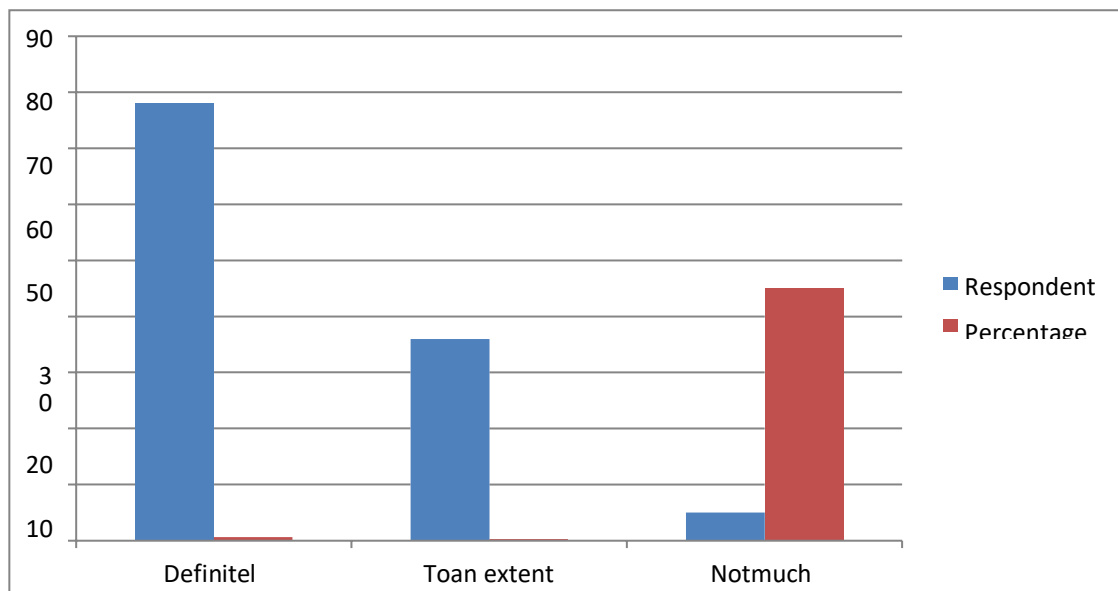
4.1.9 Effectiveness of online ads on Purchase decision

Table 4.1.9

Particulars	Respondents	Percentage
Definitely	78	66%
ToanExtent	36	30%
Notmuch	5	4%
Total	119	100%

(source:primary data)

Fig.4.1.9



Interpretation

From the following data, 66 percentage of the respondents purchased a product based on information provided by internet advertisements. 4 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.

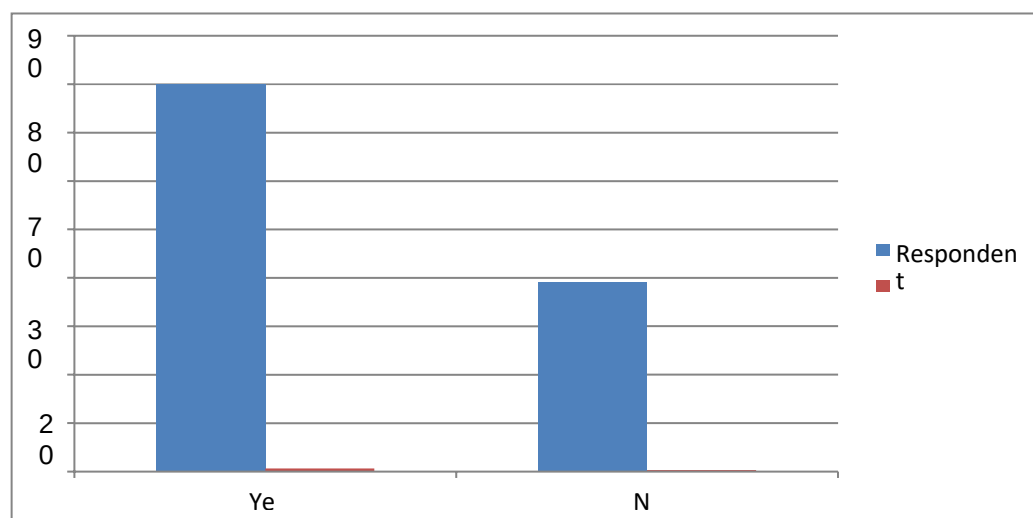
4.1.10 Purchase after seeing online Advertisement

Table 4.1.10

Answer	Respondents	Percentage
Yes	80	67%
No	39	33%
Total	119	100%

(source:primary data)

Fig.4.1.10



Interpretation

From the following data, resercher interpreted that 67% of respondent purchase after seeing ads online.

HYPOTHESIS

H0: There is no significant difference between:

Test 1

Hypothesis 1

Age of the respondents	Responses					
	Valid		Missing		Total	
	number	%	number	%	number	%
	119	99.0%	1	1.0%	119	100%

Result:

There is no significant between age of respondents.

H0: There is significant between:

Test 2

Hypothesis 2

Options	No.ofrespondents	Percentage
Student	75	63%
Others	44	37%
Total	119	100%

Result:

There is significant between respondent.

CHAPTER-V

FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS OF THE STUDY:

1. Out of 100%,it is conducted that 72% of male and 28% of female, majority of the respondents are male in category of gender.
2. Majority of the respondent indicated that they mostly used the internet for Chatting and Social Networking.
3. A few of the respondents use Newspaper and Magazine for their modes of advertising.
4. Majority of the respondent (41%) have medium level of influence by advertisement. 34% of the respondents have large influenced by the advertisement but it should be noted that 35% of the respondent have only small level of online advertisement.
5. Majority of the respondents spends 3 to 4 hours on the internet daily.
6. The movable advertisement are more noticeable than immovable advertisement.66%of respondents like movable advertisement.
7. Majority of the respondents(45%) used online advertising for background video with sound.
8. Price is the most important factors which draws the attention of respondents.42% of respondents have influenced by price.34% of respondents were influenced by products.
9. 66% of the respondents' purchased decision was definitely influenced by online advertising. 4% of the respondent's purchased decision was not much influenced by online advertisement.
10. Majority of the respondent 67% to purchase after seeing online advertisement.

5.2 SUGGESTION OF THE STUDY

This study looked at the impact of internet advertising on people's mind, it suggests that a similar study be conducted in a specific class of students, staff or other group for comparison and to allow for generalization of the findings on the impact of online advertising on consumer minds. "Future studies might look into the influence of web advertising across different countries and cultures to expand the worldwide outstanding of web advertising effectiveness".

5.3 CONCLUSION

The objective of the study was to determine the effectiveness of advertising on consumer mind using a sample of people. After analysis of the study findings, that study concludes that the effectiveness of internet advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertising adopted by various people and time spent on various media. Internet advertising was effective in providing higher reach and creation of awareness. In spite of the diverse usage of internet and wide interaction with various internet advertisements, some people were able to recall the internet ads they had seen. This implies that the reliability of internet advertising is quite low. According to the findings, internet advertising has the greatest impact on consumer's mind, and it is a key component in forecasting Consumer's mind. The pleasant association that exists between the mind of the Consumer and online advertising. This means that businesses should spend more money on internet advertising to increase their market share, as well as conduct market research on different markets in different countries to ensure that the internet advertising initiatives in place are appropriate for the targeted markets, resulting in increased product purchases.

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ANNEXURE

A Study of Effectiveness of Online Advertising on Consumer Mind

Questionnaire

1. Name of the respondent _____
2. Gender of the respondent
 - Male
 - Female
3. Do you like advertisements?
 - Yes
 - No
4. How much time in a day do you spend on?
 - Tv, movies : <1hr, 2-4hrs , >6hrs
 - Newspaper, Mags: <1hr , 2-4hrs , >6hrs
5. Internet is used for?
 - Chatting and Social Networking
 - Email
 - E-Commerce
6. Which mode of advertising would do you prefer?
 - Banners, Posters
 - Online Ads
 - None
7. Have you made any purchases after seeing online ads?
 - Yes
 - No

8. How many hours do you spend on the internet on a daily basis?

- <1hr
- 3 hrs to4hrs
- >5 hrs
- None

9. Do you pay attention to internet advertising?

- Yes
- No
- Sometimes

10. What do you think about online advertising?

- Entertaining
- Irritating
- Waste of time

11. Does online advertising affect your purchase decision?

- Definitely
- To an extent
- Not much

12. How much influence do you feel ad have on your buying behavior

- Large
- Small
- Medium

13. What type of ad you like the most ?

- Movable
- Immovable

14. What kind of ad do you like to see?

- Popup
- BannerAd
- Background video with sound
- Background video without sound

15. Important factor drawing attention in online advertising

- Product
- Price
- Visual design
- Others

16. This advertisement is very attractive to me.

- Yes
- No
- Sometimes

17. Which is the last Newspaper/Magazine ad you remember? Which brand was it ?

- ____

18. Which is the last online ad you remember?

- ____

19. Name any three online ads?

- ____
- ____
- ____

20. Which ad you like the most ?

- ____