

**A STUDY ON IMPACT OF ONLINE ADVERTISING ON CONSUMER BUYING
BEHAVIOR OF MOBILE PHONE**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **HARIHARAN N 40410063** who carried out the project entitled "A study on impact of Online Advertising on consumer buying behavior of mobile phone" under my supervision from January 2022 to March 2022.

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HARIHARAN N 40410063 hereby declare that the Project Report entitled “**A study on impact of Online Advertising on consumer buying behavior of mobile phone**” done by me under the guidance of **DR.S.UMAMAHESWARI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

Advertisers are expected to shift and spend millions in internet advertising in the coming years than TV, print ads and another traditional advertising media. With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. Many consumers are online every day for their personal work, but do they notice the ads, banners displayed on that webpage, and most important their recall value. The current study investigated the impact of internet advertising on consumer buying behaviour by conducting a survey. The study sought to determine the effectiveness of internet advertising on reach and creation of awareness; to establish the reliability of internet advertising through recall; and to determine the relationship between internet advertising and purchase decision. The study used a case study research design. The study used stratified sampling technique to select 100 study respondents. The primary data was collected using questionnaires. Content analysis was used to analyse qualitative data. The data was presented through percentages, means, standard deviations and frequencies. The study found that internet advertising was effective on reach and creation of awareness due too diverse usage, and established that its reliability as an advertising media was low compared to TV. Internet advertising has significant relationship with purchase decision of the consumers and therefore is a key determinant in influencing consumer behavior.

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CHAPTER 1 – INTRODUCTION

1.1. INTRODUCTION:

Advertising function is the pivot around which all other functions rotate. Goods and services are not produced for their owner's sake, but for the satisfaction of the consumer need. As it is always said that business does not exist in a vacuum it must interact with certain factors, so is advertising. Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade. The revolutionary change brought forth by information technology has an important impact on the daily lives. It has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time. The Internet has emerged as an advertising medium (Silk et al., 2001). Many companies have turned to the Internet to advertise their products and services; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace. 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 information on products and services. There are several factors that contribute to consumers pull for online content—consumers are the one who decide when, where, what, and how much commercial content they wish to view. The Internet enables consumers to access an unlimited range of products and services from companies around the world, and it has reduced the time and effort they spend on shopping. It has become a major source of information consumption, and to some extent, has replaced old media such as the radio, television and the newspaper. The main advantages of the Internet include its mass availability and its almost instant access to current information. As a result of the public's reaction to these advantages, Madison Avenue realized the potential of the new media and soon incorporated it to its budget. Convinced by the initial web publications of the early '90s, companies soon instilled momentum in the new channel. Today, more than 700 million people use the

Internet daily, mostly so in developed countries (USA, China, Japan, Germany and Britain, e.g). The most popular uses of the Internet are searching through data and information, and the purchasing of products and services. In light of these, it is understandable why many companies advertise their products and services online. In addition, advertisers can quickly benefit from changing advertising scripts, from the possibility of better segmenting their market, and from relatively low costs. Consumers play a much more active role in searching for information online with some goal in mind, and that goal can influence individual behaviours and responses to online information and advertisements (Smith, 2002). With the rapid advancement in the computer industry, many companies have made the Internet as part of their advertising media mix to take advantage of the online technologies. The Internet has become a popular advertising platform because marketers found that the Internet possess greater flexibility and control over the advertising materials. Since the Internet can be used as an efficient marketing 2 communication tool, both scholars and practitioners are interested in understanding how to take full advantage and maximizing the value of this communication medium

Encyclopaedia Britannica (1999) gives the following definition of advertising as: “Advertising is the techniques and practices used to bring products, services, opinions or causes of notice for the purpose of persuading the public respond in a certain way toward what is advertised”. Advertising is an essential part of our life and the important source of income for the media. Many people say they don’t like TV commercials in the middle of the favourite movie, advertising on a radio, billboards and so on. According to Benson-Eluwa, (2005) “Advertising is a form of non-personal method of communicating information which is usually paid for by sponsor through various media”. These definitions can tell one that advertising is a persuasive communication, because it tries to persuade the reader, viewers or listeners to take to the sponsors’ point of view and also to take some appropriate actions towards something. The essence of being in business by any business outfits is to produce the sales and make profits. In order to remain in business, an organization must generate enough sales from its products to cover operating costs and post reasonable profits. For many organizations, sales estimate is the starting point in budgeting or profit planning. It is so because it must be determined. In most cases, before production units could be arrived at, it will turn to material purchases. The

economists believe that advertising is persuasive because they agree that advertising is not interested much in fulfilling that desire of consumers, people taste are changed so that they will buy what has been manufactured. The criticism in reality is a negation of the concept of consumer sovereignty, which claims that the free market generates the flow of production along the lines that satisfies consumer taste. Here, taste determines what shall be produced; producer sovereignty governs the consumer versus producer sovereignty in the market place. For us to fully know the meaning of advertising we should also know the various ways advertising can be performed and some of these ways are: - Through media, which can be broadcast media (television and radio) or print media (newspaper, magazine or pamphlets) these are means or channels where information on the product can be disseminated to a scattered audience usually at the same time and successfully. It requires a lot of research before it can be done properly. - It can also be done through displays of the product on a moving vehicle, shops or buildings. It is usually done in a catching way in order to catch the attention of the people. - Another is through billboards which are a large signpost or boards placed on busy roadsides, creating the awareness of the existing product to all the people passing by. - Traditionally, these are ways to advertise a product with the use of hawking, town crying and calls to the village members with any significant symbol depending on the culture of that place.

1.2The Concept of Online Advertisement:

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 includes contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e- mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous,

and conversion to business is very high. This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial. 4 Consumer can gather information about products and services, communicate with other consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self-selected environment of the consumer, the promotion message will be more effective. Internet advertising is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumer can provide feedback content about the product, to the firm and to other consumers. A positive feedback becomes a good promotion for the marketer. A marketer can even exploit a negative feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs. Consumer can also add "collective content" to the medium through discussion forums like the virtual communities. In India, online advertising has gained increased popularity with more people spending time online.

1.3 The Origin of Online advertisement

In its 17-year existence, Online Advertising has become the fastest, and one of the most effective advertising mediums in history. Today, it is one of the essentials of a successful business, a media platform that allows interaction with customers in the most creative and interesting ways, (although there continues to be a large majority of irritated web users). For the sake of knowledge and a more sympathetic understanding of online ads, let us begin by tracing the history of online advertising. The Origin of Spam In 1970's, a British comedy named 'Monty Python' first used the word 'spam' in an early sketch of a couple at a restaurant trying to order food without 'spam' on it. This particular comedy had tremendous impact on forum users who started to use the word in their Usenet posts. Soon, online marketers started to overpots and flood forum users with junk mail that repeatedly recounted 'spam' in the Monty Python sketch. By 1980, online marketers had changed from flooding Usenet forums to sending out emails, practice that continues up until today. The numbers of spam emails that are sent everyday is a whopping 90 million,

which is not difficult to believe since 85% of our inboxes are screaming spam every hour. As a marketing technique however, spam emails have little effectiveness since most of us barely read any. When Banners came to be... The year 1994 saw the first online advertisement that was quickly followed by a period of experimentation on advertiser and publisher ad formats and technology. This initial phase e need with the launch of one of the first ad technologies, the DoubleClick in 1995. The earliest advertisers were aware of the differences between traditional and online advertising and undertook a target-market research. However, it wasn't until many years in following that the Internet was used as a full-blown medium for effective advertising. In the late 1990s, billions were invested in online advertising. Advertisers designed the standard 468x460-pixel banner ads that were traditionally highly demanded. With gradual increase in mark competition, there were thousands pouring in money behind developing banner ads. At the time, Yahoo! could charge anywhere between \$30-\$100 to run banner ads. Up until the dot com bubble burst and 4 years following, Internet spending on banner ads reached \$8.2 billion. Banner ads today, as they were more than a decade ago, are not effective online advertising mediums. With considerable designing required, they are time consuming and expensive to create. Besides, the low return on revenue spent on developing banner ads renders them useless to most online advertisers. Not surprisingly therefore, by mid-2000, banner ads started to dry up, and has become obsolete at the time of writing. The efficiency of search engine technology has sustained online advertising. Because of its high dependability and rate of interest, the search engine market has shown a steady growth over the years, pulling online advertising many notches. Google started as a search engine but clearly, is a hundred times more than that today. Google's algorithm shows the most appropriate results and for a long time, Google worked on its functionality. Without selling anything, it continued to drive traffic until 2000, when it first introduced Google AdWords. Drawing away from banner advertising, still a popular form at the turn of the millennia, Google revolutionized online advertising by using relevant text ads to sell. Google's success rested on introducing the click-through rate that would measure the relevancy of the advertisement, also ensuring host payment only when users clicked on the ads. Pay-Per-Click advertising was not a Google original. Google perfected PPC and changed the approach advertisers took to online advertising. Google AdWords

encouraged advertisers to come up with comprehensive, relevant ads instead of mere selling. Pay-per-click and Pay-per-impression are two different online advertising models. Pay-per-click, as the name suggests, involves payment to host every time users click on an ad. Pay-per-impression calculates the cost of the entire marketing campaign that is conducted online. PPC is instrumental in bringing targeted traffic to a website while PPI is the best brand building model. Both however, are susceptible to click fraud. Where Google's success lies is in devising automated systems that keep corrupt practices in check. Social Media Advertising Social media is everywhere and has been in vogue since the past five years. At its core, social media is a communications and networking tool, whose popularity has been constantly rising since its users can connect, share and interact among themselves. Instead of being a mere informative reading interface, social media allows users to comment, rate and share news, views and information. Social media can be divided into: Social News – Digg Propeller, Reddit Social Networking Tools – Twitter, Facebook, Hi-5 Social Photo & Video Sharing – YouTube, Flickr, Photobucket Social Bookmarking – Simply, Del.icio.us Targeting the right market is important for any business and this is one of the biggest advantages of social media advertising. By collecting a user's demographic information, social media tells you where a business' target market is most wide and active. Advertisers can then use this information to tap their intended market. Social media advertising is viral, free and far-reaching. Although actual conversions cannot be tracked from 'friends', 'likes', or 'follows', social media remains the best online advertising mediums. The Current Face of Online Advertising Online advertising has recovered and has been steadily rising since 2004. With the number of hours an Internet user spends browsing websites, advertisers have realized the importance and advantage of exploiting user tendency to scour the web. From SEO marketing, blogs and social media to sophisticated ads, interactive tools and branding technologies, advertisers are now using a wide array of platforms to increase business visibility.

Viral marketing is now a popular mode of advertising using video ads to market products. Sites like YouTube, Meta-cafe, etc., are popular product advertising platforms. But online advertising has barely been perfected. Annoying pop-up ads still exist while free sites like

YouTube now include commercials or pre-roll ads that cannot be bypassed to the actual video.

1.4 Types of Online advertisement:

Floating ads: A floating ad is a type of rich media Web advertisement that appears uninitiated superimposed over a user-requested page, and disappears or becomes unobtrusive after a specific time period (typically 5-30 seconds). The most basic floating ads simply appear over the Web page, either full screen or in a smaller means of escape, such as a close button. More sophisticated versions can come in any shape or size and include sound, animation, and interactive components

Expanding ads: These are ads that expand when users click on them. The ads do not expand just from mousing over hyperlinks, which is a technique used by some other advertisers. They often take a long time to download, which in turn can negatively impact the visitor's experience on that page. Polite ad formats were developed to address this challenge by enabling advertisers to serve larger file formats without disturbing the load time for the rest of the images on the page. A polite ad format is loaded in two phases: Phase One: The initial load is a compact image or SWF file that is smaller in size, so there is no delay in loading other contents on the page. This could be the first few frames of the ad, or a teaser. file that is smaller in size, so there is no delay in loading other contents on the page. This could be the first few frames of the ad, or a teaser. Phase Two: The main load is the full version of the ad. The full ad can have a larger file size. It is loaded only after the whole web page has finished loading into the visitor's browser

Wallpaper ads: An ad which changes the background of the page being viewed

Trick Banner: A banner ad that attempts to trick people into clicking, often by imitating an operating system message.

Pop-up: A new window which opens in front of the current one, displaying an advertisement, or entire webpage.

Pop-under: Similar to a Pop-Up except that the window is loaded or sent behind the current window so that the user does not see it until they close one or more active windows.

1.5 Understanding the concept of Consumer Buying behavior:

Consumer behaviour has been always of great interest to marketers. The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behaviour of the consumers. Consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires" (Solomon 1995, 7). In the marketing context, the term „consumer " refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Each of these has implications for purchase and repurchase and they are amenable in differing degrees to marketer influence (Foxall 1987). Engel, et al. (1986, 5) define consumer behaviour as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts". Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioural sciences in order to understand, predict, and possibly control consumer behaviour more effectively.

1.6 The Study growth of smartphones users:

To date, it's estimated that there are roughly 2 billion smartphone users in the market (1.91 billion to be exact), with that number expected to increase another 12% in 2016 to

top 2.16 billion people globally. That means that for the first time (possibly in history) more than one-quarter of the world's population will all carry a similar device. The growth of smartphone devices can be attributed to a number of factors. Technological innovation, improved usability, increased accessibility, but for many the growth has been heavily attributed to a decrease in price. The era of inexpensive or 'Budget-Friendly' smartphones has greatly opened the doors for mobile adoption in emerging markets. When smartphones first entered the market, their price (closer to the \$1000 mark) made it difficult for consumers to justify the purchasing decision. But now the dramatic price drop of the smartphone is felt largely to be the reason for its growth over the past two years in less developed countries. Heavy growth has been noticed in the Asia-Pacific ring, where global powerhouses like China (500 million smartphones), Japan (57 million) and Indonesia (52 million) set the standard for smartphone adoption. India, of course also plays a significant role, with a population volume that demands respect. India has a huge smartphone market of 167 million, with the number predicted to grow past 200 million by 2016. What is interesting to note though is India's smartphone penetration level, coming in last of our current list at 13%.

1.7. OBJECTIVES OF THE STUDY

- Primary data
The objective is to identify customer buying behaviour of the mobile phone by the impact of online advertisement
- secondary data
To determine how much online advertising influences customer purchasing decisions
To investigate consumer attitudes of mobile phone purchases made online.
To investigate the link between online advertising and customer purchasing habits.

1.8 NEED FOR STUDY

Cell phones have become a necessity for many people throughout the world. The ability to keep in touch with family, business associates, and access to email are only a few of the reasons for the increasing importance of cell phones. Today's technically advanced cell phones are capable of not only receiving and placing phone calls, but storing data, taking pictures, and can even be used as walkie talkies, to name just a few of the available options. When cell phones were first introduced to the public, they were bulky, expensive, and some even required a base unit that had to be transported along with the phone. Good reception was a major problem and in general, early cell phones could only be used in certain locations where the signal was particularly strong. As cell phone technology advanced, the difficulty in using them became less of a problem. Today, cell phone reception has improved greatly due to the use of satellites and wireless services. As cell phones improved and became simple to use, the importance of cell phones increased accordingly.

1.9 SCOPE & SIGNIFICANCE OF THE STUDY

- Banking After Prime Minister Narendra Modi's Announcement of Digital India has brought a lot of changes in India. Cashless India has increased online banking transactions, with this increase banking application is in demand. All banks are ready to pay high to experienced developers. Maintaining and publishing banking app is not easy as it needs many security checks like customer's information should not be leaked. Also, apps like Paytm, Bhim app, Phone Pe app, etc are being in demand nowadays. 10 6 Educational With digitalized India, many educational industries are getting updated with online courses. Nowadays it's been easy for elders as well as for children's to learn with online courses where ever they are they can access online course and learn new things. Few Examples are; Udemy, Byju's, TED, etc are all android educational apps.
- Gaming Who don't like to play games, mostly game is liked by Children and Youngster. PUB G game has become famous among youngsters these days. A Demand of gaming

sector for Android mobile application is also booming nowadays in India. Gaming sector is giving the highest ROI in India.

- E-commerce E-commerce industry in India was expected to do sales of \$32.70 billion in 2018. Mostly customer prefers to buy through the mobile application as many big companies like Amazon and Flipkart usually gives huge discounts on apps

CHAPTER 2 – REVIEW OF LITERATURE

2.1. INTRODUCTION

This chapter provides, through selective reference to some of the literature, a clearer understanding of Internet advertising concept and outlines previous research findings on the effectiveness of internet advertising based on measures of advertising effectiveness.

REVIEW OF LITERATURE

Compared to physical stores online stores have many advantages: They are convenient and time saving and no more travelling and waiting in lines is needed. They are open 24x7 and accessible anytime and anywhere. These stores provide customers with free and rich information about product and services. They also have some online tools to help customers compare and make purchase decisions among various products & services. **Hoffman and Novak (1996)** indicated that interactivity is the key distinguishing feature between marketing communication on the Internet and traditional mass media. Today online consumers have more control and bargaining power than consumers of physical stores because the Internet offers more interactivities between consumers and product/service providers as well as greater availability of information about products and services.

Geissler and Zinkhan (1998) claimed that the Internet shifted the balance of power in favor of consumers as it became very easy for them to make shopping comparisons and evaluate alternatives without being pressured by salespeople. Online stores reduce transaction costs and have advantage for both consumers and vendors. However, online stores also have disadvantages compare to brick-and-mortar stores. In online stores customers can't have any sense about the product they see in the internet (seeing, touching, tasting, smelling, and hearing) as they search for and purchase products. In online stores, consumers may develop low trust and perceive elevated risk highly because of the lack of face-to-face communication. Although this difficulty can be reduced by using certain software tools available in the marketplace.

Norazah Suki and Norbayah Suki (2009) conducted a study on 'Cellular Phone Users' Willingness to Shop Online'. The study suggested that marketers should propose more on attractive promotion such as advertisements or discounts through the web.

Chowdhury and Ahmad (2011) conducted a study on 'factors affecting consumer participation in online shopping in Malaysia'. The major focus of the study was to describe the relationship between independent variables and dependent variable using Pearson's correlation method. The limitation of this study was that it only used four variables (ability, benevolence, integrity, and trust) in explaining the consumer participation but did not take other important variables into account (e.g., cost switching vendors and the presence of third party). The study provides a useful insight on the significant role of trust in students for online shopping.

Yulihhasri, Islam and Daud (2011) conducted a study on 'Factors that Influence Customer's Buying Intention on Shopping Online'. The variables that were tested included usefulness of internet shopping, ease of use, compatibility, privacy, security, normative beliefs, self-efficacy, attitude and student's buying intention. Pearson correlation analysis provided statistical information about the relationship of each independent variable with dependent variables. It was studied that web advertising favorably influences the purchasing of a company's products.

Karim (2013) conducted a study on online shopping behavior of customers and documented that online vendors can assure their consumers for transaction security and avoid long delays in completing online orders and the hassle of returning goods for better online shopping experience.

Morris (2013) conducted a study on 'More Consumers Prefer Online Shopping' Shoppers increasingly want what's called a "seamless omnichannel experience," meaning one in which retailers allow them to combine online and brick and mortar browsing, shopping, ordering and returning in whatever combo they would like. With the increasing size, more demand by youth and change in the behavior of youth towards shopping has clearly indicated a huge market is available to the incumbents and existing performers. And at this stage it is important to understand the buying behavior of Indian customers towards online shopping which is mandatory for a great marketing strategy by the players in this industry. The size and growth rate of this industry was never like this before. And

considering all this, the present study has made an attempt to understand the online shopping behavior of Indian customers.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1. METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of **A study on impact of Online Advertising on consumer buying behaviour of mobile phone**

3.2. RESEARCH DESIGN:

A research design is the "blue print" of the study. The design of a study defines the study type (descriptive, co relational, semi-experimental, and experimental, review, meta-analytic) and sub- type (e.g., descriptive-longitudinal case study), research question, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research design is the framework that has been created to seek answers to research questions. The research design we have selected is exploratory research design. Exploratory research design is defined as "Investigation into a problem or situation which provides insights to the researcher. The research is meant to provide details where a small amount of information exists. It may use a variety of methods such as trial studies, interviews, group discussions, experiments, or other tactics for the purpose of gaining information". Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study

3.3. SAMPLING TECHNIQUE:

Convenience sampling method

Sample in the study are mostly youth as can be seen from the data that cumulatively 90 % of the respondent are in the age bracket of 15 to 30. Convenience samples Our definition of convenience samples includes only one dimension that is easy access to the sample units otherwise it was random selection of individuals. This segment of population was selected due to their adoption of online buying.

3.4. SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 160 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.5. STRUCTURE OF QUESTIONNAIRE:

The questionnaire had the following dimensions:

- Demographics of the respondent such as gender and age.
- Behavior of visiting online sites such as frequency of visits, preferred e-commerce sites.
- Factors affecting selection of e-commerce website.
- Various attributes for consumer such as availability of colors, quality, potential shipment problems, security for credit/debit card, retailer return policies, shipping costs, potential loss of privacy, retailers name and online reviews.

3.6. SAMPLE SIZE:

Since it is an exploratory study, a sample size of 150 thought to be an adequate one. Accordingly 150 respondents from the target population were approached to fill in the online questionnaire which was created with the help of qualtrics.com.

3.7. Data Collection

Data is collected by primary sources. A well-structured questionnaire prepared to collect data from respondents related to demographic, behavior and factors affecting for selection of fast food.

TYPE OF QUESTIONS

- Open-ended questions
- Closed-ended questions
- Rating questions
- Likert scale questions
- Multiple choice questions

- Picture choice questions
- Demographic questions

HYPOTHESIS TESTING

H0 – Null hypothesis (there is no significant relationship between the variables). H1 – Alternative hypothesis (there is significant relationship between the variables) . After analysing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

INFERENCE

After telling the hypothesis, the researcher comes out with his conclusion. The explanation of theory can also be considered as inference.

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S.NO	AGE	NO OF RESPONDENTS	P ERCENTAGE
1.	Below 20	2	7.5
2.	21-30	106	65.8
3.	30-40	41	25.5
4.	40-50	12	7.5
5.	50 & above	0	0
TOTAL		161	100

Source: Primary data.

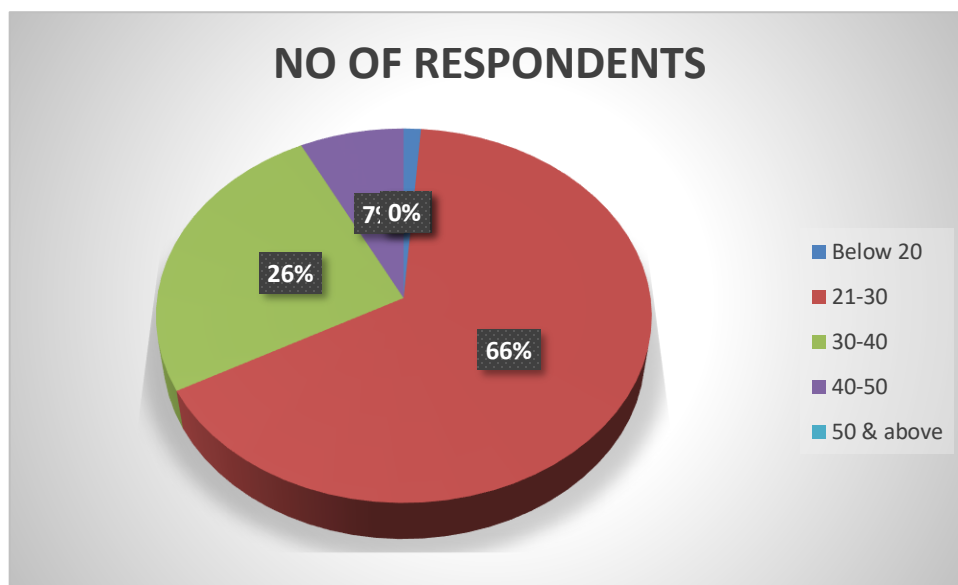


Chart 4.1.1: Age of the respondents

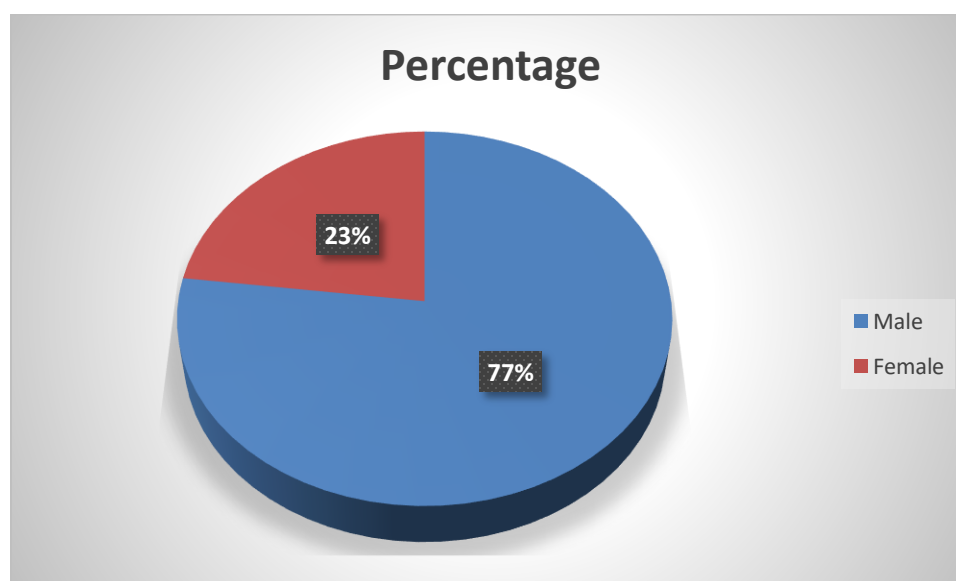
Interpretation

From the above table it is interpreted that the number of respondents Below 20 age of respondents are 7.5%, between 21-30 age of respondents are 66%, between 30-40 age of respondents 26%, between 40-50 age of respondents are 7.5%, between 50 above age of respondents are 0%,

Table 4.1.2: Gender of the respondents

S NO	Gender	No. of Respondents	Percentage
1.	Male	124	77
2.	Female	37	23
TOTAL		161	100

Source: Primary data

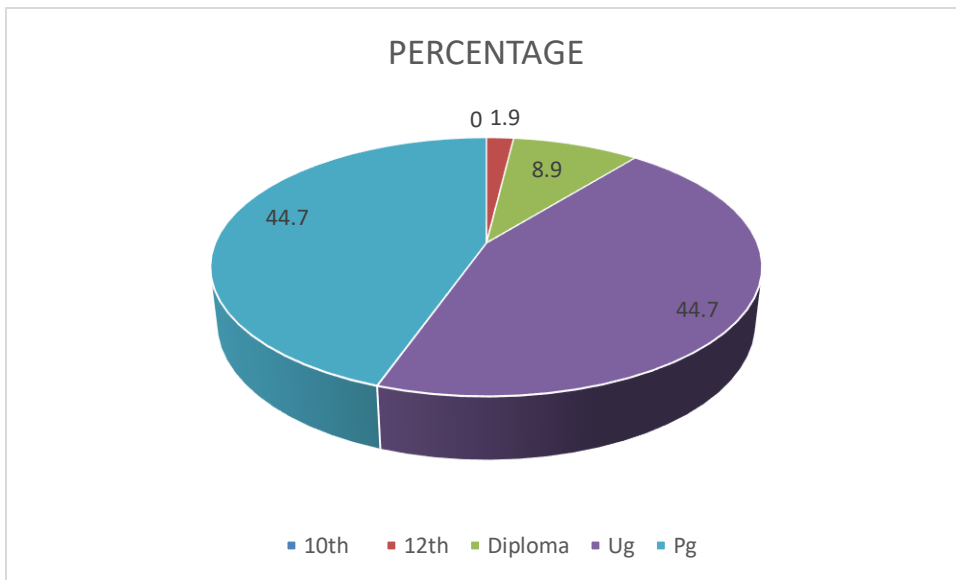


Charts 4.1.2: Gender of the respondents

INTERPRETATION: From the above table, it is interpreted that 23% of respondents belong to Female category, 77% of respondents belongs to Male category.

Table 4.1.3: Education Qualification

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	10 th	0	0
2	12th	3	1.9
3	Diploma	14	8.9
4	Ug	72	44.7
5	Pg	72	44.7
Total		161	100



Charts 4.1.3: Education Qualification

INTERPRETATION: From the above table, interpreted that 2% of respondents belong to 12th, 9% of respondents belong to Diploma, 45% of respondents belong to Ug, 45% of respondents belong to Pg

Table 4.1.4: Occupation of the Respondents

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Student	64	39.8
2	Employee	62	38.5
3	Unemployed	11	6.9
4	Business	24	14.9
Total		161	100

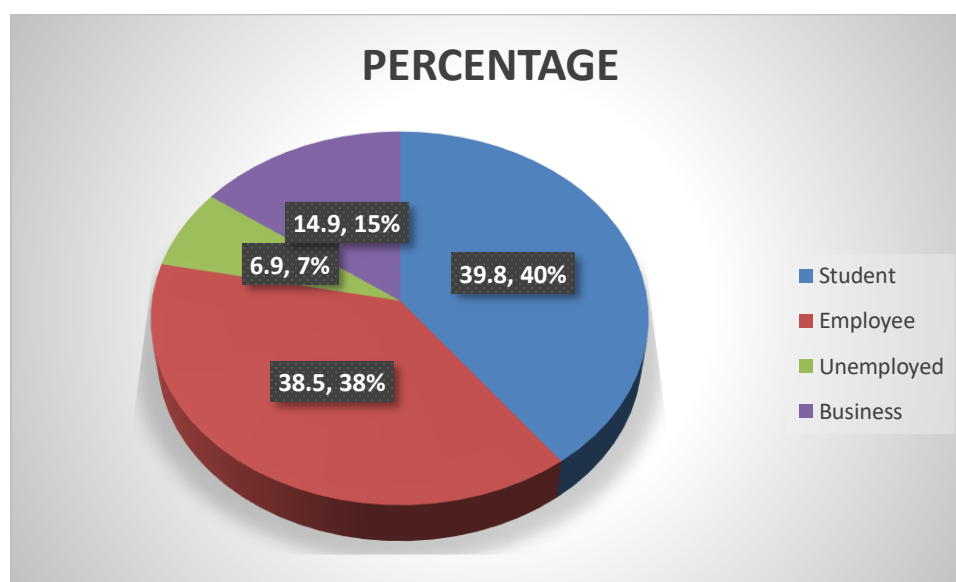
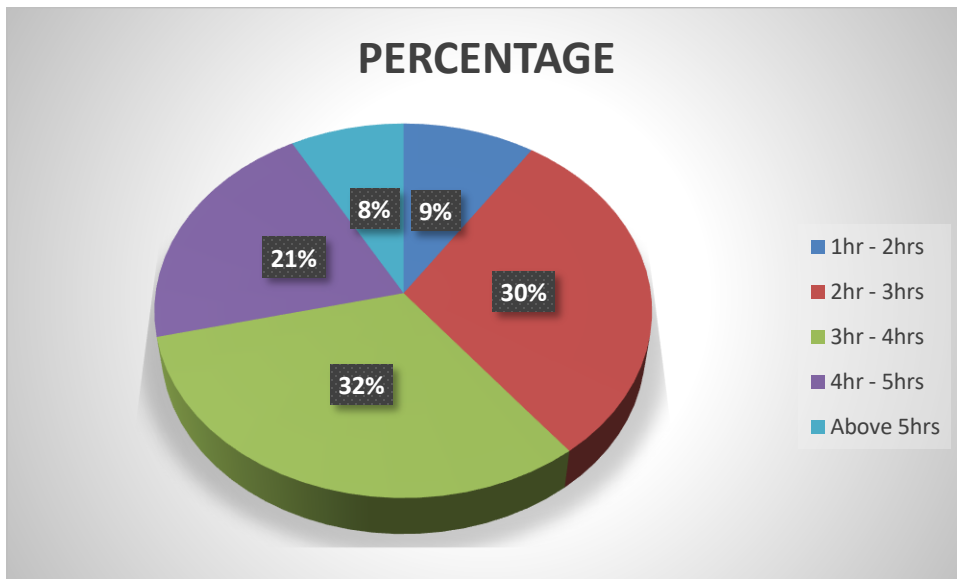


Chart 4.1.4: Occupation of the respondents

INTERPRETATION: From the above table, interpreted that 40% of respondents belong to Students, 38% of respondents belong to employee, 7% of respondents belong to Unemployed, 15% of respondents belong to Business.

Table 4.1.5: How many hours do you spend on the internet per day

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	1hr - 2hrs	15	9.4
2	2hr - 3hrs	48	30
3	3hr - 4hrs	51	31.9
4	4hr - 5hrs	33	20.6
5	Above 5hrs	13	8.1
Total		161	100

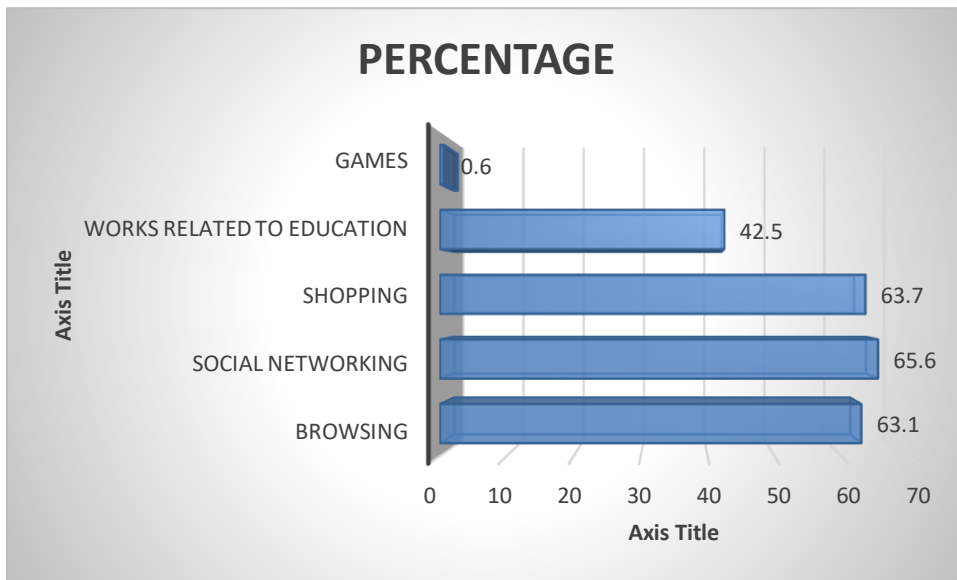


Charts 4.1.5: How many hours do you spend on the internet per day

INTERPRETATION: From the above table, interpreted that 9% of respondents said 1hr - 2hrs, 30% of respondents said 2hr - 3hrs, 32% of respondents said 3hr - 4hrs, 21% of respondents said 4hr - 5hrs, 8% of respondents said Above 5hrs.

Table 4.1.6: What are the purpose for using internet

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Browsing	101	63.1
2	Social networking	105	65.6
3	Shopping	102	63.7
4	Works related to education	68	42.5
5	Games	1	0.6
Total		161	100

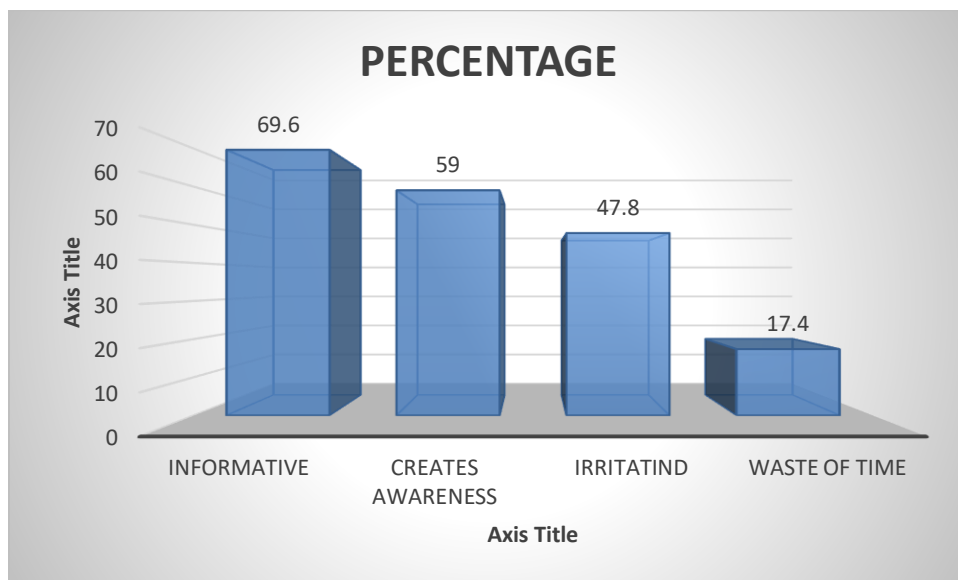


Charts 4.1.6: What are the purpose for using internet

INTERPRETATION: From the above table, interpreted that 63% of respondents belong to Browsing, 66% of respondents belong to Social networking, 64% of respondents belong to Shopping, 42% of respondents belong to Works related to education.

Table 4.1.7: How you find such advertisements

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Informative	112	69.6
2	Creates awareness	95	59
3	Irritatind	77	47.8
4	Waste of time	28	17.4
Total		161	100

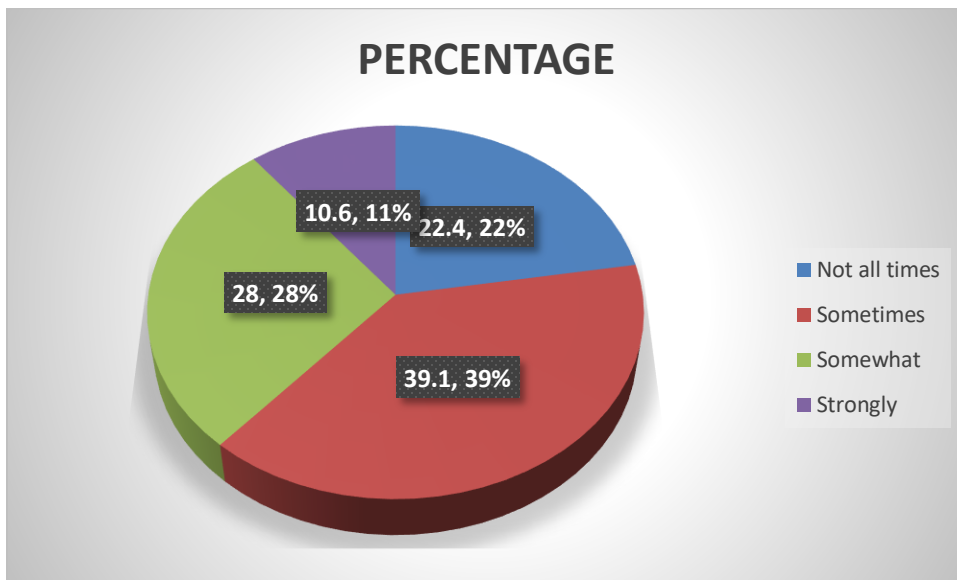


Charts 4.1.7: How you find such advertisements

INTERPRETATION: From the above table, interpreted that 70% of respondents belong to Informative, 59% of respondents belong to Creates awareness, 48% of respondents belong to Irritatind, 17% of respondents belong to Waste of time.

Table 4.1.8: Do you watch the TV/ or listen to Radio commercials during commercial break

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Not all times	36	22.4
2	Sometimes	63	39.1
3	Somewhat	45	28
4	Strongly	17	10.6
Total		161	100

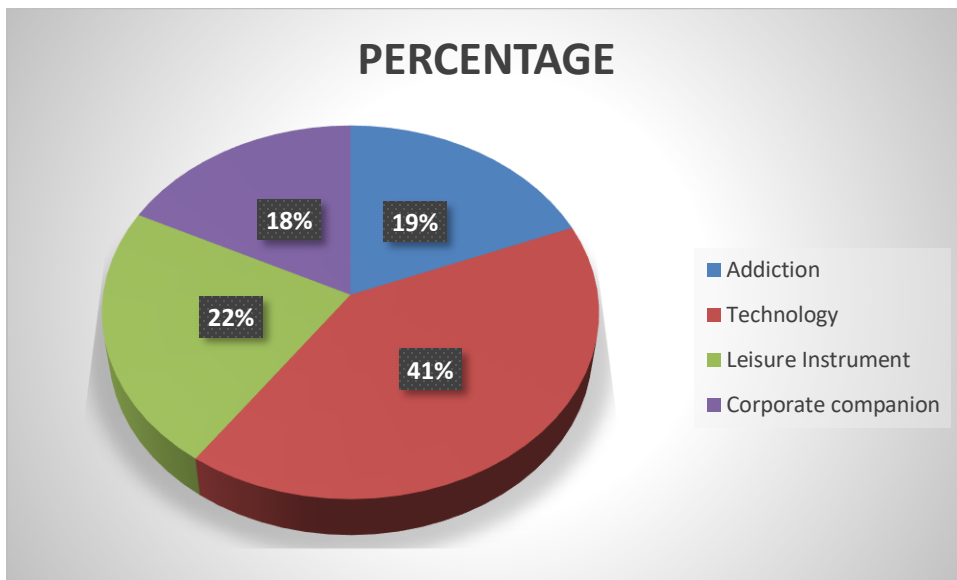


Charts 4.1.8: Do you watch the TV/ or listen to Radio commercials during commercial break

INTERPRETATION: From the above table, interpreted that 22% of respondents belong to Not all times, 39% of respondents belong to Sometimes, 28% of respondents belong to Somewhat, 22% of respondents belong to Strongly.

Table 4.1.9: Is mobile phone plays a vital role in your day to day life

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Addiction	30	18.9
2	Technology	65	40.9
3	Leisure Instrument	36	22.6
4	Corporate companion	28	17.6
Total		161	100

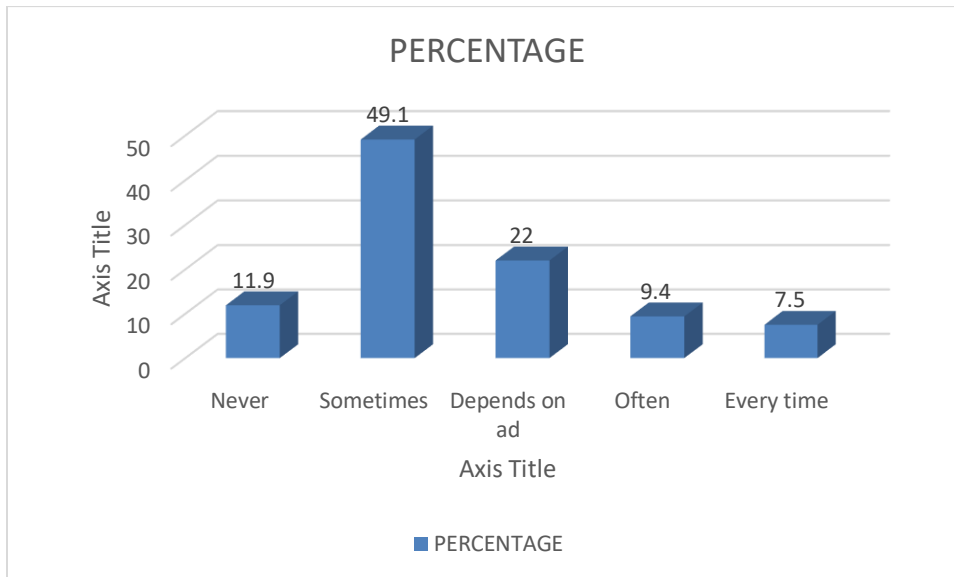


Charts 4.1.10: Is mobile phone plays a vital role in your day to day life

INTERPRETATION: From the above table, interpreted that 19% of respondents belong to Addiction, 41% of respondents belong to Technology, 22% of respondents belong to Leisure Instrument, 18% of respondents belong to Corporate companion.

Table 4.1.11: I change the channel during commercial breaks

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Never	19	11.9
2	Sometimes	78	49.1
3	Depends on ad	35	22
4	Often	15	9.4
5	Every time	12	7.5
Total		161	100

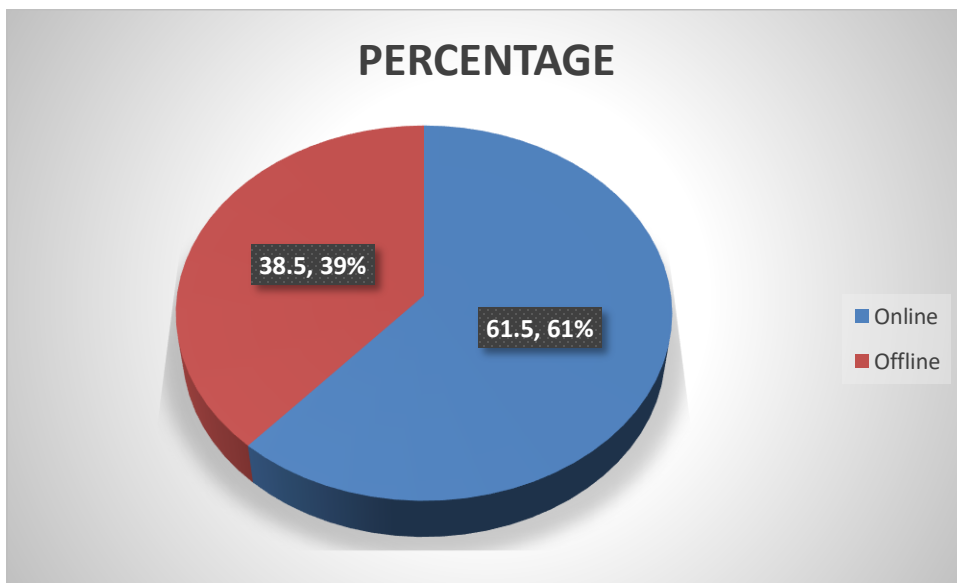


Charts 4.1.11: I change the channel during commercial breaks

INTERPRETATION: From the above table, interpreted that 12% of respondents belong to Never, 49% of respondents belong to Sometimes, 22% of respondents belong to Depends on ad, 9% of respondents belong to Often, 7% of respondents belong to Every time

Table 4.1.12: From where do you buy mobile phone

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Online	99	61.5
2	Offline	62	38.5
Total		161	100

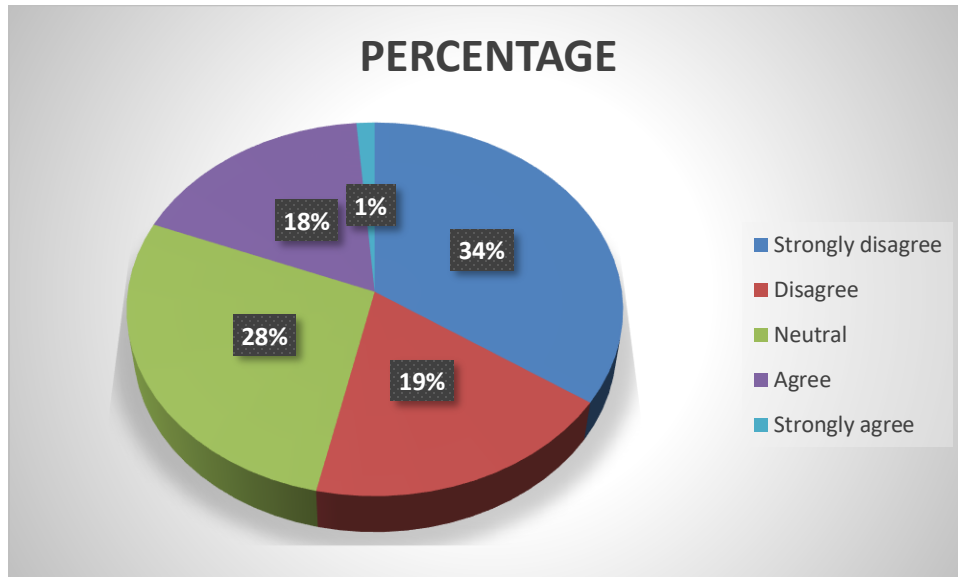


Charts 4.1.12: From where do you buy mobile phone

INTERPRETATION: From the above table, interpreted that 61% of respondents belong to Online, 39% of respondents belong to Offline

Table 4.1.12 The more times an advertisement of new mobile phones is viewed by a consumer the more likely the consumer is to go and buy the product to what extent do you agree with this statement

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Strongly disagree	55	34.6
2	Disagree	30	18.9
3	Neutral	44	27.7
4	Agree	28	17.6
5	Strongly agree	2	1.3
Total		161	100

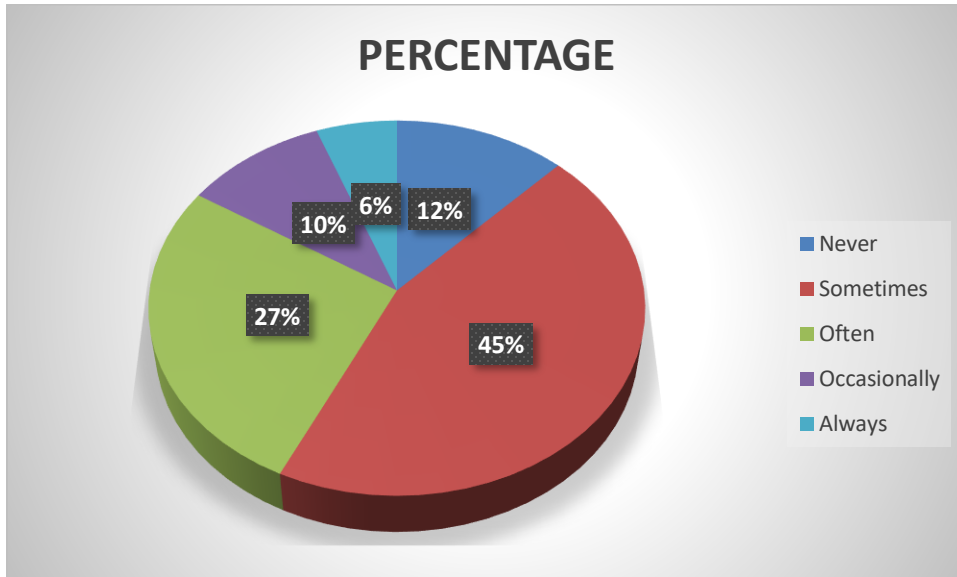


Charts 4.1.12 The more times an advertisement of new mobile phones is viewed by a consumer the more likely the consumer is to go and buy the product to what extent do you agree with this statement

INTERPRETATION: From the above table, interpreted that 34% of respondents belong to Strongly disagree, 19% of respondents belong to Disagree, 28% of respondents belong to Neutral,18% of respondents belong to Agree,1% of respondents belong to Strongly agree.

Table 4.1.13 Do you check online ads or mails when you surf the internet

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Never	24	11.9
2	Sometimes	70	43.5
3	Often	42	26.1
4	Occasionally	16	9.9
5	Always	9	5.6
Total		161	100

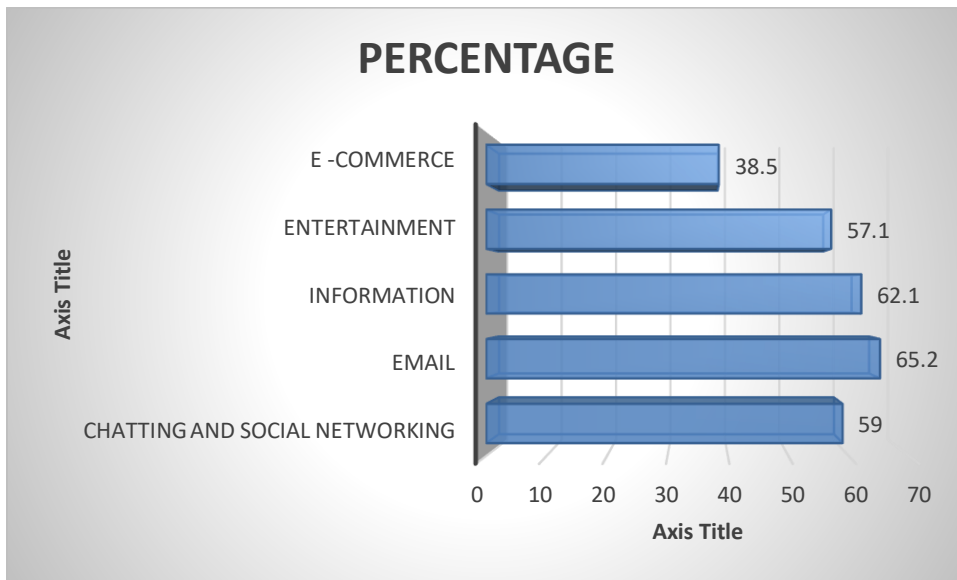


Charts 4.1.13 Do you check online ads or mails when you surf the internet

INTERPRETATION: From the above table, interpreted that 12% of respondents belong to Never,45% of respondents belong to Sometimes,27% of respondents belong to Often,10% of respondents belong to Occasionally, 6% of respondents belong to Always

Table 4.1.14 How useful is internet for

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Chatting and Social Networking	95	59
2	Email	105	65.2
3	Information	100	62.1
4	Entertainment	92	57.1
5	E -Commerce	62	38.5
Total		161	100

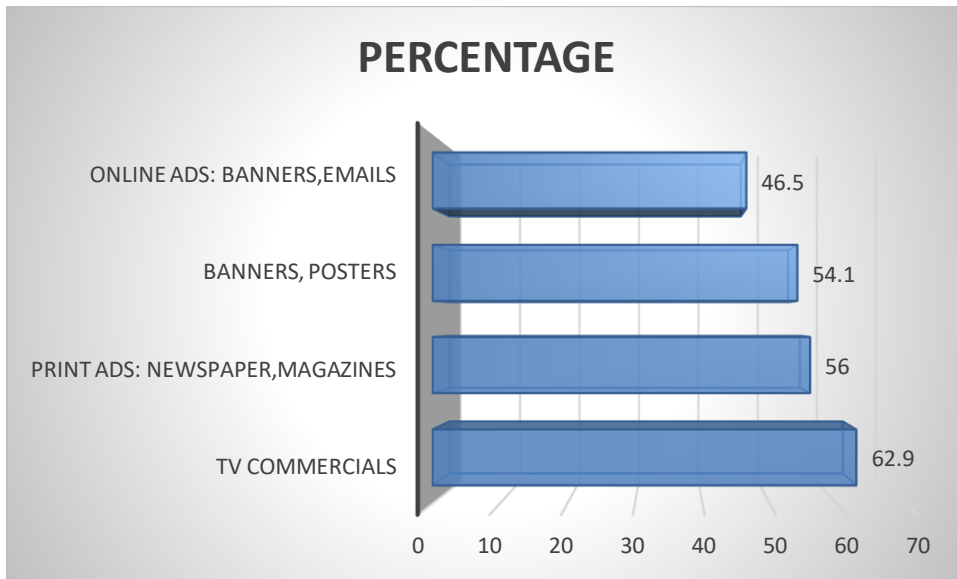


Charts 4.1.14 How useful is internet for

INTERPRETATION: From the above table, interpreted that 59% of respondents belong to Chatting and Social Networking, 65% of respondents belong to Email, 62% of respondents belong to Information, 57% of respondents belong to Entertainment, 38% of respondents belong to E -Commerce

Table 4.1.15 which mode of advertising would you prefer

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	TV Commercials	100	62.9
2	Print Ads: Newspaper, Magazines	89	56
3	Banners, Posters	86	54.1
4	Online Ads: Banners, Emails	74	46.5
Total		161	100

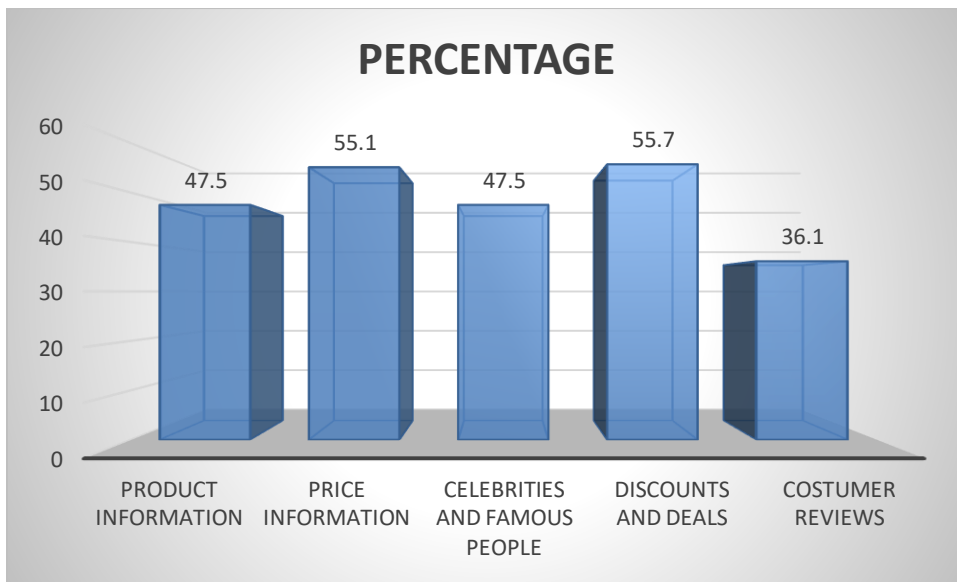


Charts 4.1.16 which mode of advertising would you prefer

INTERPRETATION: From the above table, interpreted that 63% of respondents belong to TV Commercials, 56% of respondents belong to Print Ads: Newspaper, Magazines, 54% of respondents belong to Banners, Posters, 46% of respondents belong to Online Ads: Banners, Emails

Table 4.1.17 Which mode of advertising would you prefer

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Product information	75	47.5
2	Price information	87	55.1
3	Celebrities and famous people	75	47.5
4	Discounts and deals	88	55.7
5	Costumer reviews	57	36.1
Total		161	100

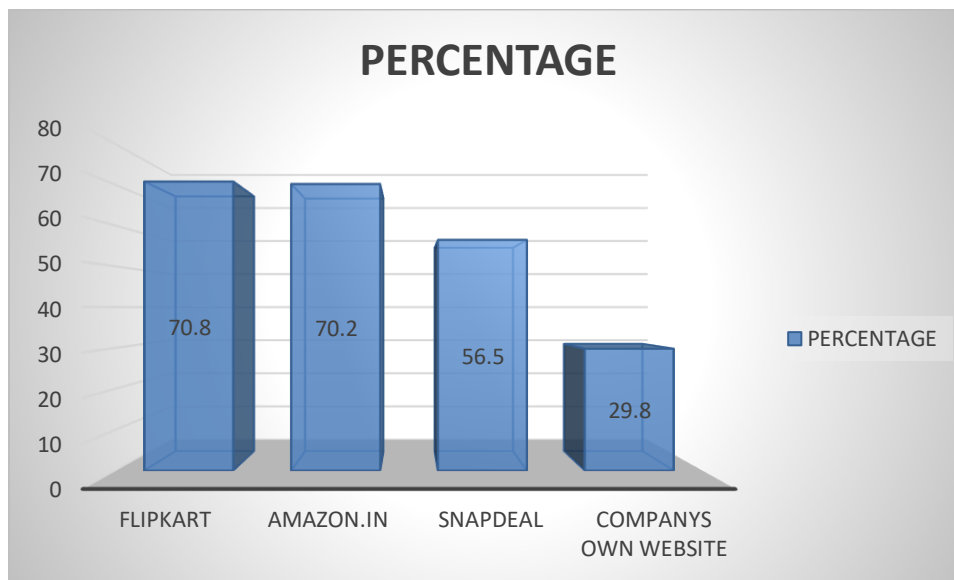


Charts 4.1.17 Which mode of advertising would you prefer

INTERPRETATION: From the above table, interpreted that 47% of respondents belong to Product information, 55% of respondents belong to Price information, 47% of respondents belong to celebrities and famous people, 56% of respondents belong to Discounts and deals, 36% of respondents belong to Costumer reviews

Table 4.1.18 From which e-commerce site are you likely to buy the product

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Flipkart	114	70.8
2	Amazon.in	113	70.2
3	Snapdeal	91	56.5
4	Company's own website	48	29.8
Total		161	100

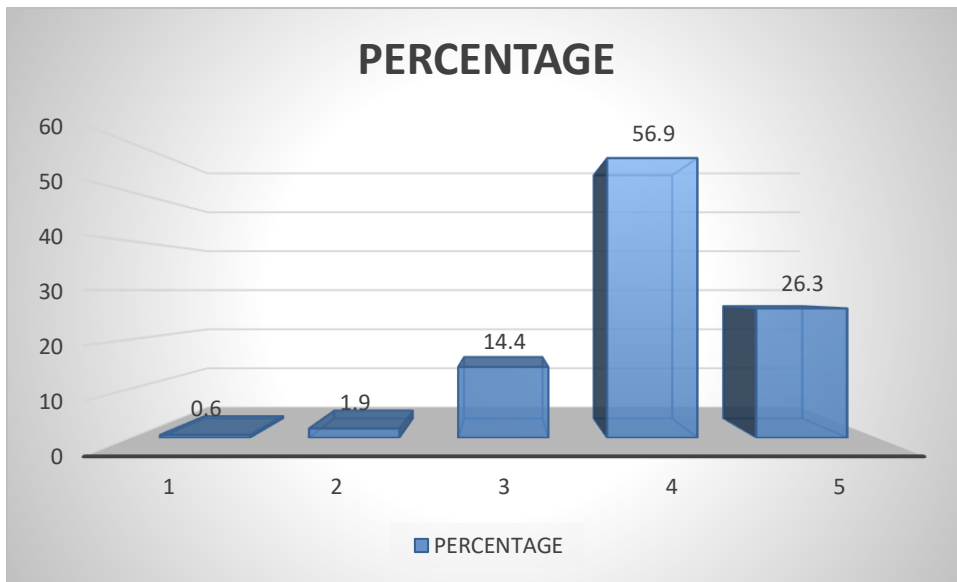


Charts 4.1.18 From which e-commerce site are you likely to buy the product

INTERPRETATION: From the above table, interpreted that 71% of respondents belong to Flipkart, 70% of respondents belong to Price Amazon.in, 56% of respondents belong to Snapdeal, 30% of respondents belong to Companys own website.

Table 4.1.19 How likely are you to buy a mobile phone online in future

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	1	1	0.6
2	2	3	1.9
3	3	23	14.4
4	4	91	56.9
5	5	42	26.3
Total		105	100



Charts 4.1.19 How likely are you to buy a mobile phone online in future

INTERPRETATION: From the above table, 14% of customer rated 3 out of 5 for quality of products produced in your factory, 57% of customer rated 4 out of 5 for quality of products produced in your factory and 26% of customer rated 5 out of 5 for quality of products produced in your factory.

STATISTICAL ANALYSIS

4.2 Chi square analysis:

Hypothesis:

Ho (null hypothesis) : there is no significant difference between a gender and important attributes

Hi (alternative hypothesis): there is significant difference between a gender and important attributes

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * from where do you buy mobile phone	161	100.0%	0	0.0%	161	100.0%

gender * from where do you buy mobile phone Crosstabulation

Count

		from where do you buy mobile phone		Total
		online	offline	
gender	male	99	25	124
	female	0	37	37
Total		99	62	161

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	76.710 ^a	1	<.001		
Continuity Correction ^b	73.375	1	<.001		
Likelihood Ratio	89.962	1	<.001		
Fisher's Exact Test				<.001	<.001
Linear-by-Linear Association	76.233	1	<.001		
N of Valid Cases	161				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.25.

b. Computed only for a 2x2 table

INFERENCE:

Since p value is 0.045 less than a 0.5 null hypothesis is rejected and alternate hypothesis is accepted.

4.3 ANOVA

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
hoursofusage	Between Groups	18.653	3	6.218	2.866	.038
	Within Groups	340.627	157	2.170		
	Total	359.280	160			
adversitment	Between Groups	.921	3	.307	.858	.464
	Within Groups	56.184	157	.358		
	Total	57.106	160			

INFERENCE

Sig value is less than 0.05 so that they is strong relationship between usage of mobile phone mostly consume by advertisement

4.4 Correlations

		Correlations	
		preferofbuyinf online	advertisemen t
Pearson Correlation	preferofbuyinfonline	1.000	-.143
	advertisement	-.143	1.000
Sig. (1-tailed)	preferofbuyinfonline	.	.035
	advertisement	.035	.
N	preferofbuyinfonline	161	161
	advertisement	161	161

INFERENCE

The correlation between the online buyer is highly correlated with advertisement

CHAPTER-05

FINDINGS AND SUGGESTIONS

5.1 FINDINGS

- 66% of the Majority respondents are age between 21-30 years.
- 77% of the majority respondents are Male category
- 45% of the majority respondents belong to Ug
- 40% of the majority respondents belong to Students
- 32% of the majority respondents said 3hr - 4hrs
- 66% of the majority respondents belong to Social networking.
- 70% of the majority respondents belong to Informative.
- 39% of the majority respondents belong to Sometimes.
- 41% of the majority respondents belong to Technology
- 49% of the majority respondents belong to Sometimes.
- 61% of the majority respondents belong to Online.
- 34% of the majority respondents belong to Strongly disagree.
- 45% of the majority respondents belong to Sometimes.
- 65% of the majority respondents belong to Email.
- 63% of the majority respondents belong to TV Commercials.
- 56% of the majority respondents belong to Discounts and deals.
- 71% of the majority respondents belong to Flip kart.
- 57% of majority customer rated 4 for quality of products produced in your factory.

5.2 SUGGESTIONS & RECOMMENDATIONS

The study established that the reliability of internet advertising is low and therefore recommends that the management of companies using internet advertising should provide unique experience to its customers based on customer analysis to deliver a personalized experience to the customers, 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 market research on the different markets in various countries ensure that the internet advertising initiatives being implemented suits the targeted markets to improve product purchases.

5.3. LIMITATIONS OF STUDY

- The sample size taken is less and limited to familiarity behavior not random respondents.
- Sample size doesn't exactly represent the population.
- The study is restricted only to online questionnaire
- The information of the study is on the basis of the information provided by the respondents.
- Lack of trained interviewer to clarify and probe can possibly lead to less reliable data.

5.4. CONCLUSION

the impact of online advertising on consumer behaviour using a sample of various students. After analysis of the study findings, the study concludes that the impact of internet on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies in India and time spent on various media. 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 therefore conforming that TV ads are much reliable than internet advertising. The study concludes that online advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision. However, internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also concludes that internet advertising has significant relationship with purchase decision of the consumers. The study further concludes that internet advertising contributes most to the consumer behavior and that internet advertising was a significant factor in predicting the consumer behavior. In addition, there is a positive relationship between consumer behaviour and internet advertising. This implies that companies should invest more in internet advertising to increase their market share and conduct 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.

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www.google.com

www.ask.com

www.wikipedia.com

www.marketingland.com

www.business.com

www.linkedin.com

www.knowonlineadvertising.com

A part from these websites and use of internet, various articles and books and newspaper were referred and have played major contribution in the completion of project

APPENDIX Questionnaire

1. Name

2. Age

- a) Below 20
- b) 21 - 30 years
- c) 30 - 40 years
- d) 40 - 50 years
- e) 50 & above

3. Gender

- a) Male
- b) Female

4. Education Qualification

- a) 10th
- b) 12th
- c) DIPLOMA
- d) UG
- e) PG

5. Occupation

- a) Student
- b) Employee
- c) Unemployed
- d) Business

6. How many hours do you spend on the internet per day

- a) 1hr - 2hrs

- b) 2hr - 3hrs
- c) 3hr - 4hrs
- d) 4hr - 5hrs
- e) Above 5hrs

7. What are the purpose for using internet

- a) Browsing
- b) Social networking
- c) Shopping
- d) Works related to education

8. How you find such advertisements

- a) Informative
- b) Creates awareness
- c) Irritating
- d) Waste of time

9. Do you watch the TV/ or listen to Radio commercials during commercial break

- a) Not all times
- b) Sometimes
- c) Somewhat
- d) Strongly

10. Is mobile phone plays a vital role in your day to day life

- a) Addiction
- b) Technology
- c) Leisure Instrument
- d) Corporate companion

11. I change the channel during commercial breaks

- a) Never

- b) Sometimes
- c) Depends on ad
- d) Often
- e) Every time

12. From where do you buy mobile phone

- a) Online
- b) Offline

13. The more times an advertisement of new mobile phones is viewed by a consumer the more likely the consumer is to go and buy the product to what extent do you agree with this statement

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

14. Do you check online ads or mails when you surf the internet

- a) Never
- b) Sometimes
- c) Often
- d) Occasionally
- e) Always

15. How useful is internet for

- a) Chatting and Social Networking
- b) Email
- c) Information
- d) Entertainment
- e) E -Commerce

16. Which mode of advertising would you prefer

- a) TV Commercials
- b) Print Ads: Newspaper, Magazines
- c) Banners, Posters
- d) Online Ads: Banners, Emails

17. What will you first notice out for in a mobile phone advertisement

- a) Product information
- b) Price information
- c) celebrities and famous people
- d) Discounts and deals
- e) Costumer reviews

18. From which e-commerce site are you likely to buy the product

- a) Flipkart
- b) Amazon.in
- c) Snapdeal
- d) Companys own website

19. How Important are the following factors for you while buying mobile phone online
Availability of colors

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

21. How likely are you to buy a mobile phone online in future

Dislike

- 1
- 2
- 3
- 4

5

Like