

CHAPTER-1

INTRODUCTION

Today people living in an electronic era with so many products with simplify their task, entertaining and connecting them together with plenty of software application. The availability and speed of internet facility on other hand spread across the world in much faster with rapid increase in its speed like 4G &5G. Now the people spend most of their time on shopping portal, social networking sites and games. Obviously, the companies need their presence in these portals to promote their products and service among all generation. Online advertisements become one of the important channels of promotion of products services, which has some unique features like contacting the potential customers at lesser cost while compared to traditional Medias, which also facilitate directing them to the company portals to provide more information. The purpose of this study is to investigate the impact of online advertisement on consumer's attitude towards purchasing electronic products.

There is no question that the growth of Internet advertising is outpacing offline advertising. As more and more companies realize the real value in advertising their goods and services online, they are diverting funds from other forms of offline advertising to compensate. Consequently, the market share of Internet advertising is continually growing while the market share of offline advertising mediums stagnates or declines. At the current rate of growth, Internet advertising has already overtaken radio advertising in spending and market share. While outdoor advertising is also experiencing growth, it is not growing as rapidly as Internet advertising, and Internet advertising has already overtaken it. The dominant forms of offline advertising, television, newspapers and magazines, still hold the lion share of the market, but their market share is expected to decrease slowly over the next few years. Some estimations predict Internet advertising will hold as much as 10% of the global advertising market share by 2009. The growth in Internet advertising is due to two different factors, more advertisers moving promotions online and the growing penetration of the Internet itself. Because the Internet is still a relatively new medium when compared to other long established advertising medium newspapers and television, advertisers have not yet realized the full potential for gain.

Consumers' attitudes toward advertising have been considered important to track because they likely influence consumers exposure, attention, and reaction to individual ads through a variety of cognitive and affective process. One fundamental difference between Internet and traditional advertising is the degree to which the consumer versus the company has control over advertising exposure. With traditional advertising, consumers play a relatively inactive role in exposure. Advertisements interrupt or intercept consumers' attention to other information. In essence, advertisements are "pushed" at them. With many forms of IA, however, the consumer has a great deal of control over advertising exposure. The company may request the consumers' attention (e.g., through banner ads on others' Web sites or through hyperlinks), but it is up to the consumer to seek additional commercial content. Consumers can select whether, when, and how much commercial content they wish to view. That is, consumers pull for electronic advertising content. Because IA exposure is largely under the consumer's volition, it is particularly important to understand the valence and structure of one important driver of advertising exposure: attitudes toward IA.

1.2 SIGNIFICANCE OF THE STUDY

The study may benefit electronic products marketers, businesses, government and academicians. This study may be able to give information to marketers on the consumer's preference of the advertisements media and whether using internet advertising would be able effective in reaching and increase awareness of the target audients.

The government from this study would understand the value of internet in electronic products and its influence on the consumer decision which ultimately impacts electronic comers, and therefore would effectively regulate how internet advertisements is delivered by acting rationally on laws that would restrict data usage.

For scholars and academic researchers the study term a basis upon which future research on internet advertisement of electronic products may be established. The findings may be resource full in providing viable information to academicians. There is generally studied someone but this particular area do not studied by anyone.

1.3 STATEMENT OF THE PROBLEM

Advertising is a standard promotional tool that is designed to reach potential customers and to either affect behaviour or to introduce, persuade and remind consumers of an offers. Advertising is the message of a brand, product or company submitted to the audience through the media, several new advertising mediums are emerging and these have paved the way for advertisers to increase their interactivity with target consumers. Online advertisements should be made attractive to be able to the site and was able to visitors can revisit these sites, online advertisements can banner, sponsorship, popup-in-stream advertisements. Webcasting and a link are available at edge, top\ bottom or that suddenly appears on webpage.

Attitude is the process of motivation, emotion, perception and long term cognitive and deal with aspects of the surrounding environment. It deals with how the customers perceive about online advertisements on the internet and their expected behavioural deposition towards purchase of electronic products through electronic networks. Hence this study has been undertaken to know the impact on online advertisements on customer attitude towards purchasing electronic products among youth .It is effective to academics, researchers and consumers on various aspects related to internet advertisements.

1.4 OBJECTIVES OF THE STUDY

- To identify effectiveness of internet advertisement on reach and creation of awareness among youth
- To identify the influence of internet advertisement on purchase decision of electronic products.
- To identify the importance of internet advertisement as a promotional tool of electronic products.
- To make a comparative study from customer's point of view with regard to traditional and online advertising with reference to electronic products.

1.5 SCOPE OF THE STUDY

Traditionally newspaper, radio, TV was used for advertising. Now a days most of such work is done on internet. To place online advertisement people always do not require latest audio and visual flash to attract customers. Everything depends upon

requirement of customer. The products like smartphone, Laptop, tablet a thousand of other things that are use as electronic products. These are familiar people through advertisements, mainly internet advertisements.

This study may beneficial to marketers, business, government and academics through creation of awareness about internet advertisements of electronic products. This study is helpful to identify the reliability of internet advertisement through recall.

This study is conducted to focusing the “impact of online advertising on customer attitude towards purchasing electronic products among youth”.

1.6 RESEARCH METHODOLOGY

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

1.6.1 SOURCE OF DATA

For the successful completion of the present study, the data required for analysis have been collected from two sources, namely,

- a) Primary data
- b) Secondary data

PRIMARY DATA

Primary data were collected from the 100 respondents mainly through observation, direct interview and circulating questionnaire.

SECONDARY DATA

The secondary data for the study was mainly collected through books and internet.

1.6.2 SAMPLE DESIGN

A sample is a subset of population by which respondents are to be subjected for this Study. Samples of 100 rrespondents are selected by using convenient sampling method.

1.6.3 DATA COLLECTION INSTRUMENTS

Questionnaire