**1.1 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 behavior 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 behavioral 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 wasused for advertising. Now a day’s 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,

1. Primary data
2. 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 rsespondents are selected by using convenient sampling method.

**1.6.3 DATA COLLECTION INSTRUMENTS**

Questionnaire

A set of printed or written questions with a choice of answers, devised for the purpose of a survey or statistical study.

**1.6.4 TOOL FOR ANALYSIS**

For the analysis of primary data, percentage analysis method is used. The analyzed data are presented with the help of tables and diagrams.

* 1. **LIMITATIONS OF THE STUDY**
* This study is mainly confined to a small area.
* This study is limited to 100 respondents.
* Some of the respondents are not co-operative.

**2.1 REVIEW OF LITERATURE**

The literature review is a critical look at the existing research that is significant to the work that the researcher is carrying out. Generally purpose of review is to analyses critically a segment of published body of knowledge through summary classification and comparison of prior research studies, review of literature and theoretical articles. The literature review provides the context for the research by looking at the work has already been done in the research studies.

* Salem Ben Brahim (2016), in his study focused on the determinants of online advertising and the role of the mediating variable “attitude towards online advertising” in the relationship between perceived advertising value and consumer purchase intent. The results show that online advertising value depends positively on its informative, credibility and entertainment value. They also indicate that credibility and online advertising value affect consumer’s attitude towards this type of advertising. Finally, we show that attitude plays a mediating role between perceived advertising value and purchase intent.
* Al-Shourah (2014), in his research proposed framework of the consumer perceptions towards online service dimensions, mainly, (perceived usefulness, and perceived ease of use, perceived enjoyment, and privacy security) that is compatible with the Saudi telecommunication companies. Result build that the factors affects the consumer perceptions towards online service, thus all of these factors enhance the ability of the consumer to handle the products or services and search them through the internet. Additional, there is statistically significant effect the factors consumer perception towards online service at Saudi telecommunication sector.
* Ashraf Bany Mohammed and Mohammed Alkubise (2012), this study seeks to explore the factors that contribute to the effectiveness of online advertisements and affect consumer purchasing intention from the perspective of developing countries. Based on a five dimensions theoretical model, this study empirically analyzes the effect of online advertisement on purchasing intention using data advertisement content and advertisement location are significant factors that affect the effectiveness of online advertisement. However, two notable findings emerged: first was the key significant role of website language and secondly and maybe most importantly is the impact of other people opinions on the effectiveness of online advertisement.
* Menon and Soman (2002), have investigated the power of curiosity on Internet advertising effectiveness. The results of their study postulates that curiosity improves the quality of search in terms of time spent on the ad and attention devoted to specific product information, resulting in more focused memory and recall. The authors recommend a curiosity-generating advertising strategy to increase consumer’s interest and learning of product information about the curiosity trigger.
* Gong and Maddox (2003), examined Chinese Internet users perceptions and responses to web banner ads to measure the effectiveness of web advertising in China. The authors found that although click-through was a significant predictor of ad recall, it has no effect on brand recall, attitude towards the brand, and purchase consideration. Hence, online marketers should realize that the use of click-through alone is not sufficient in measuring advertising effectiveness, and that what measures to be used depend on the objectives. If the objective is to get Internet users to click and buy products over the web, it seems that asking for an action like “Click here” will do the job. If the objective is to build brand awareness and to shape attitudes, then click through appears to be an irrelevant measure.
* Goldberg & Gorn(2011), immense amount of efficient strategies are needed for reaching customers in online advertising. These strategies include personalization, integration with multimedia and real-time interactions. It is also a fact that the largest revenue arises within Internet advertising are generated through display-based and search-based advertising. The user’s search engine queries determine which advertisements are to be displayed. Revenue on the basis of search based advertising accounted for about $8.1 billion in 2011, 51% of the total advertising Internet advertising revenue. Google followed by Yahoo and Bing are the leaders in search based advertising market.

**3.1 THEORETICAL FRAMEWORK**

Marketing is more than just distributing goods from the manufacturer to the final customer. It comprises all the stages from creation of the product and the after- market, which follows the eventual sales, advertising plays a very important role in this process. The product or service itself, its meaning, packaging, pricing and distribution, are all reflected in advertising, which has been called the life blood of an Organization. Without advertising, the products or services cannot flow to the distributor or sellers end on to the consumer of or user. The need for advertising developed with the expansion of population and the flow of towns with their shops and large stores, mass production in factories, infrastructure to deliver goods & services and increasing level education. Advertising grew with the development of media, such as the coffeehouse, newspapers and the arrival of advert .The people living in the present decade are very lucky because of their existence in electronic era with so many gadgets, which are simplifying their tasks, entertaining and connecting them together with plenty of software applications. The availability and speed of internet facility on the other hand spread across the globe in a much faster rate with rapid increase in its speed like 3G and 4G. The generation Y and Z people using the electronic gadgets for online purchase, they spends most of their leisure time on shopping portals, social networking sites and games portal. Obviously, the companies needs their presence in theses portals to promote their products and services among the generation Y and Z. Online advertising becomes one of the important channel of promotion of products and services, which has some unique features like contacting the potential customers at lesser cost while compared to traditional medias, which also facilitates directing them to the company portals to provide more information. The purpose of this study is to investigate the impact of online advertising on consumer attitude towards purchasing electronic products.

**DEFINITION OF ADVERTISEMENT**

The institution of practitioners in advertising defines "advertising presents the most persuasive possible selling message to the right prospects for the product or service have the lowest possible cost".

**ONLINE ADVERTISING**

Online advertising is similar to other forms of communication except for one critical difference that is Internet. Consumer behavior follows a model radically different from traditional advertising media. This model can be explained as the progression 'Awareness - Interest - Desire - Action'. All these activities occur simultaneously in Internet advertising

**FEATURES OF INTERNET ADVERTISING**

Advertising on the Internet has certain unique features that differentiate it from other forms of advertising. They are as follows:

* **Member registration**: Member registration is an efficient tool that is used by firms to create their database. Such a database may be used to design promotional campaigns. Allowing registered users to participate in various events can follow systems of free registration.
* **Online opinion polls:** Opinion polls are conducted to obtain the responses from users regarding the firms' products and services besides including topics of general interest.
* **Newsletters**: Regular newsletters are sent especially to registered users. These contain information about current updating on the site and activities being performed by the company.
* **Contests and sweepstakes**: Contests are useful in attracting new users to websites. They may be for simple things depending on the product or service being advertised. The prizes offered are in a wide range and usually have the logo of the company and the homepage address displayed prominently.
* **Content**: The content of the advertisement can be regularly updated with news regarding the activities of the firm. A fact-based section showing the manufacturing processes of a company may also be included. The use of multimedia tools can make this more interactive.
* **E-cards**: Users send free cards via e-mail from the site of the company advertising the product. The card prominently displays the logo or the baseline of the brand. The cards may be for different occasions such as birthdays, festivals, birthdays, etc. These cards are used to reinforce brand identity. Star endorsers of the brand may also be included in the picture postcard themes.
* **Downloads**: Downloads may include various utilities for the computer such as icons, desktop patterns, screensavers, themes, etc. Registered users get the opportunity of downloading software. Charts and other informative articles may also be included.
* **Coupons**: Coupons are used to promote sales off-line. Sending discount coupons for the products and services of the company on special occasions can do this.

**ONLINE ADVERTISING HAS TO OFFER**

1. Scalability
2. Hot demographics
3. Targeted messages
4. Broad and flexible reach
5. Cost-effective
6. Detailed tracking and measurement
7. The ability to extend the transaction
8. Good Creativity

**OBJECTIVES OF INTERNET ADVERTISING**

* **Advertising**: As far as advertising on the Internet goes, all advertisements will serve to attract the user's attention and draw him to the company, which is advertising.
* **Build brand awareness**: Direct or indirect methods can be used on the websites to build brand awareness of the different brands of a company. This is where the Internet scores traditional media and methods as explained below.
* **Stimulate direct action**: Visitors to a company's web site should get involved with the offerings on the site. Valuable customer information can also be captured and tracked for future marketing initiatives.
* **Promote its brands:** Promotional give away or contests generate excitement while simultaneously promoting your brands online, aiding off - line sale.
* Building a culture around its brands: This goes along with that company's traditional advertising.
* **Surrogate advertising**: This is another means of surrogate advertising of the company, where all forms of traditional advertising fail. Surrogate advertising can be proved to be positive in case of advertising on the Internet.

**TYPES OF INTERNET ADVERTISING**

* **E-mail advertising**: Legitimate Email advertising or E-mail marketing is often known as opting -mail advertising to distinguish it from spam.
* **Affiliate Marketing**: Affiliate marketing is a form of online advertising where advertisers place campaigns with a potentially large number of small (and large) publishers, whom are only paid media fees when traffic to the advertiser is garnered, and usually upon a specific measurable campaign result (a form, a sale, a sign-up, etc). Today, this is usually accomplished through contracting with an affiliate network. The online retailer used its program to generate low cost brand exposure and provided at the same time small websites a way to earn some supplemental income.
* **Contextual advertising**: Many advertising networks display graphical or text-only ads that correspond to the keywords of an Internet search or to the content of the page on which the ad is shown. These ads are believed to have a greater chance of attracting a user, because they tend to share a similar context as the user's search query. For example, a search query for "flowers" might return an advertisement for a florist's website. Another newer technique is embedding keyword hyperlinks in an article which are sponsored by an advertiser. When a user follows the link, they are sent to a sponsor's website.
* **Behavioral targeting:** In addition to contextual targeting, online advertising can be targeted based on a user's past click stream. For example, if a user is known to have recently visited a number of automotive shopping / comparison sites based on click stream analysis enabled by cookies stored on the user's computer, that user can then be served auto-related ads when they visit other, non-automotive sites.
* **Pay per Click**: Search engines place your website on their front page and you pay a set amount per click-through. Sites like Overture also run bids for certain keywords - the more you bid, the higher your site appears on the first page of the search results. Properly run, these campaigns can bring a lot of extra traffic to your website.
* **Search Engine Optimization**: This is an online advertising service provided by many web media companies. They will look at your target audience, your competitors and the keywords for your business and optimize your website content so that it has a much better chance of appearing on the first page of the search results. You will pay a fee to the consultants for this service. Studies have shown that many searchers prefer to use the "natural" listings provided by the search engines, rather than the paid-for listings.
* **Sponsorships**: Website sponsorship can come in two formats; regular sponsorship where the advertiser has a space to place the logo and company message, and content sponsorship where the advertiser has limited control and submits their own content to the site as well as having an advert on the page. These sponsorships will be for fixed periods, and need to be on targeted websites to reach the right audience.
* **Online Directories**: The online equivalent of Yellow Pages, or Industry Directories, these give you basic or enhanced listings on the website. Your details will come up if your sector, location or company name is searched for. Enhanced listings will allow users to click-through to your site. Online directory listings are often offered in conjunction with an entry in the printed version of the directory.
* **Banner Ads**: Banner advertising was the first kind of advertising ever done on the net. A banner can highlight your product/service/offer and by clicking on it the user will be taken to your website, where you can create a suitable landing page to provide his further information. Banner spaces are usually sold by impressions, or banner views, but it is sometimes sold by click-thru, when you pay only when the user clicks on the banner. Usually horizontal bars across the top of a web page, they offer color, graphics and often animation, together with the ability to click through to the advertiser's own website.
* **Pop-up Ads**: These are the small windows that appear when you first get onto a website. Pop-ups appear on your screen in full, pop-downs appear on the bar at the bottom of your screen and you have to open them to get rid of them.
* **Interstitial Adverts**: These adverts sometimes referred to as Bridge Adverts, pop up as you move between pages on a site. You have no choice as to whether you view them or not, although you can close them down.
* **Floating Ads:** These ads appear when you first go to a webpage, and they "float" over the page for five to 30 seconds. While they are on the screen, they obscure your view of the page you are trying to read, and they often block mouse input as well. These ads appear each time that page is refreshed.
* **Unicast Ads**: A unicast ad is basically a TV commercial that runs in the browser window. It has enriched audio/video content. The ads can last anywhere from 10 to 30 seconds. These ads have similar branding power as a TV commercial. However, a unicast ad offers something that TV ads cannot the ability to click on the ad for more information. These ads are getting very effective, as the average click-through rate is 5%.
* **Takeover Ads:** Viewers visiting the website will see a large ad when they first come, and then the continuity is maintained by reiterating the same message throughout the site in the form of banners, side bars or buttons. The approach works very well for branding because the brand is visible to viewers throughout the visit to the site. Click-through rates are also high.

**3.2 ELECTRONIC PRODUCTS**

**ELECTRONIC PRODUCTS – MEANING**

Electronic products are specialized electronic devices that require a form of electric power to operate. Examples of these products are video games, television, computers, PSP games, phone apps, mobile phones, and tablets. These devices are results of invention and technological developments.

Young people and children tend are active consumers and users of most
electronic devices. Consequently, most electronic devices are targeted at
these age brackets.

Some of these devices play a vital role in the education fields, enhancing the skills and knowledge of students. It also helps students improve their teaching strategies.

**ADVANTAGES OF ELECTRONIC PRODUCTS**

* Electronic devices help children younger than preschool age to arouse the senses, improve listening abilities and imagination
* The devices (games in particular) encourage cognitive learning and enhance the development of analytical skills.
* The products can help sharpen innovative abilities, innovation skills, creativity and strategic thinking in young children
* Using computers has been found to increase manual dexterity and increase computer literacy regardless of the age of the user.
* The products promote independent learning; it enables students to learn without the input of teachers or parents.
* Using electronic products, teachers can create exciting educational atmospheres that stimulate and enhance learning.
* They speed up work; what would otherwise be a lengthy documentation task can be completed.
* Brings people together; with a simple computer, internet access and a mi8crophone meetings can be held in any location.
* Reduces cost of starting businesses; websites can work like virtual stores where consumers can order products.
* Reduces life risks; tasks that involve working in risky situations can now be handled by robots lowering dangers to human life.
* Increase ability. Tiny vacuum cleaners can access and clean areas that human beings cannot access.
* Mastering different computer games build confidence, increase accuracy and improve hand-eye coordination.
* Auto-pilot allows the training of pilots in real-life situations ensuring that fatal accidents are not caused by trainees.
* Certain intensive games have been found to develop engineering and mathematics skills.

**DISADVANTAGES OF ELECTRONIC GADGETS**

* Children waste time they would use to study on the devices.
* Playing violent games can make children become more aggressive.
* Addiction to electronic devices leads to a sedentary lifestyle and poor time management.
* Reduce social fabrics; instead of people socializing they immerse themselves in electronic products.
* Some electronic devices accidentally breakdown, causing catastrophic loss of human life.
* Excessive use of modern means of transport reduces exercise leading to lifestyle diseases.
* The devices are not biodegradable and as such cause land and water pollution.
* Some devices emit dangerous electromagnetic rays that can cause fatal diseases.
* Increase electricity usage and hence the amount of money spent on utility bills.
* Video games require immobility and hence contribute to the rise in childhood obesity.
* When electronic wastes are burned, they release toxic substances into the air.
* Heavily relying on spell checkers makes certain individuals misspell words.
* Increase dependence on electricity because all electronic devices require electric energy.
* Contribute to cyber-crime and exposure of underage children to explicit conten
* They eradicate certain industries that require manual trading and exchange of goods and services.

**FEATURES OF ELECTRONIC GADGET BECOME SMART**

“Smart” is a buzzword that gets thrown around so much that the term is often confused with a device being connected to the Internet. But are all “smart” products actually smart?

Five key features make a product smart. The pyramid below illustrates what we believe defines a smart product. The features at the base of the pyramid are more common and easier to implement, while those at the top are more complex. Many so-called “smart gadgets” only reach the 2nd or 3rd level.

* **Sensing**

Let’s start at the most basic ingredient: sensors. Before a device can do anything, it needs to have information. All smart devices begin by gathering some form of data — temperature, vibration, movement, video, location, air quality, moisture, etc. This input forms the foundation of a smart gadget and determines what the device is able to do.

* **Automation**

Automation can take many forms. Sometimes the cause and effect happens in the same location: You walk into a room, the lights turns on. It rains for two days; the farm’s irrigation system shuts off. In other cases automation is remote: a device detects motion in Boston and automatically notifies your smartphone in Paris. Generally speaking, automation is the process of a device automatically performing a task based on specific sensor inputs or programmable triggers. It’s like a reflex: if this happens, then does that.

* **Remote Accessibility**

The next level is the ability to access a product remotely via a smartphone, tablet or computer. Track your dog’s steps from the other side of the world. Adjust a thermostat from across town. Check whether dinner is cooked before you leave the office. Remote accessibility allows you to send or receive information without requiring a physical presence.Sensing, automation, and remote accessibility are the foundational features of a smart device. Unfortunately, that’s also where the intelligence of many so-called “smart devices” ends. A truly smart product goes even further.

* **Awareness**

A device starts getting really smart when it begins to understand and analyze its surroundings. This means the device can sense where it is (e.g. GPS), what devices are nearby (via Wi-Fi, Bluetooth, or other wireless protocols), and/or what is happening around it (e.g. computer vision). For example, a door lock that automatically unlocks when certain people approach, or a motion sensor that is activated by a person but not by a cat. By adding awareness into a remotely accessible and automated device, we begin to see intelligence evolve in exciting new ways.

* **Learning**

Learning devices automatically identify patterns over time, and change how they respond to different triggers or events without being reprogrammed. Ideally this learning makes them more efficient, convenient, and simpler to use over time. For example, an advanced car could learn how you take turns over the first few weeks of driving and adjust the suspension to provide optimal performance. It could also learn the way your spouse drives the car and automatically make similar adjustments when they drive. Likewise, a smart thermostat could save energy by optimizing the heating and cooling of a home based on your behavior patterns.

**Putting It All Together**

To us, the smartest products are the ones that combine all of these features in ways that make our lives easier and better. While there are a lot of products out there that use the smart label as marketing hype, we are most excited and energized by those working toward holistic intelligence. It’s something we’re building into Canary from the start.

**TABLE: 4.1**

**AWARENESS ABOUT ELECTRONIC PRODUCT**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 50 | 100 |
| No | 0 | 0 |
| Total | 100 | 100 |

 (Source: primary data)

**FIGURE: 4.1**

**INTERPRETATION**

The above table and graph shows that 100 percent of the people are aware about electronic products.

**TABLE: 4.2**

**KNOWLEDGE ABOUT INTERNET ADVERTISING**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF****PARTICIPANTS** | **PERCENTAGE** |
| Yes | 100 | 100 |
| No | 0 | 0 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.2**

**INTERPRETATION:** The above table and graph shows that 100 percent of people have knowledge about internet advertising. So it means that whole people of the study knew about internet advertisements.

**TABLE: 4.3**

**WATCHING HABIT OF INTERNET ADVERTISEMENTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Regularly | 30 | 30 |
| Special occasion | 50 | 50 |
| Some times | 20 | 20 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.3**

**INTERPRETATION:** The above table and graph shows that 30 percent belongs to regular category, 50 of them belong to special occasion category and 20 percent of them belong to sometimes category. It means more number of people said that they watching internet advertisement regarding electronic products special occasions only.

**TABLE: 4.4**

**VALUE OF INTERNET ADVERTISEMENTS OF ELECTRONIC PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 60 | 60 |
| No | 40 | 40 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.4**

**INTERPRETATION:** The above table and graph shows that ,60 percent of people says that internet advertisement more valued compare to other advertisements, 40 percent of them says that other advertisements are more valuable. So, the interpretation is that internet advertisements are more valued than other advertisements

**TABLE: 4.5**

**MODE OF ADVERTISING INFLUENCE TO PURCHASE PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Newspapers | 14 | 14 |
| TV advertisements | 26 | 26 |
| Magazines | 10 | 10 |
| Online advertisements | 50 | 50 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.5**

**INTERPRETATION:** The above table and graph shows that 10 percent of people influenced through magazines to purchase products.7 percent people of influenced through newspapers and 50 percent through online advertising. It means that purchasing decision of most people influenced by online advertisements.

**TABLE: 4.6**

**SITES CONSIST OF INTERNET ADVERTISEMENTS OF ELECTRONIC PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Yahoo | 46 | 46 |
| Rediff | 20 | 20 |
| Sify | 12 | 12 |
| Msn | 10 | 10 |
| Indiatimes | 8 | 8 |
| Others | 4 | 4 |
| Total | 100 | 100 |

 (Source: primary data)

**FIGURE:4.6**

**INTERPRETATION**: The above table and graph shows that 46 percent of people says that yahoo consist of more advertisement regarding electronic products,20 percent says that Rediff consist of more advertisements, 10 percent said that msn consist of more advertisements and only 8 percent says that India Times consist of more information. It means that yahoo consist of more advertisements regarding electronic products.

**TABLE: 4.7**

**KIND OF INTERNET ADVERTISEMENT REGARDING ELECTRONIC PRODUCTS PEOPLE LIKE TO SEE**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| One that pop up | 30 | 30 |
| One that flashes | 26 | 26 |
| One which have a questionnaire | 10 | 10 |
| One that run on the top/bottom | 34 | 34 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.7**

**INTERPRETATION:** The above table and graph shows that 34 percent of the people like to see internet ads regarding electronic gadgets is one that run on the top/bottom, 30 percent like to see internet ads that pop up and only 10 percent like one which have questionnaire. So, the interpretation is that more people like to see internet ads that run on the top/bottom.

**TABLE: 4.8**

**PARTICIPATION OF PEOPLE ON ANY OF THE INTERNET ADVERTISEMENTS OF ELECTRONIC PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 92 | 92 |
| No | 8 | 8 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.8**

**INTERPRETATION:** The above table and graph shows that 92 percent of the respondents participated in internet advertisements and only 8 percent come under no category. So the interpretation is that most of the people participated in internet advertisements.

**TABLE: 4.9**

**MOTIVES TO BUY ELECTRONIC PRODUCTS THROUGH INTERNET ADVERTISEMENTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Ingredients | 18 | 18 |
| Trusted brand | 52 | 52 |
| TV advertisements | 12 | 12 |
| Brand ambassadors | 12 | 12 |
| Packaging | 6 | 6 |
| Total | 100 | 100 |

 (Source: primary data)

**FIGURE: 4.9**

**INTERPRETATION**: The above table and graph shows that 26 percent of people buying electronic products through internet ads because they have trusted brands, 18 percent of their motive is its ingredients and 12 of them because of TV ads. So the interpretation is that more people buying electronic products through internet ads because they trust that brand.

**TABLE: 4.10**

**REASONS FOR INTEREST IN INTERNET ADVERTISING RELATED TO ELECTRONIC PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Availability of more information | 70 | 70 |
| Good music | 8 | 8 |
| Its theme | 12 | 12 |
| Others | 10 | 10 |
| Total | 100 | 100 |

 (Source: primary data)

**FIGURE: 4.10**

**INTERPRETATION:** The above table and graph shows that 70 percent of people like internet ads because it consist more information, 12 percent of them like because of its theme and only 8 of them like because of its music. So it means that more people like to see internet advertisements because there availability of more information.

**TABLE: 4.11**

**REASONS OF VISITING INTERNET ADVERTISING WEBSITES OF ELECTRONIC PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Know about electronic products | 12 | 24 |
| Shopping of electronic products | 32 | 64 |
| For a fun | 6 | 12 |
| Total | 50 | 100 |

 (Source: primary data)

**FIGURE:4.11**

**INTERPRETATION**: The above table and graph shows that 64 percent of people visit internet advertising websites to shop of electronic products, 24 percent of them for know about electronic products only 12 of them for a fun. So the interpretation is that most of them visit online advertising websites for shop electronic products.

**TABLE: 4.12**

**PEOPLE MADE PURCHASE OF ELECTRONIC PRODUCTS SEEN AFTER INTERNET ADVERTISEMENTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 92 | 92 |
| No | 8 | 8 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.12**

**INTERPRETATION**: The above table and graph shows that 92 percent of people purchase of electronic products after saw internet advertisements, only 8 of them belongs to no category. So the interpretation is that most of the people purchase electronic products after saw internet advertisements.

**TABLE: 4.13**

**CONTINUITY IN PURCHASE OF ELECTRONIC PRODUCTS AFTER WATCHING INTERNET ADVERTISEMENT**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Always | 26 | 26 |
| Most of the times | 22 | 22 |
| Some times | 42 | 42 |
| Never | 10 | 10 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.13**

**INTERPRETATION**: The above table and graph shows that 42 percent of people sometimes made purchase after saw internet advertisements, 26 percent of them always made it, 22 percent of them most of the times made purchase and 10 percent of them never made purchase. So the interpretation is that more number of people sometimes made purchase after saw internet Advertisements.

**TABLE: 4.14**

**DIFFERENTIATING FACTORS OF INTERNET ADVERTISEMENT OF ELECTRONIC PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Affordable price | 22 | 22 |
| Technology | 38 | 38 |
| Innovative | 30 | 30 |
| Others | 10 | 10 |
| Total | 100 | 100 |

 (Source: primary data)

**FIGURE: 4.14**

**INTERPRETATION**: The above table and graph shows that 38 percent people says that technology is the differentiating factor of internet advertisement regarding electronic products,30 percent of them says innovation is the differentiating factor, 22 percent of them says affordable price is the differentiating factor. So it means that technology is the differentiating factor of internet advertisement regarding electronic products.

**TABLE: 4.15**

**INFLUENCE OF INTERNET ADVERTISING PURCHASING DECISION OF ELECTRONIC PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| Great extent | 42 | 42 |
| Some extent | 32 | 32 |
| Little extent | 18 | 18 |
| Not at all | 8 | 8 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.15**

**INTERPRETATION**: The above table and graph shows that 42 percent of their purchase decision influenced by internet advertisement great extent, 32 percent of them belongings to some extent category only 18 of them belongings to little extent. so the interpretation is that influence of internet advertisement of electronic products great extent influence their purchase decision.

**TABLE: 4.16**

**QUALITY AND SERVICES OF ELECTRONIC PRODUCTS PURCHASING IT SEEN AFTER INTERNET ADVERTISEMENTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very good | 26 | 26 |
| Good | 42 | 42 |
| Satisfied | 28 | 28 |
| Not satisfied | 4 | 4 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE:4.16**

**INTERPRETATION:** The above table and graph shows that 28 percent of people satisfied the quality and service of electronic products purchase seen after internet advertisements, 26 of them respond very good quality, 21 of them respond good quality and services. So the interpretation is that quality and service of electronic products purchase after saw internet advertisements is satisfactory.

**TABLE: 4.17**

**INTERNET ADVERTISEMENT BECOME THE MARKET LEADER OF ADVERTISEMENT OF ELECTRONIC PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Strongly Agree | 18 | 18 |
| Agree | 42 | 42 |
| Neutral | 18 | 18 |
| Disagree | 12 | 12 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.17**

**INTERPRETATION:** The above table and graph shows that 42 percent of people agree the statement internet advertisement become the market leader of advertisements, 18 percent of them strongly agree and neutral about the statement, 12 of them disagree to the statement. So most of them agree the statement internet advertisement become the market leader of internet advertisements.

**TABLE: 4.18**

**FACTORS THAT BUILD IMAGE TO ONLINE ADVERTISEMENT OF ELECTRONIC PRODUCTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Quality | 16 | 16 |
| Good value added services | 8 | 8 |
| Communication strategies | 34 | 34 |
| Fixed trades and discounts | 42 | 42 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.18**

**INTERPRETATION:** The above table and graph shows that 42 percent people says that fixed trades and discount is the factor that build image to online ads of electronic products,34 percent says that communication strategies, and only 16 percent says quality. So it means that fixed trades and discount is the factor that build image to internet advertisement of electronic products.

**TABLE: 4.19**

**CONTINUITY IN USAGE OF INTERNET ADVERTISEMENT TO MAKE PURCHASE DECISION**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Regularly | 44 | 44 |
| Sometimes | 26 | 26 |
| Never | 30 | 30 |
| Total | 100 | 100 |

(Source: primary data)

**FIGURE: 4.19**

**INTERPRETATION:** The above table and graph shows that 44 percent of people sometimes using internet advertisement for make their purchase decision, 26 percent regularly use it and 30 of them never use it. So the interpretation is that more number of people sometimes uses internet advertisement for making purchase decision.

**5.1 FINDINGS**

The topic is about impact of internet advertising on customer attitude towards purchasing electronic products among youth it is to identify effectiveness of internet advertising on reach and creation of awareness, provide reliability of internet through recall, identify relationship between internet advertising and purchase decision and also to identify importance of internet advertising as a promotional tool data collected using questionnaire method from 100 sample.

* 100 percent of the people are aware about electronic products.
* 100 percent of people have knowledge about internet advertising.
* 50 of them belong to special occasion category
* 60 percent of people says that internet advertisement more valued compare to other advertisements
* 50 percent respondents purchasing decision of most people influenced by online advertisements.
* 46 percent of people says that yahoo consist of more advertisement regarding electronic products
* 34 percent of the people like to see internet ads regarding electronic gadgets is one that run on the top/bottom
* 92 percent of the respondents participated in internet advertisements
* more people buying electronic products through internet ads because they trust that brand.
* 70 percent of people like internet ads because it consist more information
* 64 percent of people visit internet advertising websites to shop of electronic products
* 92 percent of people purchase of electronic products after saw internet advertisements
* 42 percent of people sometimes made purchase after saw internet advertisements
* 38 percent people says that technology is the differentiating factor of internet advertisement regarding electronic products
* 42 percent of their purchase decision influenced by internet advertisement great extent
* quality and service of electronic products purchase after saw internet advertisements is satisfactory.
* 42 percent of people agree the statement internet advertisement become the market leader of advertisements
* 42 percent people says that fixed trades and discount is the factor that build image to online ads of electronic products
* 44 percent of people sometimes using internet advertisement for make their purchase decision

**5.2** **SUGGESTIONS**

* Online advertisements of electronic products should be attractive one. So that people are attracted toward the advertisement.
* More creative strategies are adopting the online advertisement companies it increase more impact contexts than traditional advertising.
* The buying decision of the consumers is changing from time to time. So the online advertisements should improve by time to time.
* Misleading and fraudulent online advertisements should be banned.
* The new technologies pave way to new area of creativity and interactivity.
* Online advertisement should include complete and correct information regarding the products.
* The consumer must have the right to know about the truth of matters in online advertisement.
* The online advertisement is very much helpful to give more knowledge about online shopping. So the online advertisement is must for every online shopping site.
	1. . **CONCLUSION**

 The recent research indicates the majority of proportions of the Indian online shoppers do the purchase of electronic gadgets and accessories. The percentage method is used in this study confirmed that there is a strong relationship between the components of online advertisement characteristics and consumer attitude. This study outcomes may contribute to the society in order to understand the impact of online advertisement characteristics in shaping the customer attitude towards products and services offered through online, therefore, the better online advertisement leads to better consumer attitude, so online business can become modern way of doing lucrative business. However, to conclude that the internet advertisements is reach and creation of awareness among youth, and internet advertisement is a promotional tool of internet advertisements, the study agrees that there is relationship between a internet advertisement of electronic products and purchase decision.

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 **WEBSITE**

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**QUESTIONNAIRE**

Name:

Gender:

 Male Female

Age group:

 Up to 18 19 -21

 22 -24 More than 25

Occupation: Student Employee

 Self-employed Others

1. Do you use electronic products?

 Yes No

2. Do you see the online advertisements regarding electronic products?

 Yes No

4.How often do you see the internet advertisement of electronic products?

 Regularly Special occasion sometimes

4.Do you think the internet advertisements of electronic products more valued than other advertisements?

 Yes No

1. What mode of advertisements influences you to buy electronic products?

 Newspaper advertisements TV advertisements

 Magazines Online advertisements

6. Which site consists of more advertisements relating to electronic products?

 Yahoo Rediff Sify

 msn Indiatimes Others

7.What kind of internet advertisements relating to electronic products do you like to see?

 One that pop up One that flashes

 One which has a questionnaire One that run on the top/ bottom

8.Have you respond/ participate in any internet advertisements of electronic products?

 Yes No

9. What motive you to buy electronic products on internet advertisements?

 Ingredients Trusted brands TV advertisements

 Brand ambassadors Packaging

10.Why do you like internet advertisements relating to electronic products?

 Availability of more information Good music

 Its theme Others

11. What are the main reasons you visit internet advertisements website of electronic advertisements?

 To know about electronic products Shop of electronic products

 For a fun

12.Have you made any purchase of electronic products seen after internet advertisements?

 Yes No

14. How often do you buy the electronic products after you watch internet advertisements?

 Always Most of the times

 Sometimes Never

14.What do you think in the differentiating factors of internet advertisements of electronic products?

 Affordable price Innovative

 Technology Other

15.How the internet advertisements influence your decision of purchase of electronic products?

 Great extent Some extent

 Little extent Not at all

16.What is your opinion regarding product quality& services?

 Very good Good

 Satisfied Not satisfied

17.Do you agree with the statement “internet advertisement become the market leader of advertisement of electronic products”

 Strongly agree Agree

 Neutral Disagree

18. Which of the following according to you help to build image to online advertisement of electronic products?

 Quality Communication strategies

 Good value added services Fixed trades& discounts

19. How often do you use information from internet advertisements to help you to make purchasing decision?

 Sometimes Never

 Regularly

 Never