

Report On

**IMPACT OF INTERNET ADVERTISING IN
CONSUMER PURCHASE DECISION
MAKING PROCESS**

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2K12/MBA/17

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CERTIFICATE

This is to certify that the Project Report titled 'Impact Of Internet Advertising In Consumer Purchase Decision Making Process' is a bonafide work carried out by Mr. Deepak of MBA 2012-14 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

Place:

Seal of Head

Date:

DECLARATION

I, Deepak, student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Project Report on 'Impact Of Internet Advertising In Consumer Purchase Decision Making Process' submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other Organisation for award of any other Degree, Diploma and Fellowship.

Place:

Deepak

Date:

ACKNOWLEDGEMENT

I would like to express my gratitude to my mentor, Dr. **Richa Mishra**, Associate Professor, DSM-DTU for her invaluable guidance and excellent supervision. This project would never have been possible without her guidance and supervision.

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Deepak

EXECUTIVE SUMMARY

With the advent of globalization and access of technology to masses, there is an exponential growth in the number of internet users and the time people spend on internet. As a result, internet advertisement has emerged as major form of advertisement for companies. No doubt, traditional forms of advertisements still continue to hold their place, but internet marketing is something that no company can afford to ignore it.

The main objective of the project is to “Impact Of Internet Advertising In Consumer Purchase Decision Making Process”.

For this, I have collected the primary data and secondary data. The primary data has been collected with the help of questionnaire. I have prepared the questionnaire for the respondents and emailed it to their ids and also floated the link of questionnaire on various social networking sites to collect the data. After conducting the survey I have analysed and interpreted the results of the survey. For analysis purpose I have used correlation, regression analysis and chi-square test.

It was found that, while advertisements from newspapers, TV and word of mouth still continue to be more popular modes of advertisements, internet is also catching up fast and has already surpassed radio and Ads before movies and also women trust advertisements more than the men.

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