CHAPTER – 1 INTRODUCTION

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to draw customers. E.g. Contextual ads on search engine, Rich Media Ads, Results pages, Social Media advertising, Banner ads, 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. They 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.

1.1) 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.

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: Internet 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.

1.2) 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 updations 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.

1.3)   Types of Internet Advertising

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.

E-mail advertising: Legitimate Email advertising or E-mail marketing is often known as "opt-in e-mail advertising" to distinguish it from spam.

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.

Behavioural 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.
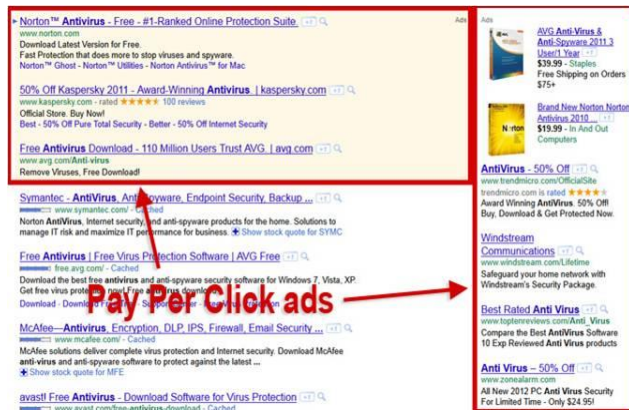
Search Engine Optimization: This is an online advertising service provided by many web media companies. They will look at your target audience, your competitors and the keywords for your business and optimize your website content so that it has a much better chance of appearing on the first page of the 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 colour, 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. Floating ads are popular for several reasons:

- They grab the viewer's attention and cannot be ignored
- They are animated
- They have audio/video content like TV ads
- They can take up the entire screen, therefore from a branding standpoint, they are much more powerful than a banner ad or a sidebar ad.
- They have a high click-through rate of about 3 percent

However, many users get highly irritated because of these ads.
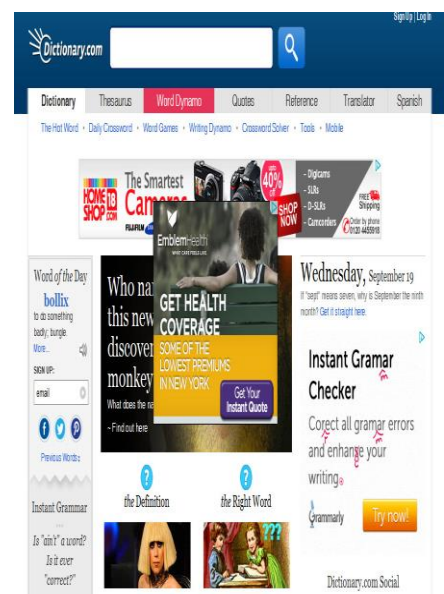
Unicast Ads: A unicast ad is basically a TV commercial that runs in the browser window. It has enriched audio/video content. The ads can last anywhere from 10 to 30 seconds. These ads have similar branding power as a TV commercial. However, a unicast ad offers something that TV ads cannot -- the ability 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.

1.4)   Internet Advertising Trends

There is no question that the growth of Internet advertising is outpacing offline advertising (Sergio Román and Pedro J. Cuestas2008). 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. (Kawpong Polyorat and Dana L. Alden 2005)

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 mediums like newspapers and television, advertisers have not yet realized the full potential for gain (Anol Bhattacherjee 2002). Even in developed markets, ad budgets don't even come close to matching consumption rates. This shows how much room for growth Internet advertising really has. While there is no way to guarantee these predictions, the current trends bear them out. Market share for Internet advertising will surely continue to grow rapidly over the coming years.

In 2008, if you're not on a social networking site, you're not on the Internet (Sergio Román and Pedro J. Cuestas 2008). It's as true for advertisers as it is for consumers. Social networking is the ultimate manifestation of user generated content, and as such, holds more potential for growth than any other form of content on the Web today. User Generated Content (UGC) and Social Networks are transforming the media ecosystem. Gone are the days when power rested in the hands of a few content creators and media distributors. Gone are the days when marketers controlled the communication and path between advertisement and consumer. Today's model is collaborative, collective, customized and shared. It's a world in which the consumer is the creator, consumer and distributor of content. Today there are over a billion content creators and hundreds of millions of distributors (Sergio Román and Pedro J. Cuestas 2008). The proliferation of quality, affordable technology during the past 5 years, one of the most profound social effects of the Internet has been the democratization of media. Nowadays, anybody with a computer and an Internet connection is ready to start broadcasting to the whole world, for free. Online tools such as the well known Blogger make publishing on the Internet extremely easy and accessible to people with hardly any technical knowledge. The phenomenon of democratized media results in a landscape of millions of micro-media, most importantly in the following forms:

Weblogs (or blogs) are in fact web pages that are extremely easy to update, published by one person or a group. Blogs typically offer the possibility for readers to leave comments on posts, which typically leads to dialogue.

Podcasts (combination of the words iPod and Broadcast) are essentially radio programs, distributed in MP3 format. Creating a podcast is still relatively easy and very cost-effective. Podcast can be easily downloaded to a portable MP3 player.

Videocasts (Video Podcasts) are video files distributed in MPEG-4 format. Home-made videocasts are starting to appear through videocasting, available instantly to the whole world.

Wikis are types of websites that enable cooperation (open to the public or within a company or group) by allowing people to freely edit all of its content. The result is a publicly edited website, with as little top-down control as possible. The best known wiki is Wikipedia.org, an online encyclopaedia that allows all registered users to improve its articles.

The first three of these new forms of media come with a universal technology for distributing content over the Internet: RSS. RSS is a very important part of all three technologies, as it allows consumers to literally subscribe to content.

RSS (Rich Site Summary or Really Simply Syndication) facilitates syndication of content. By subscribing to an RSS feed, content will be delivered automatically to the subscriber's computer, rather than him or her going out to a website to find it. This content can be text (weblog or news feed), audio (podcasts) or video (video casts). These feeds can we viewed in so called RSS readers, software (web based or stand alone) that receives these RSS feeds, interprets them, and shows their content either as articles or as multimedia. New uses for RSS are being developed constantly and according to many, it will be the future standard of distributing content on the Internet, in the broadest sense

1.5) Purpose and Scope of study

Advertisers are expected to spend Rs. 113 billion(predicted by Group on March 28 2013) in internet advertising in the year 2013 up by approximately 400% from 22.5 billion in year 2009 third only to TV and Print ads compound percentage increase of 124% over the last 5 years. This is the new age of advertising.

It is true that people have started realizing that internet can serve as a one stop point for all their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. This has led 70% of the ever users to glue themselves to the Internet and access it on a regular basis. This is an opportunity for advertisers to exploit this revolution. But, is it the end of traditional advertising? Is internet advertising effective and efficient compared to the traditional form? Does it fulfil the basic objectives of advertising (create awareness, to generate sales, build positive image, etc.)?

The problem is that, volumes of consumers are online every day for their personal work, but do they notice the ads, banners etc. displayed on that webpage, most important what is their

recall/remembrance value. What about the reach of online advertising, is it effective across over all target groups? We have trusted traditional advertising all these years and it's a proven medium that fulfils all the objectives of advertising, can one have the same trust for online advertising.

1.6) Research Objectives

1) To find the impact of internet advertising in consumer purchase decision making process
2) To compare the trust level customers towards traditional advertising and online advertising.
3) To find the effectiveness of internet advertising (reach and creation of awareness).
4) To understand the different types of Internet advertising and various ways of doing it.

CHAPTER – 2 LITERATURE REVIEW

Contextual advertising entails the display of relevant ads based on the content that consumers view, exploiting the potential those consumers' content preferences are indicative of their product preferences. This paper studies the strategic aspects of such advertising, considering an intermediary who has access to a content base, sells advertising space to advertisers who compete in the product market, and provides the targeting technology. The results show that contextual targeting impacts advertiser profit in two ways: First, advertising through relevant content topics helps advertisers reach consumers with a strong preference for their product. Second, heterogeneity in consumers' content preferences can be leveraged to reduce product market competition, especially when competition is intense. (Kaifu Zhang and Zsolt Katona 2012)

Yung-Ming Li, Yi-Lin Lee and Nine-Jun Lien (2012) discuss about influence of Social Media advertising via influential endorsers. In recent years, many Web-based services such as Facebook and MySpace have been making great progress and creating new opportunities. Because online advertising is the main business model for social networking sites, in this paper, a social endorser-based advertising system formulated on network influence and user preference analyses is proposed. By utilizing the social network and user preference analysis techniques, the theories of dynamic social influence and celebrity endorsement are realized in the proposed advertising approach. Experiments show that this mechanism significantly improves advertising effectiveness and efficiency and outperforms other advertising approaches.

The implementation of social media technology in a firm's marketing strategy has been adopted by some forward-thinking sales forces. Sharing content and building a network of contacts are the principles behind social media. The utilization of social media (e.g., LinkedIn and Twitter) for reaching business-to-business clients is a relatively new phenomenon with performance outcomes essentially unknown. Data were collected from 1,699 business-to-business salespeople from over 25 different industries. Using structural equation modelling, the findings support that social media has a positive relationship with sales processes (creating opportunities and relationship management) and relationship sales performance. (Michael Rodriguez, Robert M. Peterson and Vijay Kumar Krishnan 2012)

Ralph Breuer, Malte Brettel and Andreas Engelen (2011) while analysing long term effects in determining the effectiveness of different types of online advertising conclude that although online advertising has become a full member of the marketing mix and is still growing in importance, studies of long-term, or lagged, advertising effects have generally either neglected online advertising channels or have treated online advertising as one homogeneous block. They analyzed the short-and long-term effectiveness of different types of online advertising channels by incorporating separate time lags for each advertising channel and looked at the sales effect of email, banner, and price comparison advertising (PCA). Research in this paper shows that email advertising has the longest effect, followed by banner advertising and PCA. We find that the length of the effect does not always go hand in hand with its intensity since, for example, banner advertising lasts longer than PCA but performs worse in terms of actual sales.

Keyword advertising, or "sponsored links" that appear alongside online search results or other online content, has grown into a multibillion-dollar market. Providers of keyword advertising, such as Google and Yahoo, profit by auctioning keywords to advertisers. An issue of increasing importance for advertising providers is the "share structure" problem—that is, of the total available resources for each keyword (in terms of exposure), how large a share should be set aside for the highest bidder, for the second-highest bidder, and so on. (Jianqing Chen, De Liu and Andrew Whinston 2009)

The broad question that how scholarly research shaped the Internet advertising field since the mid-1990s, with a bibliometric analysis of academic literature on Internet advertising. By examining most-cited authors and papers, as well as co-citation patterns, a general picture of the field can be drawn. This analysis sets a baseline that will enable future scholars to see where the field of Internet advertising research began and trace its shift over time. (Juran Kim and Sally J. McMillan 2008)

Sergio Román and Pedro J. Cuestas (2008) while analysing relationship between ethic of online marketing and positive word of mouth finds out that ethical concerns of Internet users continue to rise. Accordingly, several scholars have called for systematic empirical research to address these issues. This study examines the conceptualization and measurement of consumers' perceptions regarding the ethics of online retailers (CPEOR). Also, this research represents a first step into the analysis of the relationship between CPEOR, consumers' general Internet expertise

and reported positive word of mouth (WOM). Results, from a convenience sample of 357 online shoppers, suggest that CPEOR can be operational used as a second-order con struct composed of four dimensions: security, privacy, fulfillment, and non-deception. Our findings also indicate that consumers' general Internet expertise significantly improves CPEOR and CPEOR are strongly predictive of consumers' WOM. Managerial and research implication are offered.

Conditions of trust in online advertising says that as use of the Internet has increased, many issues of trust have arisen. Users wonder: will my privacy be protected if I provide information to this Internet vendor? Will my credit card remain secure? Should I trust that this party will deliver the goods? Will the goods be same as described? These questions are not merely academic. A recent Boston Consulting Group study revealed that one out of ten consumers has ordered and paid for items online that never were delivered (Williams, 2001). It is no wonder that people are increasingly worried about whom to trust in online interactions. (Daryl Koehns 2003)

CHAPTER – 3   RESEARCH METHODOLOGY

3.1) Conceptual Model
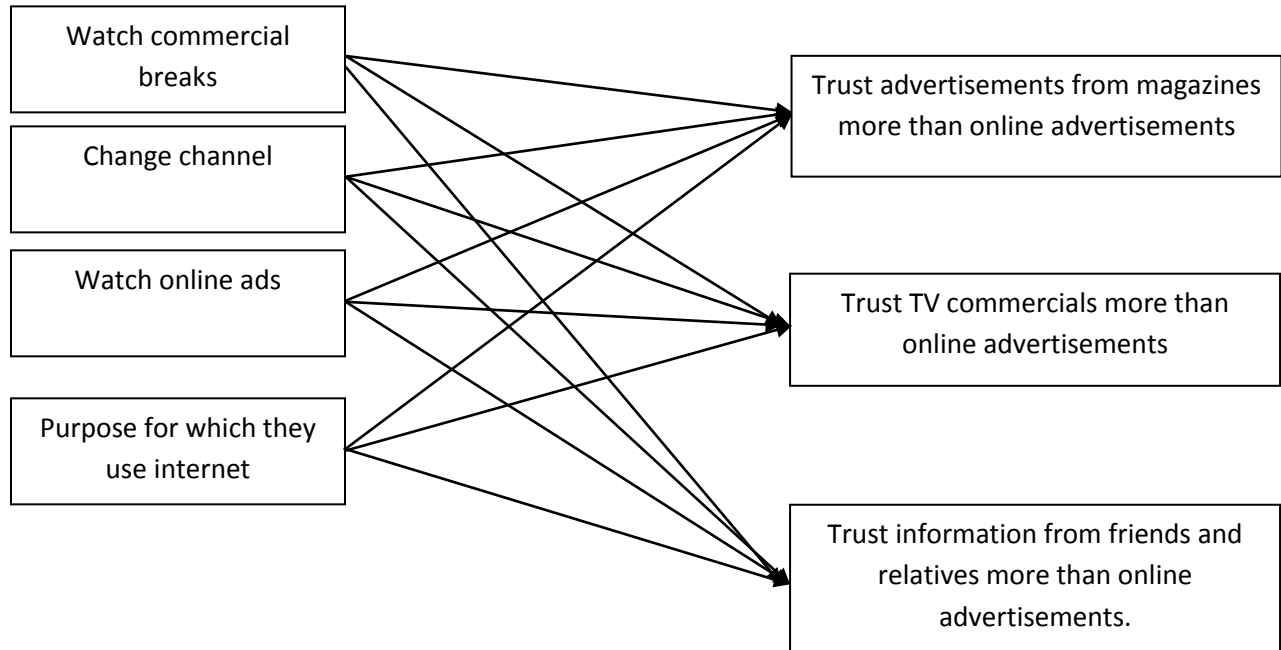
<div align="center">**Figure 3.1 – Conceptual Model for Hypothesis**</div>

3.2) Research design

This is a descriptive research as it clarifies the doubts about online advertising research.

In general there are two types of research methods: **quantitative and qualitative**.

I would like to go for quantitative method in my research as it is a precise way because quantitative research can be faster as compare to qualitative as it is possible to forecast the time schedule, whereas qualitative can be relatively long in duration. As the research projects which are done for the academic reason has a time constraint therefore I am going with the quantitative method.

3.3) Data collection

Both Primary and Secondary data are used in this study.

Primary data is the data collected and assembled specifically for the research project at hand. In order to collect the required information to address the overall research questions and hypothesis, self-administered questionnaire is as a survey instrument. Questionnaire was mailed to the individuals for responses.

Secondary data is the data that have been previously collected for some purpose other than the one at hand. Secondary data used in this research is collected from online portals like Jstore and Emerald.

3.4) Basis of sampling

- Target sample consists majority of individuals associated with Delhi Technological University and adjoining colleges. Rest consists of friends, colleagues, seniors connected through various social networking sites.
- Sample size is 200.

3.5 Measurement Scales Used:

Two types of scales were used to collect data:

1. <u>5-point Likert scale</u>:
   Likert scales are often used in psychology questionnaires and typically involve offering a response that ranges from "strongly disagree" to "strongly agree".

2. <u>Semantic differential scale</u>:
   The respondent is asked to choose where his or her position lies, on a scale between two bipolar adjectives (for example: "Most Important", "Least Important").
   I have asked the respondents to rate, on a 7-point scale, various attributes they are influenced by while choosing from "Least Important" to "Most Important

3.6) Sampling Technique:

Considering the cost, degree of use, advantages and time constraints, the sampling technique followed is **Convenience sampling**. It refers to the collection of information from members of population who are conveniently available to provide it.

Data is collected from the individuals associated with Delhi Technological University and adjoining colleges and ones connected through social networking sites.

3.7) Methods of Data analysis

To arrive at certain conclusions regarding the hypothesis framed in the present investigation, the following statistical tools for the analysis of data were employed-

- **Correlation –** In order to know whether the dimensions of the scale have a positive or negative relation with the framed hypothesis.
- **Regression Analysis –** In order to know to what extent the four factors affect the dependent variable with the change in any independent variable.
- **Chi-square Test –** In order to test if the two variables are statistically associated with each other significantly, chi-squared test has been employed.
- **Tables** - They show the diversity in the demographics of respondents and data usage related information by respondents. They will also show us what percentages of respondents have smartphone or laptop/PC etc.

Statistical calculations have been made, making extensive use of Microsoft Excel and SPSS Software Package on the computer.

3.8) Questionnaire Design

The questionnaire is carefully designed to meet the requirements of the research. The questions are taken from previous literature on Consumer's attitudes towards different form of advertisements with a view to validate the research more and some of the questions are self-structured to cover the diversity of research problems.

The Questionnaire is divided into 5 sections with every section focusing on different requirements of the research like the interest of people in watching advertisements and how well they are able to recall them, interest of people in TV commercials, purpose of studying internet, influence of advertisements on people, various parameters of online advertisements, demographic variables, internet usage by them etc.

PART A:

This section tries to study level of interest people show in watching advertisements, the purpose for which people mainly surf internet and which mode of advertisement influences a consumer to buy a product. This section contains 12 questions and all questions in this section are constructed with 5 point Likert scale ranging from 1 (strongly disagree), 3 (Neutral) to 5 (strongly agree).

PART B:

This section tries to study the level of trust people have in different kinds of advertisements This section contains 6 questions and all questions in this section are constructed with 7 point Semantic scale ranging from 1 (Least Important) to 7 (Most Important).

PART C:

This section tries to study the different factors on the basis of information conveyed by Internet Advertisements. This section contains 5 factors and all factors in this section are constructed with 5 point Likert scale ranging from 1 (Highly disagree) to 5 (Highly agree).

PART D:

This section tries to study the willingness of respondent on various circumstances on the basis of information conveyed by Internet Advertisements while making the purchase related decisions. This section contains 3 circumstances and all circumstances in this section are constructed with 5 point Likert scale ranging from 1 (Highly disagree) to 5 (Highly agree).

PART E:

This sections studies demographics, data usage related questions and also contains some categorical questions. This section contains the 7 questions.

3.9) Pretesting of Questionnaire

The questionnaire was given to 5 respondents for the pretesting. These respondents were not included in final research. The Cronbach's alpha value for different parts of the questionnaire is as follows:-

a. There are 12 questions in Section A

Table 3.1 Cronbach Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.688	12

b. There are 6 questions in section B

Table 3.2 Cronbach Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.827	6

c. There are 5 questions in section C

Table 3.3 Cronbach Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.697	5

d. There are 3 questions for the Section D

Table 3.4 Cronbach Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.667	3

e. There are 7 questions for the Section D

Table 3.5 Cronbach Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.867	7

As all the Cronbach's alpha are greater than 0.6 therefore we can say that the questionnaire is valid and reliable.

3.10) Hypothesis

H1 : To compare the trust level of traditional advertising and online advertising.

- H1a:Youth of today put more trust in internet advertisement than on traditional modes of advertisement.

H2 : To find the effectiveness of internet advertising (reach and creation of awareness)

- **H2a:** There is a significant relationship between people watching TVC during commercial break and getting TV commercials more than online advertisement.
- **H2b:** There exist a significant relationship between people changing channel during commercial break being more influenced by a particular type of advertisement between TV commercials and online advertisements.
- **H2c:** There exist a significant relationship between people checking online ads and getting more influenced by a particular form of advertisement between what their friends say and online advertisement.
- **H2d:** There exist a significant relationship between people checking online and getting more influenced by a particular form of advertisement between TV commercials and online advertisement.
- **H2e:** There exist a significant relationship between people who use internet mainly for social network getting more influenced by a particular form of advertisement between what their friends say and online advertisement.
- **H2f:** There exist a significant relationship between people who use internet mainly for social network getting more influenced by a particular form of advertisement between TV commercials and online advertisement.
- **H2g:** There exist a significant relationship between people who use internet mainly for e-mail getting more influenced by a particular form of advertisement between what their friends say and online advertisement.

- **H2h:** There exist a significant relationship between people who use internet mainly for e-mail getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

- **H2i:** There exist a significant relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

- **H2j:** There exist a significant relationship between people who use internet mainly for information getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

- **H2k:** There exist a significant relationship between people who use internet mainly for entertainment getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

- **H2l:** There exist a significant relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

- **H2m:** There exist a significant relationship between people who use internet mainly for downloading getting more influenced by a particular form of advertisement between what their friends say and online advertisement.

- **H2n:** There exist a significant relationship between people who use internet mainly for downloading getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

- **H2o:** There exist a significant relationship between people who use internet mainly for entertainment getting more influenced by a particular form of advertisement between what their friends say and online advertisement.

- **H2p:** There exist a significant relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between what their friends say and online advertisement.

3.11) Limitations of study:

Time constraint: Due to limitation of time the coverage of this study has been restricted to few selected respondents. If the time provided would have been more than the study could have been extended to wider area to make it more comprehensive.

Space boundary: Since the majority of respondents are from DTU and adjoining colleges in Delhi, so I may not know whether findings /results are applicable to other areas or not.

Consumer dynamism: Consumer behavior, in today's world is very dynamic. Thus there is every possibility that over a period of time the findings may change or they might not be applicable any more.

CHAPTER – 4 DATA ANALYSIS AND INTERPRETATION

4.1) Test for Normality

Table 4.1 Shapiro Wilk

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
watch_tvc	.230	199	.000	.826	199	.000
change_ch	.259	199	.000	.808	199	.000
Chk_online_ads	.356	199	.000	.778	199	.000
soc_networking	.193	199	.000	.876	199	.000
e_mail	.463	199	.000	.586	199	.000
int_info	.231	199	.000	.847	199	.000
int_entertainment	.326	199	.000	.780	199	.000
e_comm	.291	199	.000	.781	199	.000
downloading	.329	199	.000	.771	199	.000
Trst_mag	.306	199	.000	.832	199	.000
inf_frnds	.349	199	.000	.789	199	.000
tvc_than_online	.214	199	.000	.890	199	.000

a. Lilliefors Significance Correction

4.2) Correlation

H2a: There is a significant relationship between people watching TVC during commercial break and getting TV commercials more than online advertisement.

Table 4.2 Correlation Table 1

			watch_tvc	tvc_than_online
Spearman's rho	watch_tvc	Correlation Coefficient	1.000	-.220[*]
		Sig. (2-tailed)	.	.028
		N	200	200
	tvc_than_online	Correlation Coefficient	-.220[*]	1.000
		Sig. (2-tailed)	.028	.
		N	200	200

*. Correlation is significant at the 0.05 level (2-tailed).

Conclusion: BY using Spearman's correlation coefficient, we find that p value between these two variables is 0.028 which is less than 0.05 thus It's a **valid** hypothesis. Negative sign indicates that there exist a negative correlation people watching TV commercials during break getting more influenced by a particular mode of advertisement between TV commercials and online advertisement.

H2b: There exist a significant relationship between people changing channel during commercial break being more influenced by a particular type of advertisement between TV commercials and online advertisements.

Conclusion: BY using Spearman's correlation coefficient, from table 4.3 we find that p value between these two variables is 0.524 which is greater than 0.05 thus this hypothesis is **rejected**. There is no significant correlation between people changing TV channel during commercial break getting more influenced by a particular mode of advertisement between TV commercials and online advertisement.

Table 4.3 Correlation Table 2

			change_ch	tvc_than_online
Spearman's rho	change_ch	Correlation Coefficient	1.000	.065
		Sig. (2-tailed)	.	.524
		N	200	200
	tvc_than_online	Correlation Coefficient	.065	1.000
		Sig. (2-tailed)	.524	.
		N	200	200

H2.c) There exist a significant relationship between people checking online ad and getting more influenced by a particular form of advertisement between what their friends say and online advertisement.

Table 4.4 Correlation Table 3

			Chk_online_ads	inf_frnds
Spearman's rho	Chk_online_ads	Correlation Coefficient	1.000	.184
		Sig. (2-tailed)	.	.066
		N	200	200
	inf_frnds	Correlation Coefficient	.184	1.000
		Sig. (2-tailed)	.066	.
		N	200	200

Conclusion: BY using Spearman's correlation coefficient, we find that p value between these two variables is 0.066 which is greater than 0.05 thus this hypothesis is **rejected**. There is no significant correlation between people checking online ads and getting more influenced by a particular form of advertisement between what their friends say and online advertisement.

H2.d) There exist a significant relationship between people checking online ads and getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

<div align="center">

Table 4.5 Correlation Test 4

</div>

			Chk_online_ads	tvc_than_online
Spearman's rho	Chk_online_ads	Correlation Coefficient	1.000	.016
		Sig. (2-tailed)	.	.876
		N	200	200
	tvc_than_online	Correlation Coefficient	.016	1.000
		Sig. (2-tailed)	.876	.
		N	200	200

Conclusion: BY using Spearman's correlation coefficient, we find that p value between these two variables is 0.876 which is greater than 0.05 thus this hypothesis is **rejected**. There is no significant correlation between people checking online ads and getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

Similarly, for the other 12 hypothesis, the result of the correlation test specifying the Sig. (2-tailed) ie p value between two parameters is shown in the following table.

<div align="center">

Table 4.6 Correlation Test of Other Hypothesis

</div>

Hypothesis Made	Conclusion
H2.e) There exist a significant relationship between people who use internet mainly for social network getting more influenced	p value between these two variables is 0.552 which is greater than 0.05 thus this hypothesis is **rejected**. There is no significant correlation between people

by a particular form of advertisement between what their friends say and online advertisement.	who use internet mainly for social network getting more influenced by a particular form of advertisement between what their friends say and online advertisement.
H2.f): There exist a significant relationship between people who use internet mainly for social network getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	p value between these two variables is 0.771 which is greater than 0.05 thus this hypothesis is **rejected**. There is no significant correlation between people who use internet mainly for social network getting more influenced by a particular form of advertisement between TV commercials and online advertisement.
H2.g): There exist a significant relationship between people who use internet mainly for e-mail getting more influenced by a particular form of advertisement between what their friends say and online advertisement	p value between these two variables is 0.001 which is less than 0.05 thus this is a **valid** hypothesis. There exist a significant relationship between people who use internet mainly for e-mail getting more influenced by a particular form of advertisement between what their friends say and online advertisement.
H2.h): There exist a significant relationship between people who use internet mainly for e-mail getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	p value between these two variables is 0.328 which is greater than 0.05 thus this hypothesis is **rejected.** There is no relationship between people who use internet mainly for e-mail getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

H2.i): There exist a significant relationship between people who use internet mainly for information getting more influenced by a particular form of advertisement between what their friends say and online advertisement.	p value between these two variables is 0.052 which is greater than 0.05 thus this hypothesis is **rejected**. There is no relationship between people who use internet mainly for information getting more influenced by a particular form of advertisement between what their friends say and online advertisement.
H2.j): There exist a significant relationship between people who use internet mainly for information getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	p value between these two variables is 0.338 which is greater than 0.05 thus this hypothesis is **rejected**. There is no relationship between people who use internet mainly for information getting more influenced by a particular form of advertisement between TV commercials and online advertisement.
H2.k): There exist a significant relationship between people who use internet mainly for entertainment getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	p value between these two variables is 0.029 which is lesser than 0.05 thus this is a **valid** hypothesis. There exist significant relationship between people who use internet mainly for entertainment getting more influenced by a particular form of advertisement between TV commercials and online advertisement.
H2.l): There exist a significant relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	p value between these two variables is 0.000 which is lesser than 0.05 thus this is a **valid hypothesis**. There exist significant relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

H2.m): There exist a significant relationship between people who use internet mainly for downloading getting more influenced by a particular form of advertisement between what their friends say and online advertisement.	p value between these two variables is 0.000 which is lesser than 0.05 thus this is a **valid hypothesis**. There exist significant relationship between people who use internet mainly for downloading getting more influenced by a particular form of advertisement between what their friends say and online advertisement.
H2.n): There exist a significant relationship between people who use internet mainly for downloading getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	p value between these two variables is 0.000 which is lesser than 0.05 thus this is a **valid hypothesis.** There exist significant relationship between people who use internet mainly for downloading getting more influenced by a particular form of advertisement between TV commercials and online advertisement.
H2.o): There exist a significant relationship between people who use internet mainly for entertainment getting more influenced by a particular form of advertisement between what their friends say and online advertisement.	p value between these two variables is 0.000 which is lesser than 0.005 thus this is a **valid hypothesis**. There exist significant relationship between people who use internet mainly for entertainment getting more influenced by a particular form of advertisement between what their friends and relatives say and online advertisement.
H2.p): There exist a significant relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between what their friends say and online advertisement.	p value between these two variables is 0.000 which is lesser than 0.005 thus this is a **valid** hypothesis. There exist significant relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between what their friends and relatives say and online advertisement.

4.3) Regression Analysis

<u>Linear Regression:</u> is used when we want to predict the value of a variable based on the value of another variable. The variable we want to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable). The variable we are using to predict the value of the dependent variable is called the independent variables (or sometimes, the predictor, explanatory or regression variables).

The "**R**" column represents the value of R, the *multiple correlation coefficients. R* can be considered to be one measure of the quality of the prediction of the dependent variable.

The "**R Square**" column represents the R^2 value (also called the coefficient of determination), which is the proportion of variance in the dependent variable that can be explained by the independent variables

a) Regression Equation between watch_tvc & tvc_than_online

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.265^a	.070	.061	1.224

a. Predictors: (Constant), watch_tvc

Interpretation:

A value of R= 0.265 indicates a good level of prediction. The value of R square= 0.070 shows that our independent variables explain 7% of the variability or the proportion of variance of our dependent variable.

Table 4.7 Regression Table 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.158	.304		13.660	.000
	watch_tvc	-.224	.082	-.265	-2.720	.008

a. Dependent Variable: tvc_than_online

Unstandardized coefficients indicate how much the dependent variable varies with an independent variable, when all other independent variables are held constant.

Following the regression equation

Y=a+b1*x1+b2*x2

Where a=constant and X1, X2 =Independent variable 1, 2 respectively.

B1,b2=Coefficients of x1,x2 respectively.

H0: b1=b2=0.If this null hypothesis is true the equation for the line would mean the x's do not have an influence on y. The alternative hypothesis is that at least one of the beta's is not zero. Rejecting the null means that the x's as a group are related to y

Since b1, b2 is not 0.Hence the variables x1,x2 certainly have an influence on y.

Tvc_than_online = 4.158+ -0.224watch_tvc

b) Regression Equation between e_mail & Inf_friends

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.476[a]	.227	.219	1.086

a. Predictors: (Constant), e_mail

Interpretation:
A value of R= 0.476 indicates level of prediction. The value of R square= 0.227 shows that our independent variables explain 22.7% of the variability or the proportion of variance of our dependent variable.

Table 4.8 Regression table 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.784	.378		4.718	.000
	e_mail	.526	.098	.476	5.337	.000

a. Dependent Variable: inf_frnds

Since b1, b2 is not 0.Hence the variables x1,x2 certainly have an influence on y.

Inf_friends = 1.784+ 0.526e_mail

c) Regression Equation between tvc_than_online & int_entertainment

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.217[a]	.047	.038	1.239

a. Predictors: (Constant), int_entertainment

A value of R= 0.217 indicates level of prediction. The value of R square= 0.047 shows that our independent variables explain 4.7% of the variability or the proportion of variance of our dependent variable.

Table 4.9 Regression Table 3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.319	.435		9.932	.000
	int_entertainment	-.236	.107	-.217	-2.204	.030

a. Dependent Variable: tvc_than_online

Since b1, b2 is not 0.Hence the variables x1,x2 certainly have an influence on y.

Tvc_than_online = 4.319 + -0.236int_entertainment

d) Regression Equation between tvc_than_online & e_comm

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.365[a]	.133	.124	1.182

a. Predictors: (Constant), e_comm

Interpretation:

A value of R= 0.365 indicates level of prediction. The value of R square= 0.133 shows that our independent variables explain 13.3% of the variability or the proportion of variance of our dependent variable.

Table 4.10 Regression Tabele 4

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.016	.433		11.580	.000
	e_comm	-.415	.107	-.365	-3.878	.000

a. Dependent Variable: tvc_than_online

Since b1, b2 is not 0.Hence the variables x1,x2 certainly have an influence on y.

Tvc_than_online = 5.016+ -0.415e_comm

e) **Regression Equation between inf_frnds & e_comm**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.261[a]	.068	.059	1.187

a. Predictors: (Constant), e_comm

Interpretation:

A value of R= 0.261 indicates level of prediction. The value of R square= 0.059 shows that our independent variables explain 5.9% of the variability or the proportion of variance of our dependent variable.

Since b1, b2 is not 0.Hence the variables x1,x2 certainly have an influence on y.

Inf_frnds = 4.84+ -0.2884e_com

Table 4.11 Regression Table 5

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.840	.435		11.131	.000
	e_comm	-.288	.108	-.261	-2.678	.009

a. Dependent Variable: inf_frnds

f) Regression Equation between inf_frnds & downloading

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.319^a	.102	.093	1.165

a. Predictors: (Constant), downloading

A value of R= 0.319 indicates level of prediction. The value of R square= 0.093 shows that our independent variables explain 9.3% of the variability or the proportion of variance of our dependent variable.

Table 4.12 Regression Table 6

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.723	.323		14.641	.000
	downloading	-.273	.082	-.319	-3.335	.001

a. Dependent Variable: inf_frnds

Since b1, b2 is not 0.Hence the variables x1,x2 certainly have an influence on y.

Inf_friends = 4.723+ -0.273downloading

g) Regression Equation between tvc_than_online & downloading

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519[a]	.270	.262	1.085

a. Predictors: (Constant), downloading

A value of R= 0.519 indicates level of prediction. The value of R square= 0.262 shows that our independent variables explain 26.2% of the variability or the proportion of variance of our dependent variable.

Table 4 Regression Table 8

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.085	.300		16.928	.000
	downloading	-.459	.076	-.519	-6.016	.000

a. Dependent Variable: tvc_than_online

Since b1, b2 is not 0.Hence the variables x1,x2 certainly have an influence on y.

Tvc_than_online = 5.085+ -0.459downloading

h) Regression Equation between inf_frnds & int_entertainment

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.242[a]	.059	.049	1.193

a. Predictors: (Constant), int_entertainment

Interpretation:

A value of R= 0.242 indicates level of prediction. The value of R square= 0.049 shows that our independent variables explain 4.9% of the variability or the proportion of variance of our dependent variable.

Table 4.14 Regression5 Table 9

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.711	.419		11.255	.000
	int_entertainment	-.255	.103	-.242	-2.470	.015

a. Dependent Variable: inf_frnds

Since b1, b2 is not 0.Hence the variables x1,x2 certainly have an influence on y.

Inf_frnds = 4.711+ -0.2555int_entertainment.

From the first table, we find that since the level of significance (0.000) is < 0.05, there is statistically significant relationship between the trust level of consumers who possess laptop and advertisements from magazines or from internet. (chi-square with 4 degrees of freedom = 23.630, p = 0.000).

4.4) Trust Between Different Media of Advertisements

H1) To compare the trust level of traditional advertising and online advertising.
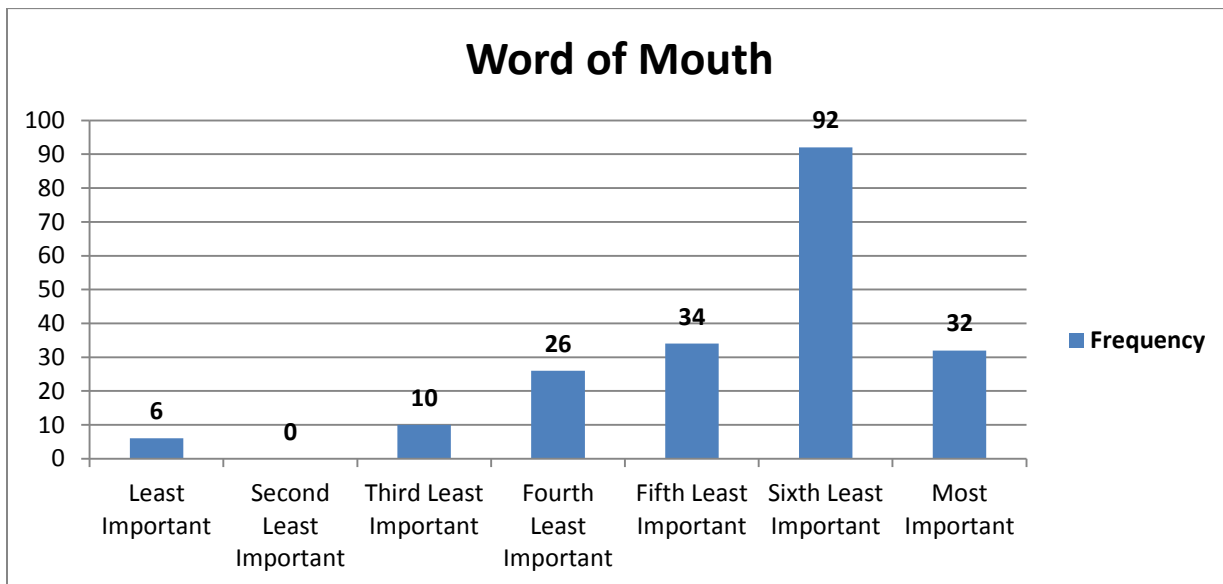
Recommendation from customers

Figure 4.1 Recommendation from customers

According to above Bar Graph, 16% respondents considered Recommendation from other customers as an extremely important factor, 46% respondents considered recommendation from customers as 6th Least important factor, while 3% respondents considered it least important. **Its mean value is 5.43, so we can say that sample respondents consider recommendation from customers as a very important factor**.
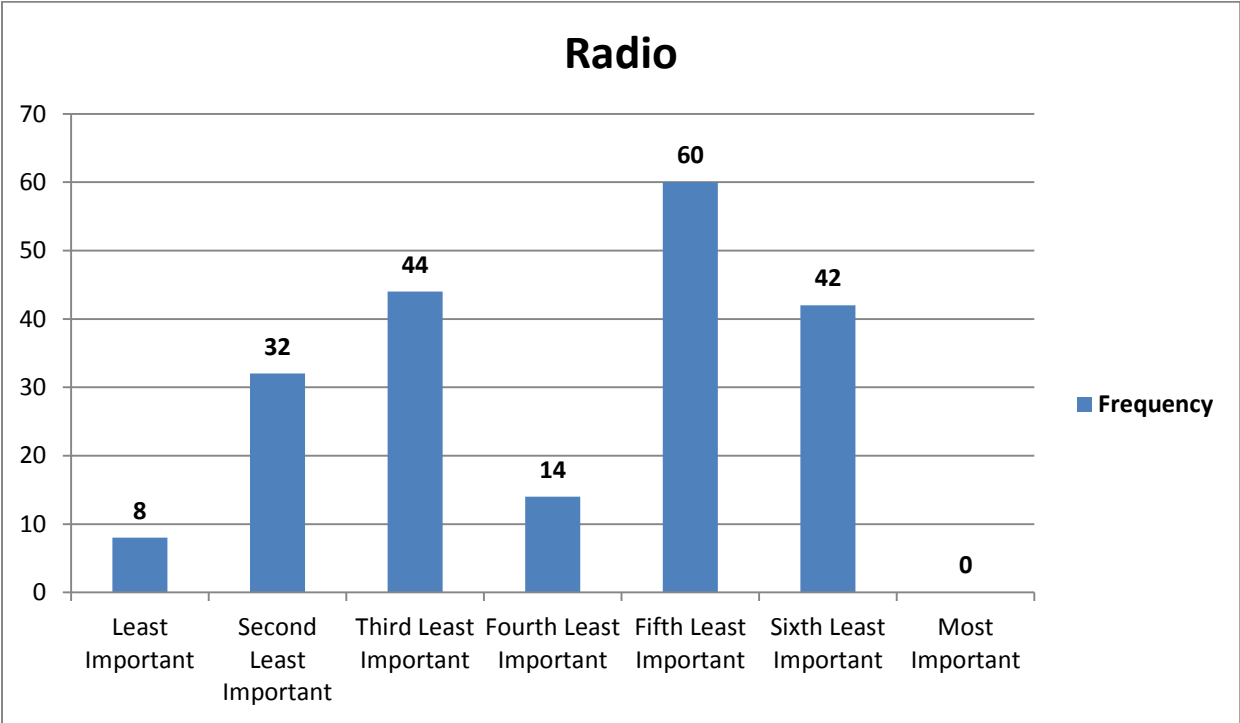
Radio

Figure 4.2 Radio

According to above Bar Graph, 21% respondents considered advertisements from radio as 6th most important factor, 30% respondents considered recommendation from customers as 5th Least important factor. **Its mean value is 4.06, so we can say that sample respondents consider recommendation from customers as a very important factor**.
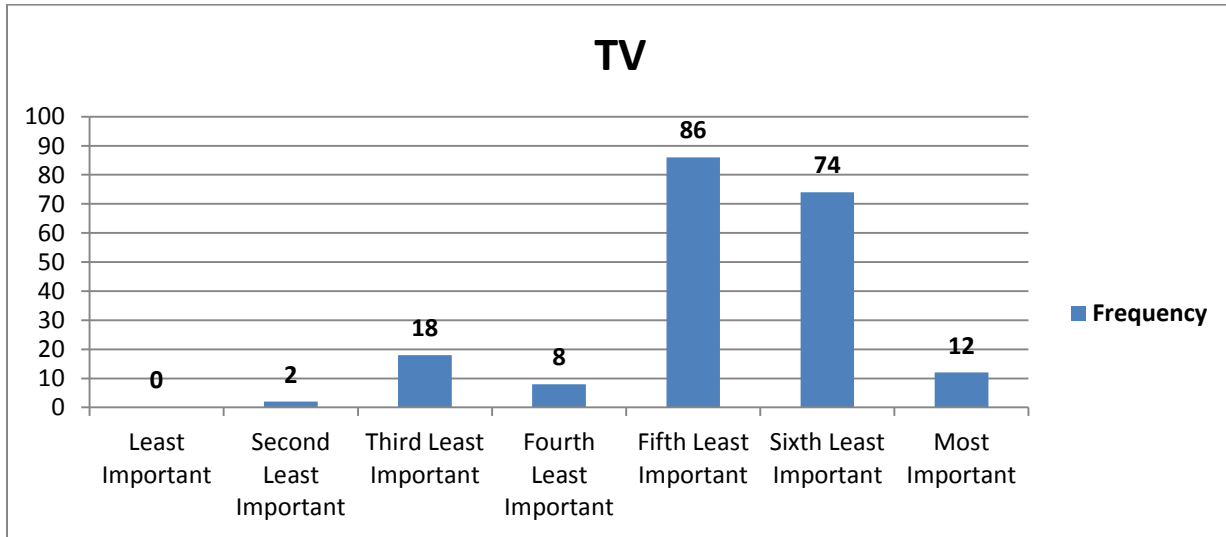
TV

Figure 2.3 TV

According to above Bar Graph, 6% respondents considered Recommendation from other customers as most important factor, 37% respondents considered recommendation from customers as 6th Least important factor. Its mean value is 5.24, so we can say that sample respondents consider TV advertisements as a very important factor but slightly lesser important than Recommendation from customers.
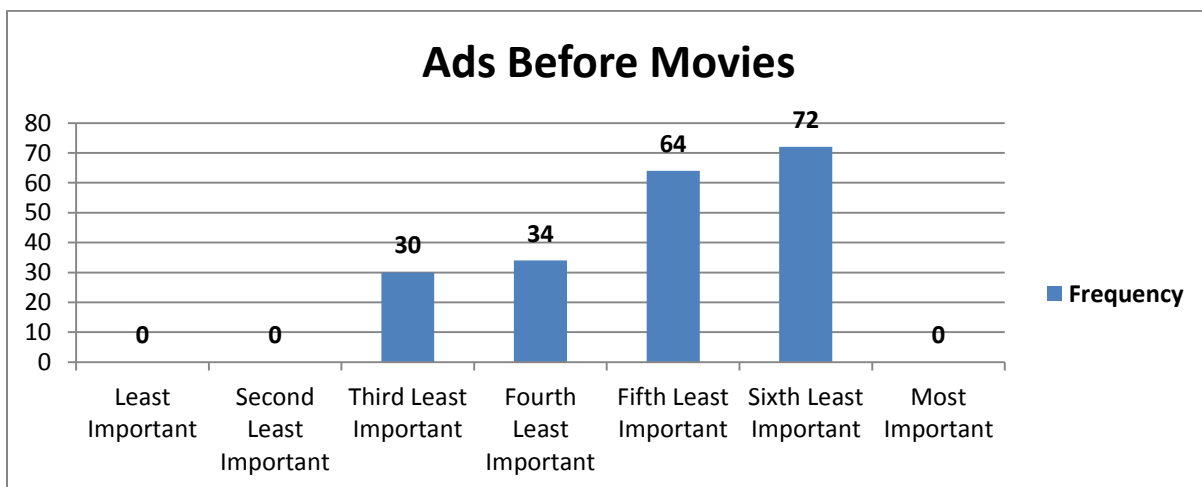
Ads before Movies

Figure 4.4 Ads before Movies

According to above Bar Graph, 36% respondents considered Recommendation from other customers as an sixth least important factor, 32% respondents considered advertisement before movies as 5th Least important factor, while 3% respondents considered it least important. **Its mean value is 4.89, so we can say that sample respondents consider ads before movies not as important as TV ads or recommendation from customers.**
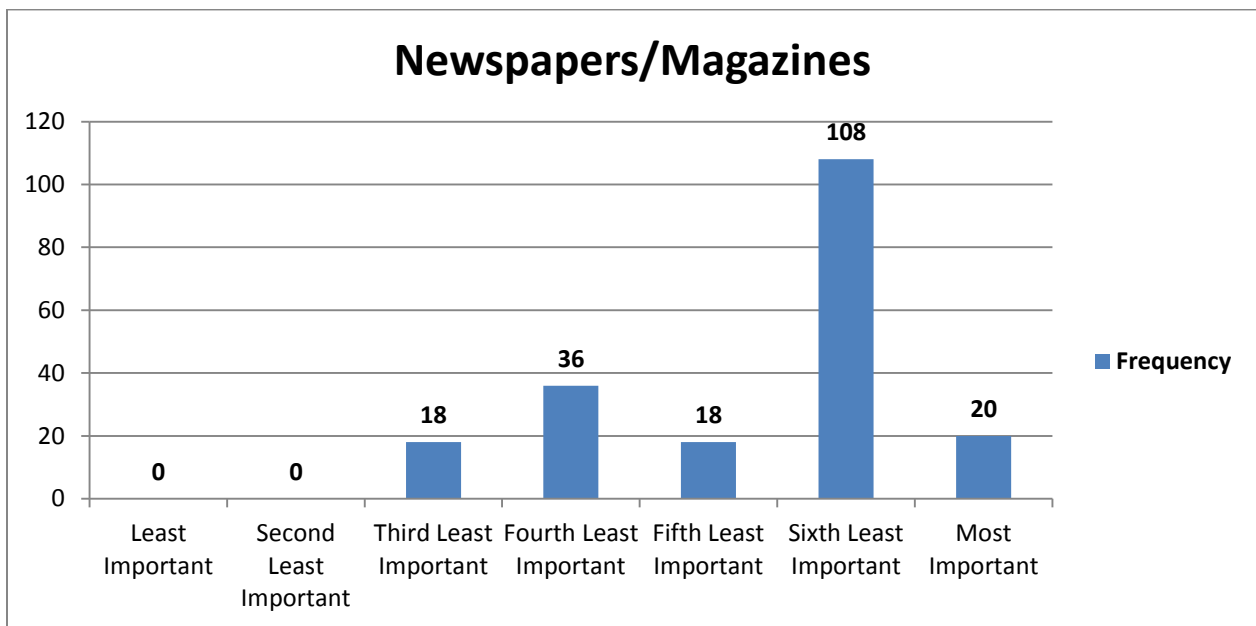
Newspapers/Magazines

Figure 4.5 Newspapers/Magazines

According to above Bar Graph, 10% respondents considered Recommendation from other customers as an extremely important factor, 54% respondents considered recommendation from customers as 6th Least important factor. **Its mean value is 5.38, so we can say that sample respondents consider news papers or magazines as a very important factor**.
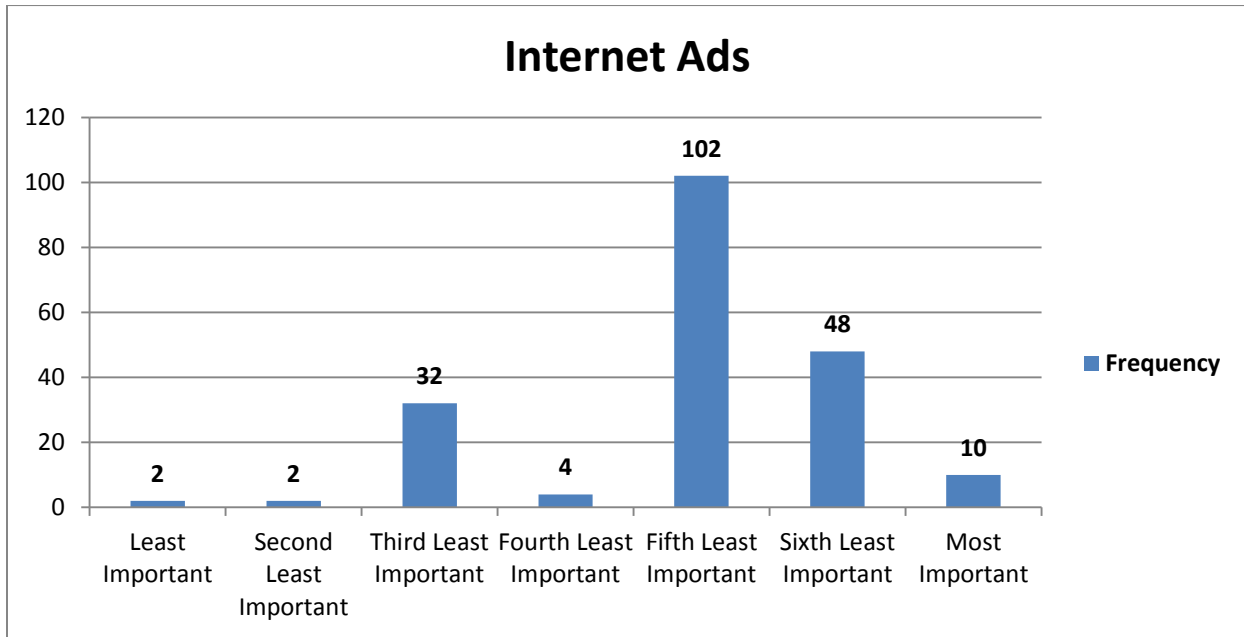
Internet Advertisement

Figure 4.6 Internet Advertisements

According to above Bar Graph, 5% respondents considered Recommendation from other customers as an extremely important factor, 24% respondents considered recommendation from customers as 6th Least important factor. **Its mean value is 4.93, so we can say that sample respondents consider internet advertisement as an very important factor** but not as important as recommendation from customers, TV commercials or advertisements from newspapers and magazines.

Table 4.15 Mean of Different Media of Advertisements

Mode of Advertisement	Mean
Recommendation from customers	**5.43**
Radio	**4.06**
TV	**5.24**
Ads before movies	**4.89**
Newspapers/Magazines	**5.38**
Internet advertisements	**4.93**

When the mean of the scores of different media is analysed on the basis of the gender (out of 200 respondents 134 were male and 66 were female), it is found that **women have significantly more trust towards advertising than men**. Trust towards the different media for women and men are depicted in below graph. As can be seen, women showed more trust towards advertising in all media except the radio and Ads before movie. **In media like TV and newspaper there is just slight difference between the mean scores**. In case of TV the mean score for male and female are 5.21 and 5.30 respectively. Likewise the mean score for male and female are 5.37 and 5.40 respectively in case of newspapers/magazines.
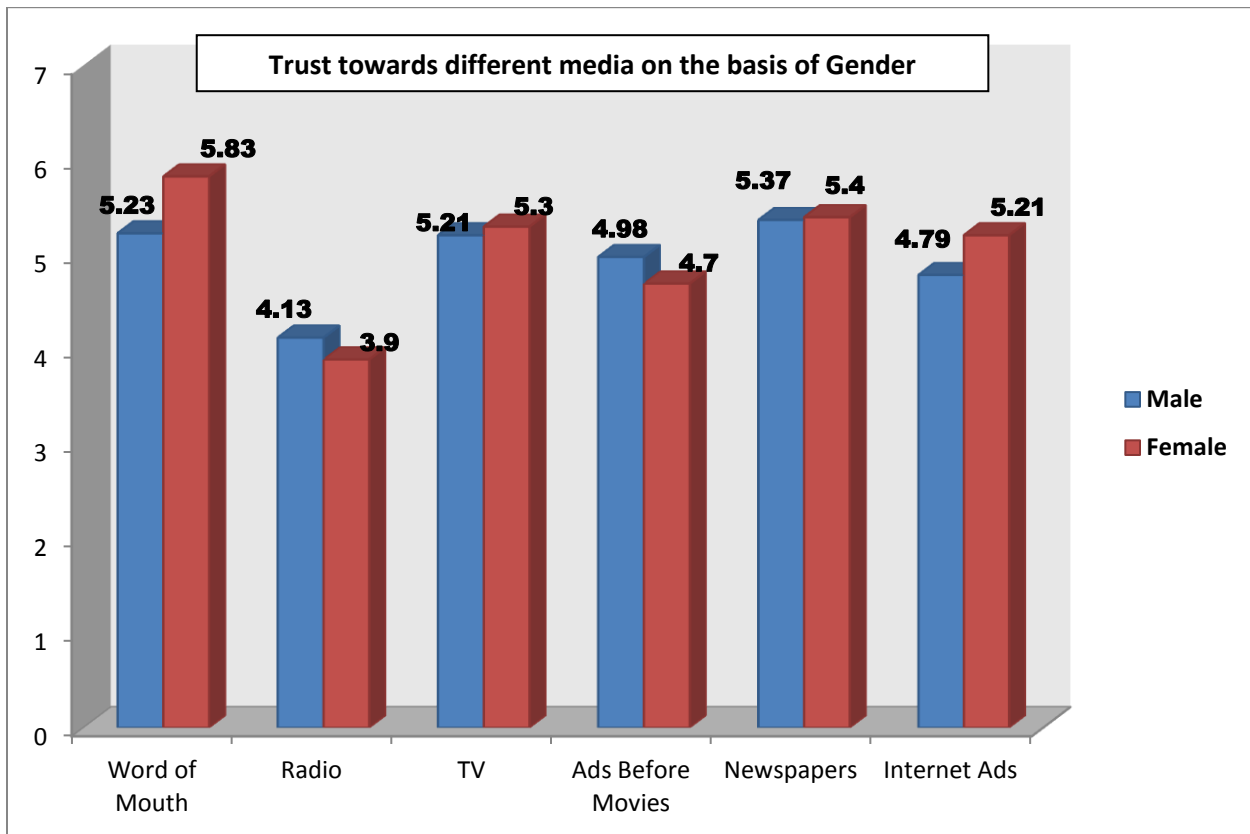

Figure 4.7 Trust towards different media

4.5) Analysis of factors on the basis of information conveyed by Internet Ads

According to below bar graph which shows the various factors, like reliability, usefulness, likable, accuracy and ethics, of information conveyed by Internet Ads and also depict the mean scores of different factors on the basis of gender of the respondents. It is found that men find the information conveyed by Internet Ads reliable and useful but they are near about neutral to likability and completeness of information. But the men are disagreeing that Internet Ads don't follow the ethics. As compared to men, women find the Internet Ads more likable, complete and ethical than men. The mean score of Internet Ads in terms of ethic is 2.69 i.e. below 3 for men and women are just neutral for ethics.
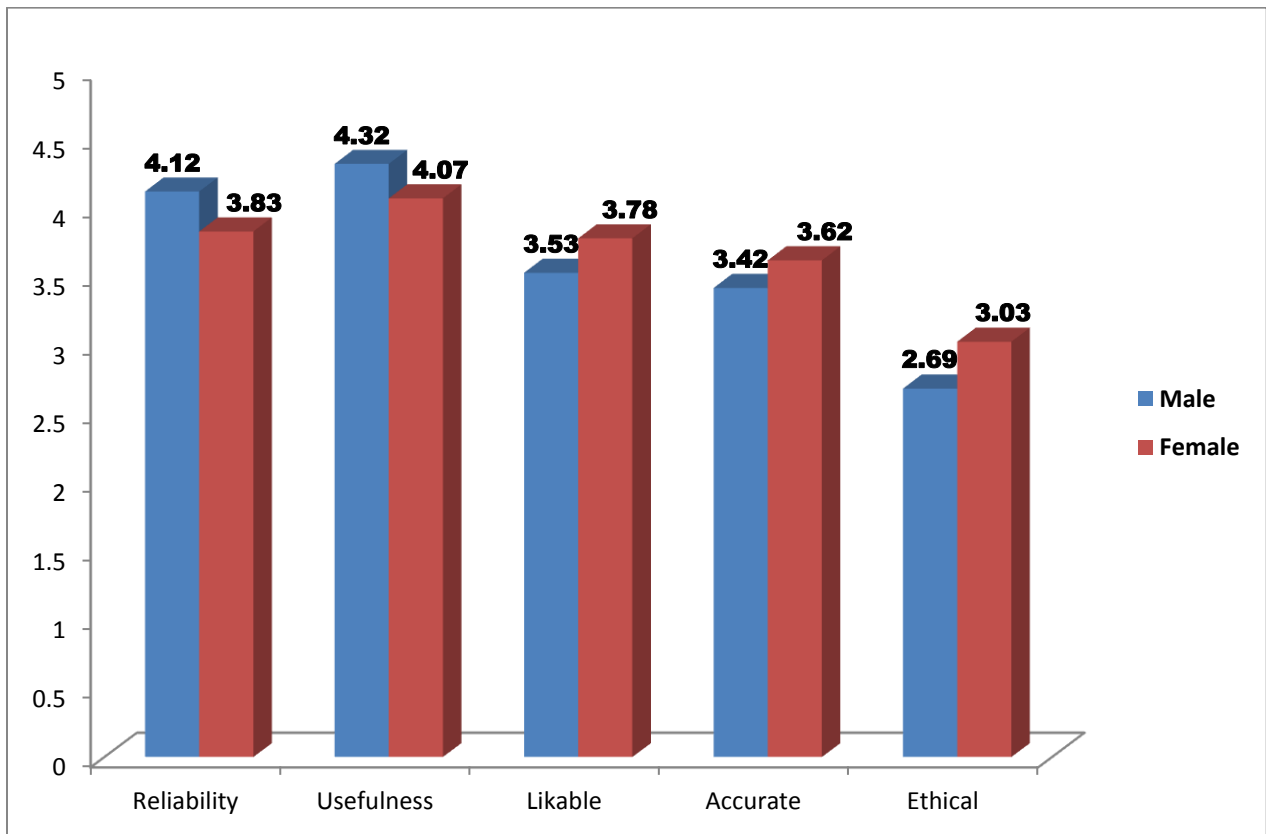

Figure 4.8 Various factors of Internet Ads

4.5) Analysis on basis of willingness to rely on circumstances when making decisions

According to below bar graph which shows willingness to rely on information provide by Internet Ads while making purchase related decisions and also depict the mean scores of willingness making, considering and recommending others for purchase related decisions on web based on information provided by Internet Ads on the basis of their frequency of using internet. It is found that those who use internet daily consider the information and recommend others the information provided by Internet Ads while carrying purchase related decisions. It is also found that they have slightly high than neutral willingness to rely on information when finally carrying out the transactions to purchase. Ones who use on alternate days and once in a week they agree to rely on information when recommending others or agree to consider the information when making purchase related decisions but won't carry out the transactions only relying on the information provided by the Internet Ads. The mean scores of those who use daily, once in two days and once in a week are 3.62, 3.36 and 3.19 respectively when carrying out transaction just based on the information provided by Internet Ads .
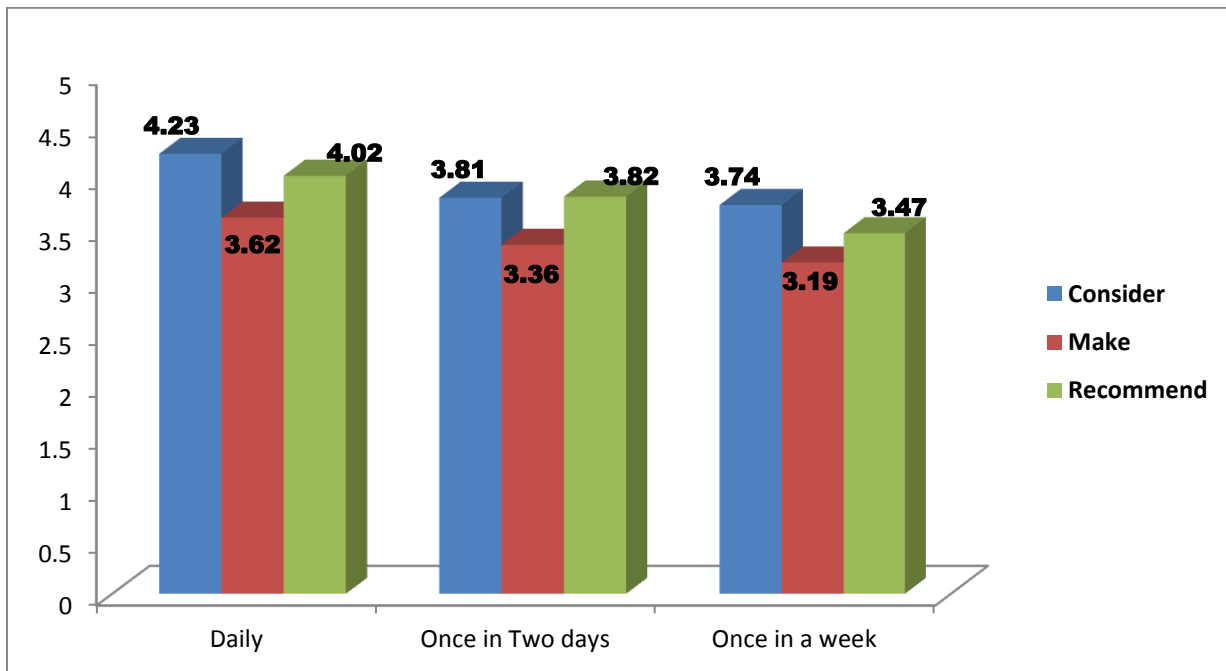

Figure 4.9 Willingness to rely when making decisions

Table 4.16 Demographic Details

GENDER		
	Frequency	Valid Percent
Male	134	67
Female	66	33
Total	200	100
AGE (in years)		
	Frequency	Valid Percent
18-25	114	57
25-35	60	30
35-50	19	9.5
More than 50	7	3.5
Total	200	100
EDUCATION		
	Frequency	Valid Percent
Undergraduate	37	18.5
Graduate	68	34
Post Graduate	77	38.5
Doctorate	11	5.5
Others	7	3.5
Total	200	100
OWN A LAPTOP/PC		
	Frequency	Valid Percent
Yes	156	78
No	44	22
Total	200	100
OWN A SMARTPHONE		
	Frequency	Valid Percent
Yes	168	84
No	32	16
Total	200	100

Table 4.16 Details related to Internet Usage

FREQUENCY OF INTERNET USE		
	Frequency	Valid Percent
Daily	172	86
Once in two days	19	9.5
Once in a week	9	4.5
Total	200	100
TIME SPENT DAILY ON INTERNET		
	Frequency	Valid Percent
Less than 1 hour	19	9.5
1-3 hours	33	16.5
3-6 hours	136	68
More than 6 hours	12	6
Total	200	100

CHAPTER – 5   CONCLUSION

5.1 Summary of Results of the Regression Analysis and Chi-Square test

Hypothesis	Result
H1a: Youth of today put more trust in internet advertisement than all on traditional modes of advertisement.	**Rejected**
H2a: There is a significant relationship between people watching TVC during commercial break and getting TV commercials more than online advertisement	**Accepted**
H2b: There exist a significant relationship between people changing channel during commercial break being more influenced by a particular type of advertisement between TV commercials and online advertisements.	**Rejected**
H2.c) There exist a significant relationship between people checking online ads and getting more influenced by a particular form of advertisement between what their friends say and online advertisement.	**Rejected**
H2.d) There exist a significant relationship between people checking online and getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	**Rejected**
H2.e) There exist a significant relationship between people who use internet mainly for social network getting more influenced by a particular form of advertisement between what their friends say and online advertisement.	**Rejected**
H2.f): There exist a significant relationship between people who use internet mainly for social network getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	**Rejected**
H2.g): There exist a significant relationship between people who use internet mainly for e-mail getting more influenced by a particular form of advertisement between what their friends say and online advertisement.	**Accepted**
H2.h) There exist a significant relationship between people who use internet mainly for e-mail getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	**Rejected**

H2.l): There exist a significant relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	**Rejected**
H2.j): There exist a significant relationship between people who use internet mainly for information getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	**Rejected**
H2.k): There exist a significant relationship between people who use internet mainly for entertainment getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	**Accepted**
H2.l): There exist a significant relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	**Accepted**
H2.m): There exist a significant relationship between people who use internet mainly for downloading getting more influenced by a particular form of advertisement between what their friends say and online advertisement.	**Accepted**
H2.n): There exist a significant relationship between people who use internet mainly for downloading getting more influenced by a particular form of advertisement between TV commercials and online advertisement.	**Accepted**
H2.o): There exist a significant relationship between people who use internet mainly for entertainment getting more influenced by a particular form of advertisement between what their friends say and online advertisement.	**Accepted**
H2.p): There exist a significant relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between what their friends say and online advertisement.	**Accepted**

As advertising on the World Wide Web have many advantages and disadvantages. However, the advantages outweigh the disadvantages. Having online advertisement, allows the advertisement to be viewed globally all around the world, takes the business to a whole new level targeting much more audience. Its low cost, offers small business to invest in online marketing cutting down in initial cost of marketing.

As for differences in trust towards the different media, advertising in Newspapers/Magazines and Word of Mouth yielded the strongest mean score, differing significantly from the lowest scoring media like Radio and Internet advertisements.

Results showed a connection between demographical factors and trust towards advertising. Women place more trust in advertising than men. Women placed more trust than men in all mediums except Radio and Ads before movies.

Results also showed that trust towards Internet advertising is increasing with more and more invent in technology and consumers find information conveyed by them reliable & useful but not complete. Consumers can get the complete information from the website of the company. Also Internet advertisements don't follow the ethical rules and regulations; they do anything to grab the attention of consumer.

Also one who uses internet daily or once in two days shows their willingness to rely on information conveyed by Internet advertisement when considering, making and recommending purchase related decisions.

5.2 Managerial Implications

1) As there exist a significant relationship between people who use internet mainly for e-mail getting more influenced by a particular form of advertisement between what their friends say and online advertisement. So this makes e-mail advertisements more important for such audience.

2) Research indicates a significant relationship between people who use internet mainly for entertainment getting more influenced by a particular form of advertisement between TV commercials and online advertisement.

3) As, there exist a relationship between people who use internet mainly for e-commerce getting more influenced by a particular form of advertisement between TV commercials and online advertisement, it can be used by various e-commerce companies to plan for their advertising strategy.

4) There exist a significant relationship between people who use internet mainly for downloading getting more influenced by a particular form of advertisement between what their friends say and online advertisement.

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CHAPTER – 7   ANNEXURE : QUESTIONNAIRE

A.) Please rate the following questions on the given scale.

[1-> Strongly Disagree …… 5-> Strongly Agree]

1. I watch/hear TV/Radio commercials during
    Commercial Break.   ① ② ③ ④ ⑤

2. I change channel during commercial break.   ① ② ③ ④ ⑤

3. I check online ads/mails when I surf the internet.   ① ② ③ ④ ⑤

4. I use internet for Chatting and Social Networking.   ① ② ③ ④ ⑤

5. I use internet for Email.   ① ② ③ ④ ⑤

6. I use internet for information.   ① ② ③ ④ ⑤

7. I use internet for entertainment.   ① ② ③ ④ ⑤

8. I use internet for E-commerce.   ① ② ③ ④ ⑤

9. I use internet for downloading.   ① ② ③ ④ ⑤

10. I trust advertisement on magazines and newspapers
    more than online advertisements.   ① ② ③ ④ ⑤

11. I am more influenced by what my friends and relatives
    say than online advertisements   ① ② ③ ④ ⑤

12. I find TV commercials more reliable than
    online advertisements.   ① ② ③ ④ ⑤

B.) Please rate the following different media of advertising on the basis of level of trust you have on the given scale.

[1-> Least Important …… 7-> Most Important]

13. Recommendation from Friends/Relatives   ① ② ③ ④ ⑤ ⑥ ⑦

14. Radio   ① ② ③ ④ ⑤ ⑥ ⑦

15. TV   ① ② ③ ④ ⑤ ⑥ ⑦

16. Ads before movies   ① ② ③ ④ ⑤ ⑥ ⑦

17. Newspapers/Magazines   ① ② ③ ④ ⑤ ⑥ ⑦

18. Internet advertisements   ① ② ③ ④ ⑤ ⑥ ⑦

C.) Please rate the following factors on the basis of information conveyed by Internet Advertisements on the given scale.

[1-> Strongly Disagree …… 5->Strongly Agree]

19. Reliability   ① ② ③ ④ ⑤

20. Valuable/Usefulness   ① ② ③ ④ ⑤

21. Likeable   ① ② ③ ④ ⑤

22. Accurate/Complete   ① ② ③ ④ ⑤

23. Ethical   ① ② ③ ④ ⑤

D.) Please rate your willingness to rely on following circumstances on the given scale. [1-> Strongly Disagree …… 5-> Strongly Agree]

24. Make important purchase related decisions based on ad-conveyed information.   ① ② ③ ④ ⑤

25. Consider the ad-conveyed information when making purchase related decisions.   ① ② ③ ④ ⑤

26. Recommend the product/service that you have seen in ads to your family/friends.   ① ② ③ ④ ⑤

E.) Please provide the following information.

27. Do you own a Laptop/PC?

    ○ Yes   ○ No

28. Do you own a Smartphone?

    ○ Yes   ○ No

29. How frequent you use the internet?

    ○ Daily   ○ Once in two days   ○ Once in a week

30. How much time daily do you spend on the Internet?

    ○ Less than 1 hour ○ 1-3 hours   ○ 3-6 hours   ○ More than 6 hours

31. Gender

    ○ Male   ○ Female

32. Age

    ○ 18-25 Years   ○ 25-35 Years ○ 35-50 Years ○ More than 50 Years

33. Highest Qualification

    ○ Undergraduate ○ Graduate ○ Post Graduate ○ Doctorate ○ Others