

Project Dissertation Report on
EXPLORING THE PROMINENT FACTORS
OF ONLINE ADVERTISING THAT
INFLUENCES THE CONSUMER
BEHAVIOUR AND SHOPPING TRENDS

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CERTIFICATE

This is to certify that the project report which has been titled “**Exploring the Prominent factors of Online Advertising that influence the Consumers behavior and shopping trends**” as part of the final year Major Research Project submitted by Manish Jamwal (2K19/DMBA/047) in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is his original work and the matter embodied in this report has not been submitted for the award of any degree whatsoever.

Signature of Guide:

Mr. Mohit Beniwal
Assistant Professor, DSM

Place: Delhi

Date: 8th May 2021

DECLARATION

I hereby declare that the major project which is titled “Exploring the Prominent factors of Online Advertising that influence the Consumers behavior and shopping trends” in partial fulfillment of the requirement for the Master of Business Administration Program and the report submitted is a record of original dissertation work done by me, under the guidance of Mr. Mohit Beniwal, Assistant Professor, Delhi School of Management, DTU.

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I would also like to thank the all respondents for helping me in getting the survey done and providing their original answers without which the project would not be possible.

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ABSTRACT

Purpose - The Internet fills in as a significant promoting, communication and marketing platform in a business, predominantly for sales and advertising purposes. It is, along these lines, not an unexpected scenario that there have been a large number of conversation and theories of the basic connection between consumer attitude, shopping trends and Internet-based marketing or advertising. This study is based on breaking down a few angles impacting the purchasing choice and buying patterns of customers because of online commercials. It makes an endeavor to contemplate impacts of online ads on buyer attitude and shopping trends. It plans to dissect the components that brief a buyer to purchase a specific item/product or service when they go over an online ad related to it.

Design/Methodology – Type of research used is Descriptive Research. For Quantitative analysis data was collected by floating questionnaire in the online mode. Questionnaire was created on google form. The questionnaire was divided into 4 sections capturing demographics, attention towards internet advertising, attitude towards internet advertising and effect of internet advertising on consumer.

Findings – In this study we developed 5 hypothesis and the hypothesis were: H1: As there is increase in the frequency of internet ads, consumer develop positive attitude towards the ads. H2: The Characteristics of ads shown in the internet is proportional to consumer's positive attitude towards internet ad.H3: Consumer attitude is positively related to consumer intention of sharing of ads. H4: Consumer intention of sharing ads is positively related to intention of purchase. H5: The more positive a consumer's attitude towards internet ads, the greater the intention of purchase. The relationship between the variables of the hypothesis is found to be positive.

Limitations - This research is limited to the people of India and is mainly concentrated in the national capital region of Delhi. Therefore, the results cannot be generalized.

Originality/value – The thesis fulfills an identified need to study the prominent factor of internet advertising that influence the consumer behavior.

Keyword – SEM (Search Engine Marketing), Banners, Ads, Trends.

Paper Type – Research Paper

LIST OF FIGURES

Figure No.	Caption	Page No.
1.1	Interest over time. Trend Analysis using Google Trends Tool	12
2.1	Consumer Decision Joureny	15
2.2	Hypothesis Study Frame Work	18
4.1	Gender Percentage of Respondents	21
4.2	Marital Status of Respondents	21
4.3	Age Groups of Participating Respondents	22
4.4	Education Level of Participating Respondents	22
4.5	Occupation of Respondents	23
4.6	Income Groups of Respondents	23
4.7	Number of Advertisements encountered daily by respondents	24
4.8	Factors affecting retention of advertisement in the memory of respondents	24
4.9	Types of Ads respondents find informative	25
4.10	Effect of Social Media Trend on respondents	25
4.11	Factors affecting respondent's purchase decision	26
4.12	Factors affecting Choice of Purchase Source	26

4.13	Correlation Matrix, Factor Analysis for Hypothesis, H1	28
4.14	KMO and Bartlett's Test Results for Hypothesis, H1	29
4.15	Total Variance Explained for Hypothesis, H1	29
4.16	Rotated Component Matrix for Hypothesis, H1	30
4.17	Reliability Analysis for Hypothesis, H1	30
4.18	Correlation Matrix, Factor Analysis for Hypothesis, H2	31
4.19	KMO and Bartlett's Test Results for Hypothesis, H2	32
4.20	Total Variance Explained for Hypothesis, H2	32
4.21	Rotated Component Matrix for Hypothesis, H2	33
4.22	Reliability Analysis for Hypothesis, H2	33
4.23	Correlation Matrix, Factor Analysis for Hypothesis, H3	34
4.24	KMO and Bartlett's Test Results for Hypothesis, H3	35
4.25	Total Variance Explained for Hypothesis, H3	35
4.26	Rotated Component Matrix for Hypothesis, H3	36
4.27	Reliability Analysis for Hypothesis, H3	36
4.28	Correlation Matrix, Factor Analysis for Hypothesis, H4	37
4.29	KMO and Bartlett's Test Results for Hypothesis, H4	38
4.30	Total Variance Explained for Hypothesis, H4	38
4.31	Rotated Component Matrix for Hypothesis, H4	39
4.32	Reliability Analysis for Hypothesis, H4	39

4.33	Correlation Matrix, Factor Analysis for Hypothesis, H5	40
4.34	KMO and Bartlett's Test Results for Hypothesis, H5	41
4.35	Total Variance Explained for Hypothesis, H5	41
4.36	Rotated Component Matrix for Hypothesis, H5	42
4.37	Reliability Analysis for Hypothesis, H5	42

LIST OF TABLES

Table. No.	Caption	Page No.
4.1	Codified variables used for different analysis in SPSS	27
4.2	Interpretation of Cronbach's Alpha factor value	30
5.1	Hypothesis verification	45

TABLE OF CONTENTS

S No.	Particulars	Page No.
•	Certificate	I
•	Declaration	II
•	Acknowledgement	III
•	Abstract	IV
•	List of Figures	V
•	List of Tables	VI
•	Table of Content	VII
1	Chapter 1	2-10
	Introduction	2
1.1	Online Advertising	2
1.2	Types of Online Advertising	3
1.3	Trends	9
1.4	Types of Trends	10
2	Chapter 2	14-18
2.1	Literature Review and Hypothesis	14
2.2	Consumer Decision Journey	15
2.3	Hypothesis	18

3	Chapter 3	19-20
3.1	Research Methodology	19
3.2	Research Design	19
3.3	Sample Design	20
3.4	Sources of Data	20
3.5	Research Instrument	20
4	Chapter 4	21-43
4.1	Analysis and Result	21
4.2	Descriptive Analysis	21
4.3	Hypothesis Verification	27
5	Chapter 5	44-49
5.1	Discussion and Conclusion	44
5.2	Discussion	44
5.3	Conclusion	47
5.4	Limitations of the Study	49
6	References and Bibliography	50
7	Annexure	52

CHAPTER 1

INTRODUCTION

1.1 Online Advertising

The advertising which is Web-based, also known as online marketing, digital marketing, web-based promotion, internet promotion, digital advertising or web advertising. It is a type of advertising and marketing that uses the Internet to deliver a limited time or advertising message to consumers. Almost all buyers suffer from online advertising and for various reasons go more and more to ad blockers in their browsers.

When software is used to do online advertising or digital marketing, it is called programmatic advertising.

Online advertising includes email marketing, search engine marketing (SEM), social media marketing, display advertising (such as web banner promotions), and mobile promotion. As with other media, online promotion often includes the publisher embedding ads in its online material or content and the advertiser placing ads on the publisher's web page. Advertising agencies that help produce and place advertising among other potential members, track the advertising server and its scales that promote or advertise, and promote partners that promote advertising for the advertiser. Independent advertising completes the task.

In 2016, online advertising revenue (revenue) in the United States (US) was good for broadcast television and cable television. In 2017, online advertising revenue (revenue) in the United States (US) increased to .08.03 billion, an increase of 14% over the \$ 72.50 billion in 2016 revenue.

Many common online marketing methods are controversial and rely heavily on guidelines accordingly. Similarly the revenue generated through online advertising may not adequately offset the revenue streams of other publishers. Decreased advertising revenue some publishers have banned their material / data and the user must pay to access that content or data (Advertising Online Advertising ', 2020).

1.2 Types of Online Advertising

- **Display Advertising**

We looked at a wide variety of visual advertising plans, as well as promotions. Since they mostly contain images, audio, and video and are scattered through the space allotted on any random website (blog, or website focused on a particular social topic or magazine), they are designated as display ads. Goes. For example, Google Advertising uses CPC (cost per click) or CPM (cost per million) and so the buying process can be quick or in stages.

Display ads move their target messages with the help of content, logos, animations, video recordings, photos or various illustration techniques. Exhibitors often target potential customers with specific features to create an advertising effect. Online advertisers (usually through their online marketing servers) use cookies, which are the identifiable identifiers of the obvious users stored in the client's browser space (client side of the client server model), to choose which specific promotion to give the customer. Cookies can be followed if a customer leaves a page without purchasing, so the promoter can then retrieve a potential customer with ads from the site he or she visited.

As promoters gather information about the customer's online activity on many external websites, they create a point-by-profile profile of the customer's insights and prefer to provide more focused advertising based on the data / information collected. Ken. This whole information is known to target potential customers based on their interests and behavior, hence the behavioral goal. Advertisers can focus on their target customer base by using relevant information to distribute the displayed banner along with the website page information that the ads should display to the customer. Retargeting, Behavioral Targeting and Referential / Logical Advertising are all about expanding the ROI of advertisers.

Companies can advertise using Geo-Target depending on the customer's topography. The IP address of the client provides some geographical data (at least, the client's country or general district). Geographic data from the IP address can be expanded with various intermediaries or data to limit the scope of the customer or region. For

example, with cell phones, promoters may use the area near the telephone's GPS location collector or signal towers. Cookies and other static information in the customer's machine help to limit the customer's area to a specific location.

- **Web Banner Advertising**

Web banner or standard banner promotions are usually displayed within the content of the website. Most banner ads are provided by the promoter company setup.

Banner promotions use Java applets, Adobe Flash, HTML5 and many other programming languages to execute great media forms to represent ad content in the form of audio, video, buttons, animations, forms and other intuitive components.

- **Pop-ups/pop-unders**

A pop-up ad is a type of ad that opens in another window of the browser and is shown above the user-opened website to perform the intended task. Pop-under advertising is a type of advertising that opens in the context of the target website of the user they want to see. Many advertisements for giants such as Google have begun advising people not to use pop-under advertising practice, as this will not contribute to the visibility of the ad.

- **Floating ad**

Floating ad or overlay promotion type media is great and looks like it is placed on top of the target / requested web page content that the user wants to see. These appear for a certain period of time and then they disappear on their own or the user can turn them off on their own. A pop-up ad is a type of ad that opens in another window of the browser and is shown above the user-opened website to perform the intended task. Pop-under advertising is a type of advertising that opens in the context of the target website of the user they want to see. Many advertisements for giants such as Google have begun advising people not to use pop-under advertising practice, as this will not contribute to the visibility of the ad.

- **Frame ad (traditional banner)**

The basic type of web banner advertising method used in the current advertising scenario is frame advertising. The interactive use of “banner advertising” often involves custom frame promotions that are inseparable from the previous one. Website designers integrate frame ads into a specific space set for them on the website so that they avoid website content and reduce the annoyance of website visitors. The Advertising Unit of the Interactive Advertising Bureau proposes to place a certain amount of advertising in the frame advertising section.

- **Expanding ad**

Another type of advertising that is abundant in the media is expanding advertising. It is a type of frame statement that usually changes its dimensions from large to small or disappears depending on its settings. How much time a user spends on a webpage, whether the user normally clicks on the ad, whether the mouse hovers over the ad, and many other factors can control changes in the display behavior of the ad. . Due to the nature of the changes in ad sizes, they provide more space for advertisers for more information.

- **Trick banners**

There are some ads that motivate users to experience certain parts regularly as a customer. These types of ads are called trick banners. These ads usually do not refer to the advertiser when copying them to another screen element and are therefore a kind of slit or bat-and-switch. Trick banner advertising usually attracts more users to the advertiser's target website than click-through rate (CTR), but as soon as the user learns about the trick, they enter the advertiser's target webpage and then leave the page leading to a very low conversion rate.

- **News Feed Ads**

These ads are usually located on web-based networking platforms (social media platforms) that provide a continuous stream of data updates in the form of news feeds in a controlled format (similarly, in small boxes comparable to the same generation). These are called "boosted posts" or "sponsored stories". These ads are linked to the organic news that visitors to the website are going through and read through promotional news feeds. .These promotions may contain any kind of data. / Info, for example, an application, software, service, product, fan page, another website and more.

This type of promotion does not fall under other types of advertising because it is very different from other types of advertising. This is different from banner advertising because banner ads can be easily distinguished from web pages, newsfeed ads configure themselves well and integrate well into unpaid news updates / feeds. This type of promotion achieves a much higher click-through rate than the traditional performance promotion method.

- **Native advertising**

Local advertising is often associated with strange web promotion methods. In this advertising method, advertisers try to win the trust of visitors by maintaining a strategic distance from the standard game plan and responding to issues found. Creating a blog is one of the first and most effective ways to implement local advertising among the many options available. The blog does not need to directly promote the advertiser, but instead combine the content and content of the advertiser with attractive and important ones, as well as persuading the visitor and growing further with the advertiser. Search engine optimization (SEO), email, etc. There are various ways to accompany visitors with the desired content. This way, the advertiser can deliver the right content to the visitor. The great thing about this type of advertising is that these ads are more subtly perceived by the general public and people who use ad-blocker in their web browsers (Advertising Online Advertising, 2020).

- **SEM (Search Engine Marketing)**

The main goal of SEM is to achieve expanded brand awareness in a very short period of time. All you need is a title for the ad, a way to portray the content and a fountain of inspiration. The most important thing is that there are some catch phrases in the title and content of the ad, which search engines use to highlight. These catch phrases are called keywords. There are three types of keywords: long tail, medium tail and short tail. Short-tailed keywords are commonly used in SEM to get maximum visibility for users. Based on the webpage idea and the idea set up for each click (CPC), the promotion will be shown when users type the printed keyword in the search box.

- **Mobile advertising**

It is recommended to ignore the process of having various customizable advertising arrangements and follow the responsive type of ad that considers pages to some random screen size, be it mobile, tablet or laptop screen based on size. Screen. This is done to enable all advertising efforts to be responsible for the different gadgets used to visit websites and perform different tasks by different users around the world. With the rise of globalization and high income of the people, everyone has a laptop as well as a smart phone or tablet that they use constantly for various purposes. Google stated in early 2016 that traffic (personal computers, usually desktops) was decreased by PCs through the traffic generated by mobile devices such as mobiles and tablets. The global web leader needs to adapt everything to be compatible with both portable and compact devices, in line with the statement launched by Google. Since SEO is the first SEO technique used in advertising placement and SEO results, changes in content compatibility increase SEO results as well as reach web page users.

- **Social Ads**

These days' people are so busy in their life that they do not have time to meet their loved ones regularly. So, to replace this, everyone is using different channels to stay in touch with other people, whether it actually connects those using different social media platforms. Therefore, creating advertising campaigns on these platforms is a

way to increase brand awareness and gain new customers. Furthermore, due to the potential for wide segregation offered by mutual associations / organizations, social media platforms are the perfect place to launch and showcase new products or services designed for a specific segment of the customer base.

- **Retargeting and Remarketing**

Retargeting and remarketing is a new way to reach customers, as well as a new way for customers to contact them. In this case the marketing process is changed to increase the customer base's enthusiasm about the company or product. Remarketing efforts are used to create banners or ads on all the websites that the customer last visited on your website (if these websites provide space for remarketing ads). Restoring this kind of marketing strategy not only provides more insight into the brand perception, but also enhances the confidence of the company among its customers, but it is also worthwhile to make good deals with them. Considering the example of Google advertising in this scenario, the cost is usually through the CPC (Cost per click) method ('Types of Online Advertising', 2020).

- **Email Marketing**

It is one of the oldest forms of digital marketing technology. This type of digital marketing is not new to anyone, because we all receive a lot of emails from different companies for promotion. Although ancient, it has been restored with restored quality and strength. This type of propaganda gives the highest yields in Spain, which is very important in other campaigns across Europe. Incredibly profitable transformation goals can be achieved through a large number of automation tools in this area. An email promotion strategy is an unbelievable idea if someone thinks that getting a new customer is more expensive than retaining an old one.

- **Digital Signage**

As the name suggests, in this type of campaign, it is a mechanical improvement of the standard publicity campaign that has been done in the past. This is the most commonly used marketing strategy in the future, the name of this strategy has not yet built its place and value in other marketing strategies. We can now see that digital codes are used on payment signs, window displays, advertisements or bulletins or any other stand or board with a screen, digital billboards instead of old and traditional billboards or hoardings. The main advantage of using this type of publicity is that it has the amazing ability to attract the attention of potential customers during the most common bits of their day like digital advertisements on metro walls and metro stations in Delhi.

- **Videos**

It is a well known fact that people try to capture more by watching video than by reading paper. Therefore, video advertising is a very effective strategy that has been used as advertising on television from the beginning. Using recording as a campaign strategy is considered an unusual idea. Using the same concept, it is now common for popular YouTube users to approve certain products or services that describe and discuss their YouTube videos. A specific video can be prepared to help them progress in SEO and motivate them to logical natural conditions. By implementing this marketing strategy, in addition to getting live traffic, video sharing and video will increase the likelihood that they will go viral through the audience, as they will share on their social media if they like (Ganot, 2017).

1.3 Trends

Trend means future direction or development in many directions such as finance. It could be the future or anything.

Current world trends can be anything, change in process, change in habits, change in behavior, change in taste, change in belief, change in obedience or change in habit purchase etc. (Hayes, 2019).

- **Market terminology**

This market looks up and down, also known as "bull market" and "bear market" respectively, which are two types of market terminology. Bulls have horns that they use to attack. It attacks by raising the horn with the help of horns. There are claws that bears use to attack. It moves downwards with the help of claws.

Types of Trends

- **Primary Trend**

This trend is very popular and supported by every market, it stays for almost a year or more than a year.

Bull market is a market in which prices rise in this period of time. With the start of the bull market, people are more bearish. They feel hope and euphoria which ultimately lead the economic cycle. There is no bull market when it is inside the bear market, here it starts when stocks reach up to 20% from the lowest and reach to end with the stock reaching below 20%. Many research findings from 1926 suggest that the presence of a bull market stays up to 8.5 years in the economy.

Bear market is a period in which it faces decline in its time of period in the stock market. Investors always feel fear during the bear market, the exact opposite of the bull market. Before the bear market, everyone feels unhappy but once the bear market starts, everyone starts feeling fear. For Measure, markets have to deal with 20% or more decline. It stays up to a period of 2 month or more.

When market stock is 20% or more a company with their lowest or either new height has reached with the market recovering both will be at the market end of bear market. Generally the period of recovery in bear market is low at closing to high price. The market can be measured at high to lowest price at closing.

From Research up to 2014, the bear market has to face 30% loss and stay up to 13 month. On an annual basis the market suffers up to 47 percent.

- **Secular Trend**

It is the same as the primary trend, only with differences is that it is a long term version of the primary trend and it stays in the market up to five to twenty-five years. Secular does have both a bear and bull market as well.

It covers a big part of the market as a bull market and a small part of the bear market. It covers a small part of the market as a bull market and a big part of the market as a bull market.

Trends with in secular:

Trends which are very popular in the secular bull market are “bullish”. This has another name “upward moving”. Some popular stock markets like “United States stock market are popular with the name of secular bull market from 1983 to 2007. which include the “black market” and then “stock market downturn of 2002” which was the result of the crash market of the “dot-com bubble”. 2000s commodities boom are some fine example.

Gold from 1980 to 1999, which occurred due to the “Brown bottom” because of a secular trend in market price of gold to jump from \$30/g to \$9/g which caused a huge problem to the world.

- **Secondary Trend**

Type of market which stays within primary which usually for a few weeks or may be for few months but it is a change of price for small term.

Rally: “Sucker rally”, “dead cat bounce” also known with the name of “bear market rally” in which it faces five percent or above jump of price which happens before drop of price again. Some famous examples of secondary market or bear market rally are “Dom Jones industrial average index” which was the “wall street crash of 1929” etc ([‘Market trend’ 2020](#)).

Understanding

This trend is just a guess, glimpse or small sight of the future, because we don't know what futures hold to anyone.

Examples of various types of trends . In the research we have studied and examined trends in the time period of more than 10 years. which include various types of products, various countries, even worldwide trends and most important every year up to 10 years have been included for study.

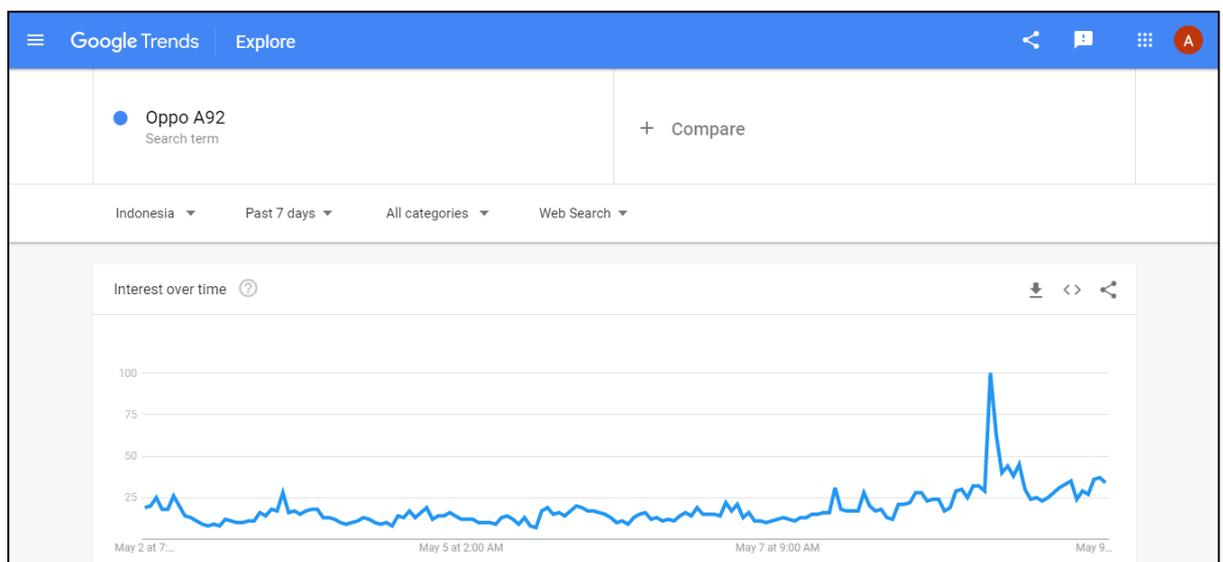


Fig. 1.1. Interest over time. Trend Analysis using Google Trends Tool.

Numbers speak to look through intrigue comparative with the most elevated point on the given graphical representation for the given region and time. An estimation of 100 is the pinnacle ubiquity for the term. An estimation of 50 implies that the term is half as famous. A score of 0 measure there was insufficient information for this term.

Product used for study is OPPO A92. It was at peak interest of people within 7 day of the period in Indonesia and after two day peak interest it had almost zero internet. Tools used are Google trends.

CHAPTER 2

LITERATURE REVIEW AND HYPOTHESIS

2.1 Literature Review

To review the literature, we will examine some research papers that have conducted our research on online advertising and shopping trends.

A study of factors influencing consumers' online shopping behavior in Thailand (Laopenzong, 2009). The theory is that "the prospective customer's attitude, subjective noun and perceived behavioral control are influenced by the intention to buy or do and the emotional realization associated with it." It sheds light on the issues that affect the consumer intent to shop online. It turns out that the consumer's decision to buy online plays a major role in determining a customer's online shopping intent.

A study of factors influencing consumers' online shopping behavior (Mosrev Javadi et al., 2012). The research was conducted with "Perceived Perception of Behavior in Online Shopping and Subjective Noun, Infusion Variables and Withdrawal Policy, Behavior Control Domain Specific Innovation as Active Shopping Behavior". The results of the study suggest that factors such as financial status and undistributed risk have developed a negative attitude among consumers. However, domain innovation and subjective naming have had a positive impact on consumer attitudes.

(Nagara and Gopal, 2013) The impact of consumer demographics on online shopping parameters "Satisfaction with the future purpose of online shopping, frequency of online shopping, number of items purchased and total cost for online shopping". Explained. The study concluded factors such as age, gender, marital status, family size and income.

(Sharma et al., 2014) The study explored factors for professionals to develop a better marketing strategy to promote online sales in Indian markets. That study found that most consumers have more than 3-4 years of experience in online shopping. "More than 50 percent of consumers rely on the online payment system. Most consumers book tickets and books online, but very few prefer to buy toys online. In addition, this model is sensitive to periodic offers made by websites to increase their sales."

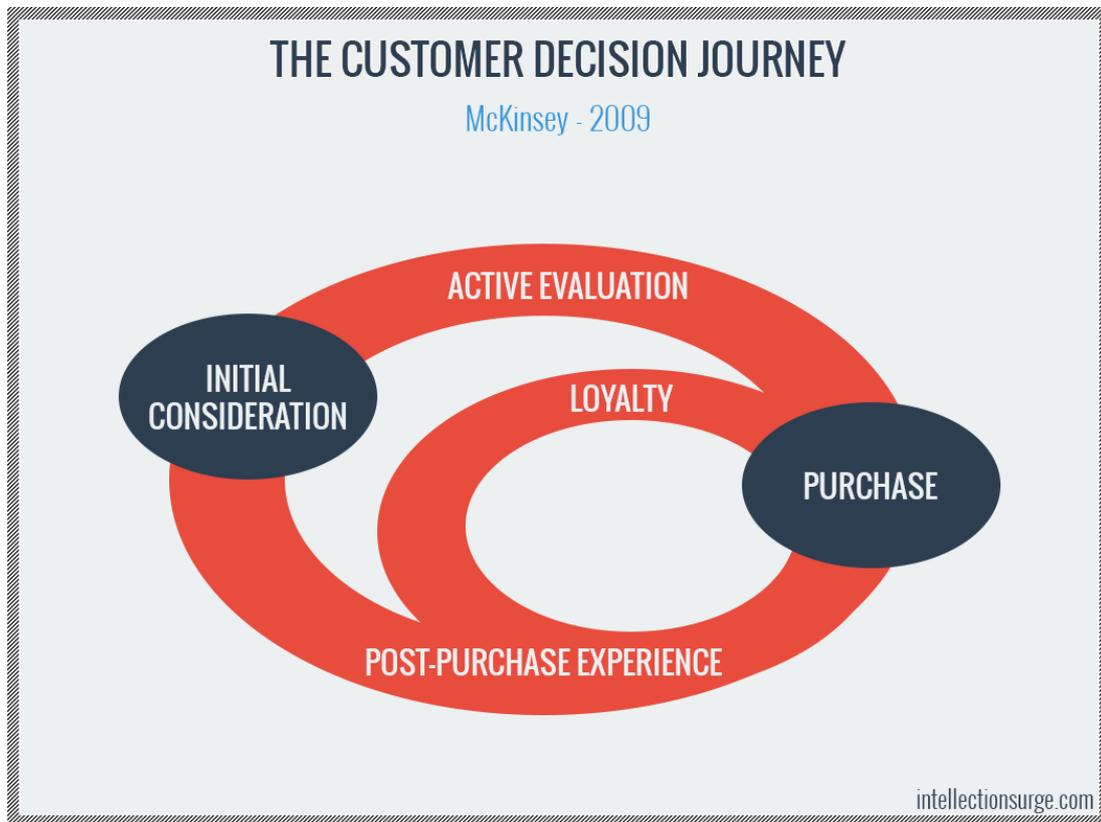
(Khan and Jim, 2014) conducted a study in which 238 respondents explored issues affecting customer behavior in online shopping in Vietnam using a questionnaire. "The sense of austerity, perception of goods and perceived payment benefits can have a significant impact on the behavior of consumers of online shopping," he concluded. It has also been found that ecommerce is very difficult to develop in Vietnam. This research used Promax and Axis factoring methods to validate actions that help make the research model relevant.

A study conducted by (Babonin & Guleviquite, 2015) studies the effects of ecommerce factors that influence a customer's online purchasing decision. The research explores issues that encourage consumers to make online purchases through an analysis of benefits such as safety, price, delivery time, convenience and diversity in options. The research used a sample of 183 customers who shopped online. They concluded that factors that influence consumer purchasing decision are convenience, simplicity and superior value. Research has shown that consumers between the ages of 25 and 35 often shop online for reasons such as time constraints.

A study on the factors influencing the online shopping behavior of consumers in Chennai (Ganapati, 2015). A sample size of 300 was studied in Chennai to identify factors affecting online shopping behavior. The study concluded that factors that affect consumer behavior are convenience, security, time saving and website features.

2.2 Consumer Decision Journey (CDJ)

In earlier time, every company has focused on their product rather than their consumers or customers but in current scenario, every company has started focusing on their customers and their needs. There are numerous studies carried and posted about how customers settle on what to purchase, which brand to buy and from where to buy. Since the decision is affected by many factors, is essential to acknowledge how customers settle to a product among the available options. Due to numerous studies carried on the buying behavior of the consumer, there are huge number of models which attempt to clarify the procedure of buying behavior. However, in this study, we have chosen the renowned five stages of need recognition.



(Figure 2.1 - Consumer Decision Journey, Source McKinsey)

1. Need Recognition

The decision-making process requires recognition in the first stage of the purchase. Needs identification is the process of identifying the need for a product that they have or are dissatisfied with. Whenever there is a discrepancy between the perceived value of the product and the actual value received by the customer, this unsatisfactory requirement comes into existence. In addition, peer pressure or internal to external environments requires stimulation from the client itself. The need also arises from the physical or mental state of the buyer. Once a need has expanded or come into existence, the individual finds various ways to fulfill it. Customers are also human beings so the most important needs for them can be met in a very direct way but when they need some complex needs it becomes a problem, the simple

response to this problem is an answer. According to the data, it is prudent to propose at the end of the day that consumers expect to meet the requirements at the time of purchase of the goods.

2. Information Search

When experiencing a buyer's need, it is not always clear what the most ideal approach is to meet that need. Therefore, this step is primarily focused on collecting and managing data and allowing the customer to move towards purchasing decisions and retrieve data from their own memory such as past experience or previously collected data and external search. The former is not enough. Internal information search is all that is needed to capture and use a person's past experience and previous information and to settle on a choice from the available options. Therefore, at this stage it is important for campaigns to focus on consumer trust and attitude. In some cases the internal information is insufficient and the buyer looks for external information search. In such cases, users need external information to collect the data suggested to them in the form of reviews from other users and from their friends and relatives. These days, social media has become an important tool for researching what other people are saying about different brands and their experience with them. Instead of increasing the visibility of the ads, companies should focus on the content that the ad is offering to their potential customers.

3. Evaluation of Alternatives

Evaluation of the alternative phase is an extension of the previous phase (information search). We go from understanding the AIDA model to the interest and then the action, as well as collecting information on all the options available to the customer and starting to sort out his / her options. Randomize the ability of the selection to fulfill them and reduce the options by bit and reach the final and best fit option for your needs. This process of reducing one of several options creates a clear purchase goal within the buyer / customer, which leads to the sale of the product / service, unless there are some problems in the development process of the intent to reach out and make the final purchase. The buyer's process can be managed and influenced by

many factors such as color or size, warranty, other customer reviews, price and product population.

4. The Buying Decision

According to the five-step model of consumer buying behavior, the buying process is not always a decision, decisions must be made at each stage to provide customer information. Any of the decisions can vary at the top of the priority list and follow the other course and choose a different end product to buy. According to one theory, consumers do not need to buy a recognizable product on the list of valuations or expectations, whether it offers unreliable benefits over other products, but it may not be available in stores or may be too expensive. Because there is no price tag to one's liking and the buyer cannot consider the specifics of the needs.

5. Post-Purchase Evaluation

The evaluation process does not stop even after purchase. The customer continues to evaluate the product or service on various parameters such as price, perceived value, price add-on after the company sales. If the customer is satisfied and the customer is not satisfied with the product or service purchased or experienced, in the latter case we call it post-purchase satisfaction and post-purchase separation. To ensure that customers are satisfied after purchasing a product or service, the company has become so popular that it does not want to promise too much and is useless, which leads to dissatisfied customers. On the other hand, companies are advised to work harder under the promise for a higher satisfaction rate for their customers. If the customer is satisfied, it will spread the positivity about the product and help in creating brand value. Promotion can do exceptionally well for this situation to ensure that buyers are satisfied by giving reasonable expectations on brand performance.

2.3 Hypothesis

Hypotheses used in our study:

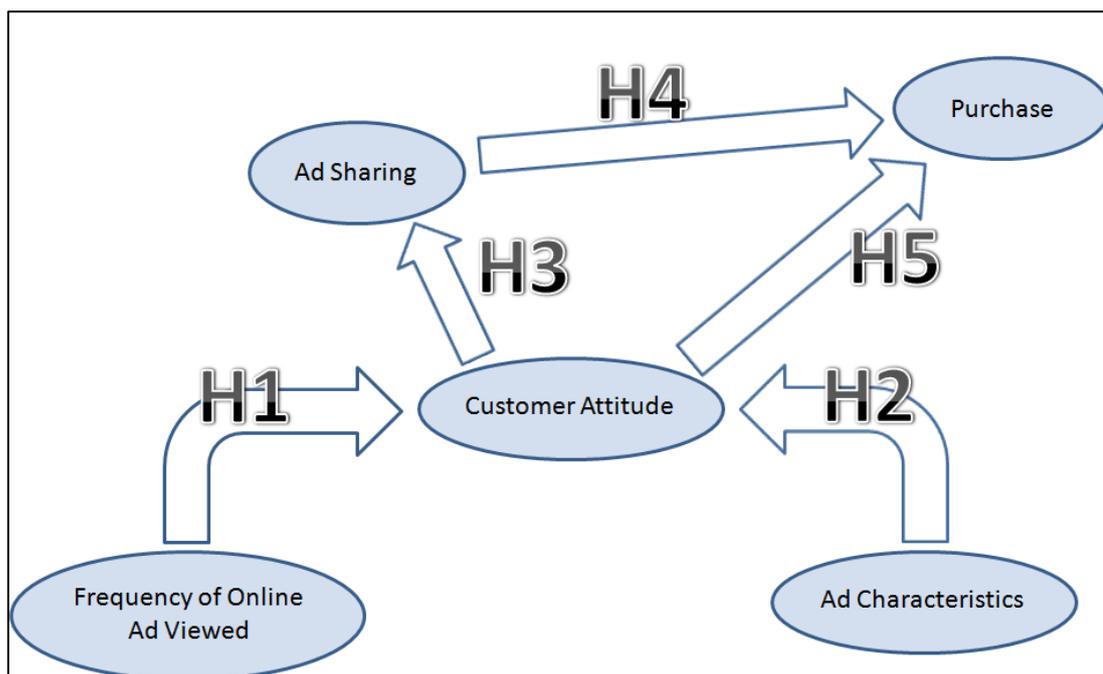
H1: As there is increase in the frequency of internet ads, consumer develop positive attitude towards the ads.

H2: The Characteristics of ads shown in the internet is proportional to consumer's positive attitude towards internet ad.

H3: Consumer attitude is positively related to consumer intention of sharing of ads.

H4: Consumer intention of sharing ads is positively related to intention of purchase.

H5: The more positive a consumer's attitude towards internet ads, the greater the intention of purchase.



(Figure 2.2 - Hypothesis Study Framework.)

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

My first undertaking is to recognize an achievable technique for information assortment for our examination. We chose to continue with the technique of surveying for the data collection. Through studying, we will gather essential data required for our research. This technique would check the legitimacy of our examination technique. Selected heterogeneous sample would represent the population of people who use online or offline means of shopping or searching for information about a product. Our target audience for the survey will be our families, colleagues, buddies in other MBA colleges and workplace and hometown friends. The factors drive the influential factors for internet advertising on shopping trends through statistical tool called SPSS, under SPSS we will be using chi square and factor analysis for determining the significant or most influential factor for internet advertising.

3.2 Research Design

Type of research used is Descriptive Research.

3.3 Sample Design

Sampling technique used: Random sampling

Sample size: Still under Process

Area under consideration: India

3.4 Sources of Data

Primary Data: Questionnaire.

Secondary Data: Journals, Internet and other Research papers.

3.5 Research Instrument

Data collection method used: Survey Method (Google Form)

Survey Tool: Questionnaire

Method of communication: Online survey

Analysis tool: SPSS

Analysis Implemented: Factor Analysis & Reliability Analysis

CHAPTER 4

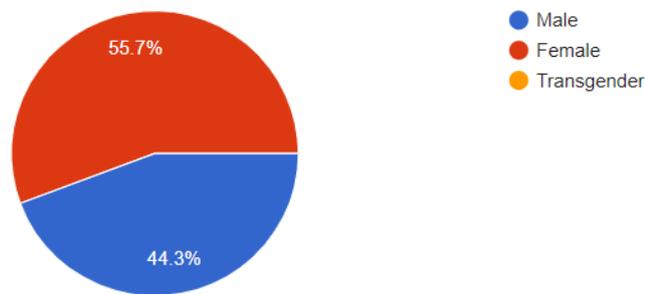
ANALYSIS AND RESULT

4.1 Descriptive Analysis

Total number of respondents - 280

Gender

280 responses

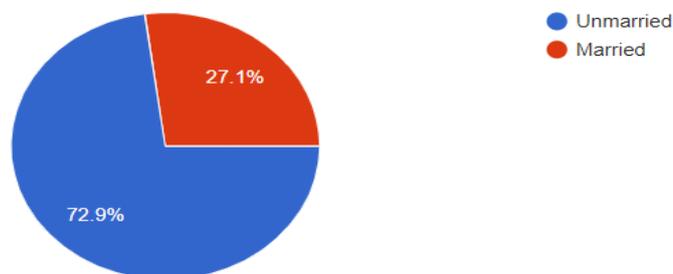


(Fig. 4.1. Gender Percentage of Respondents)

Out of the total number of respondents who filled the google form. Females comprised of 55.7% of the total respondents and Males comprises of 44.3% of the total respondents. The Third gender saw 0 respondents.

Marital Status:

280 responses

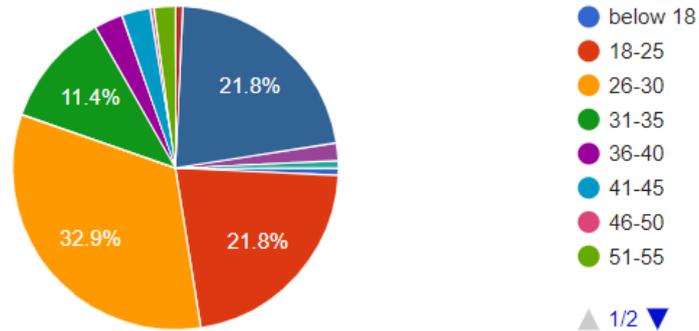


(Fig. 4.2. Marital Status of Respondents)

27.1 % of the respondents who participated in the research work were married and the remaining i.e. 72.9% of the respondents were unmarried.

Age Group

280 responses

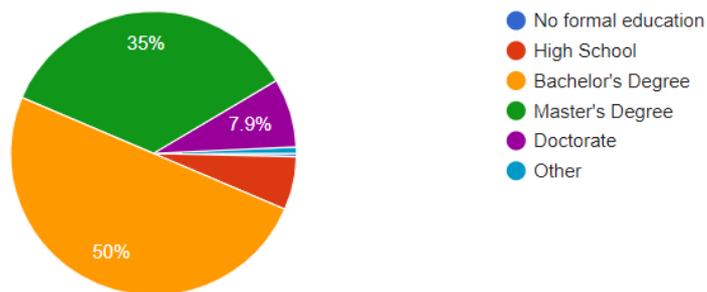


(Fig. 4.3. Age Groups of Participating Respondents)

The 32.9% of the respondents belonged to the age group of 26-30 yrs., which is the modal age of the respondents as it is the highest i.e. 32.9% of the respondents.

Education Level

280 responses

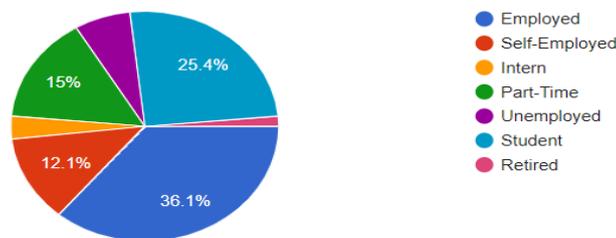


(Fig. 4.4. Education Level of Participating Respondents)

As per the education level of the respondent is concerned. The dominant 3 education level is:

- Bachelor Degree – 50%
- Master's Degree – 35%
- Doctorate - 7.9%

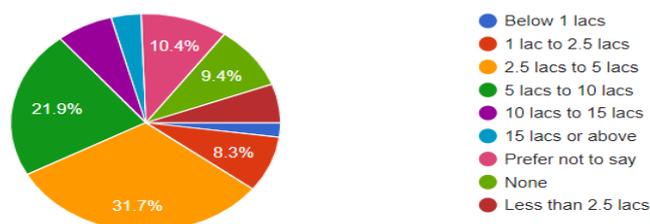
Occupation
280 responses



(Fig. 4.5. Occupation of Participating Respondents)

As per the data collected the highest percentage of the respondents were Employed, which comprised of 36.1% of the total, followed by the Students who comprised 25.4% of the total. The next were part-time employees and self-employed.

Income
278 responses

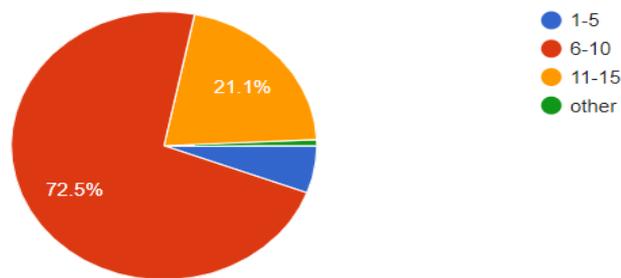


(Fig. 4.6. Income Level of Participating Respondents)

The income is concerned the highest percentage belonged to the person of income level 2.5-5 lpa bracket. The next belonged to person belonging to 5-10 lacs who comprised 21.9%. The next highest were the people who preferred not to disclose their income (10.4%). The Next were the people who do not have any income source (9.4%).

On an average, how many ads do you come across in a day?

280 responses



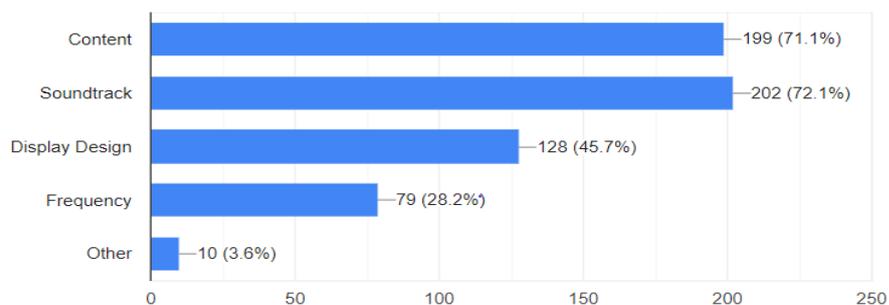
(Fig. 4.7. Number of Advertisements encountered daily by respondents.)

The next question which was asked from the respondent were that how many ads do they encounter in a day. 72.5% admitted that they encounter 6-10 ads in a day. Followed by 11-15 ads in a day which comprises 21.1% of the total.

After that we asked the respondent to tell ad which they consider as memorable and asked them to choose from the options which they consider as factor which made the ad memorable.

The reason behind it being memorable?

280 responses

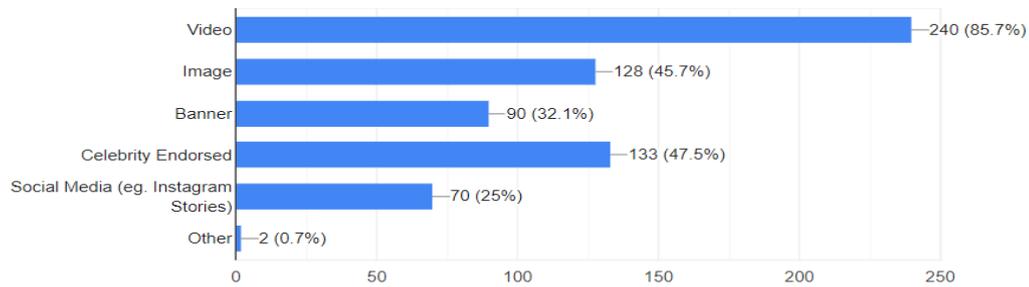


(Fig. 4.8. Factors affecting retention of advertisement in the memory of respondents.)

The top 3 factors that made the advertisement memorable in the descending order are Soundtrack which comprises 72.1% of total, followed by content (71.1%) and the last among the three was the display design which got 45.7% votes.

What type of advertisement do you find most informative or attractive?

280 responses

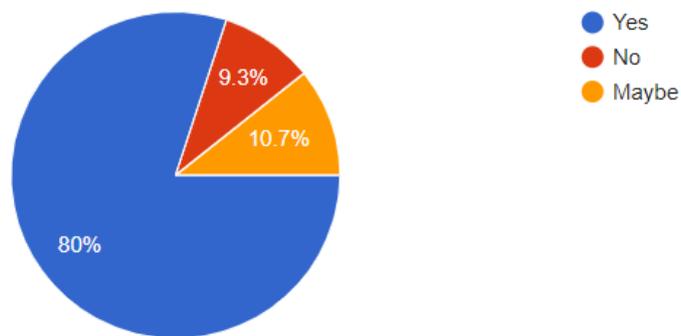


(Fig. 4.9. Types of Ads respondents find informative.)

The Next question asked was what type of assignment people find most attractive. The top 3 choices in descending order are described. Video ads is the most famous with 240 votes which comprises 85.7% of the total, followed by Celebrity Endorsed (47.5%) and the last among the three is Image advt. which comprises 45.7% of the total.

Does social media trends affect your shopping habits?

280 responses

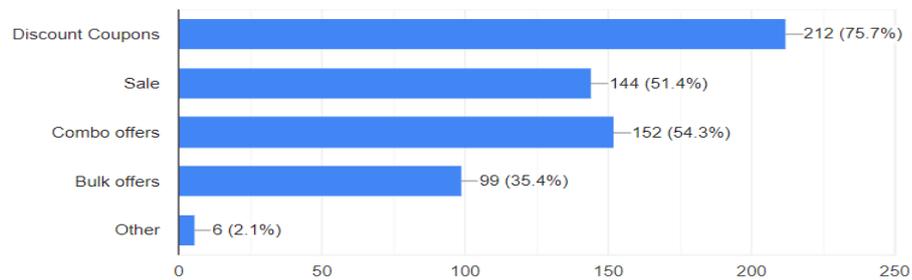


(Fig. 4.10. Effect of Social Media Trend on respondents.)

The next question asked was whether the Social media trends affect the shopping habits so 80% of the respondent admitted that Yes Social media trends affect their shopping habits, followed by Maybe which is 10.7% and then No which is 9.3%.

What would affect your shopping decision?

280 responses



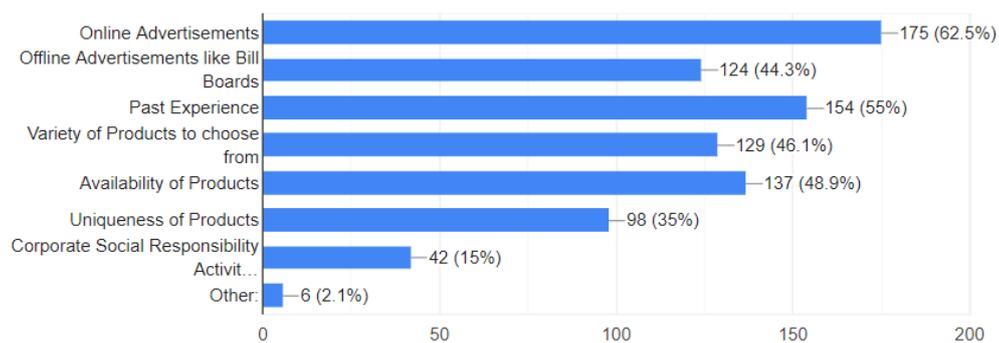
(Fig. 4.11. Factors affecting respondent's purchase decision.)

The Next question asked was that what would affect the shopping decision of the person. So the dominant factor that will influence the shopping decision are the discount coupons (75.7%), followed by Combo offers (54.3%) and the last one among the top 3 factor is the Sale (51.4%)

The last question asked in the survey was what effect the choice of the purchase source.

What effects your choice of purchase source?

280 responses



(Fig. 4.12. Factors affecting Choice of Purchase Source.)

Among the top 3 factors that affect the purchase source are online advertisement (62.5%), followed by past experience (55%) and the last one was the availability of the product (48.91111115)

4.2 Hypothesis Verification

We created a questionnaire for our primary data collection and now after conducting the data collection we are set to perform the hypothesis verification. For the purpose of the hypothesis verification we have considered 16 variables which are the dependent variables and named it from v1-v16. We have used the SPSS as the tool for the analysis and the table below shows the factors which are also termed as the dependent variables.

Variable Name	Question as Factor
v1	On an average, how many ads do you come across in a day?
v2	I find internet advertisements more credible
v3	Internet advertisements are more informative than traditional advertisements
v4	I prefer online advertisements over other types of media
v5	I find online advertisements more informative on the basis of content provided
v6	I find online advertisement more appealing, design-wise
v7	I pay attention to internet advertisements
v8	I often click through an advertisement
v9	I can remember most of the content of advertisement
v10	Internet advertisements enhance my impression towards a product
v11	I can understand content of internet advertisement
v12	I intend to find more information about a product after seeing an advertisement
v13	I intend to buy products in response to their internet advertisement
v14	I intend to recommend products advertised on the internet to friends and family
v15	I feel good after buying product, which is famous among people
v16	After viewing the internet ad. I recommend/share ads with my friends

(Table 4.1: Variable Names from V1 to V16/ Self)

As most of the question in the questionnaire which as selected as the dependent variables are in the form of Likert scale having readings on the scale of 1 to 5 such as strongly agree 5 and strongly disagree 1, so we have set to perform the Reliability test on the data so that we know that the data which we have collected is reliable.

For the reliability test the value of the Cronbach's Alpha is critical and the value of the Cronbach's Alpha can be interpreted as:

Cronbach's Alpha Value	Interpretation
0.0 to 0.5	Unacceptable
0.5 to 0.6	Poor
0.6 to 0.7	Questionable
0.7 to 0.8	Acceptable
0.8 to 0.9	Good
0.9 to 1.0	Excellent

(Table 4.2 - Interpretation of Cronbach's alpha)

Along with performing the Reliability analysis we will also be performing the factor analysis for the verification of hypothesis.

Hypothesis 1: As there is increase in the frequency of internet ads, consumer develop positive attitude towards the ads.

For the Factor Analysis we took the Variables v1, v4, v7, v8, v9, v10, v11, v12. Within the factor analysis we performed the Correlation matrix, KMO, Total Variance and Rotated Component variance for the Hypothesis 1.

		v1	v4	v7	v8	v9	v10	v11	v12
Correlation	v1	1.000	.288	.294	.378	.319	.312	.316	.319
	v4	.288	1.000	.673	.656	.657	.671	.588	.560
	v7	.294	.673	1.000	.629	.683	.665	.554	.584
	v8	.378	.656	.629	1.000	.741	.706	.642	.609
	v9	.319	.657	.683	.741	1.000	.698	.646	.602
	v10	.312	.671	.665	.706	.698	1.000	.625	.652
	v11	.316	.588	.554	.642	.646	.625	1.000	.513
	v12	.319	.560	.584	.609	.602	.652	.513	1.000

(Figure 4.13: Correlation Matrix, Factor Analysis for Hypothesis, H1/Self)

Next we calculated the KMO and Bartlett's Test Results for Hypothesis, H1. The Result figure is as below:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.937
Bartlett's Test of Sphericity	Approx. Chi-Square	1341.226
	df	28
	Sig.	<.001

(Figure 4.14: KMO and Bartlett's Test Results for Hypothesis, H1/Self)

The result of the KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy is considered to be Highly Acceptable if it lies in the range of (0.9-1), As from the above figure you can see that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy for H1 lies within the specified range and the value is found out to be 0.937. So the value is highly acceptable.

Now we will be seeing the Total Variance explained for the Hypothesis1, which is shown in the figure below:

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.001	62.512	62.512	5.001	62.512	62.512	4.660	58.245	58.245
2	.834	10.422	72.934	.834	10.422	72.934	1.175	14.689	72.934
3	.502	6.271	79.205						
4	.447	5.584	84.790						
5	.352	4.401	89.190						
6	.333	4.157	93.348						
7	.290	3.623	96.971						
8	.242	3.029	100.000						

Extraction Method: Principal Component Analysis.

(Figure 4.15: Total Variance Explained for Hypothesis, H1/Self)

Next we will be discussing the rotated Component Matrix for the Hypothesis 1, which is shown in the figure below:

Rotated Component Matrix^a		
	Component	
	1	2
v1		.977
v4	.827	
v7	.822	
v8	.823	
v9	.854	
v10	.854	
v11	.757	
v12	.745	

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

(Figure 4.16: Rotated Component Matrix for the Hypothesis H1/Self)

Now we will be checking the value of the Cronbach's alpha which is instrumental in checking the Reliability of the Hypothesis.

Reliability Statistics	
Cronbach's Alpha	N of Items
.911	8

(Figure 4.17: Reliability Analysis for Hypothesis, H1/ Self)

Interpretation

In the above section where we posted the screenshot of the result we have gathered from the SPSS analysis. The Figure Total variance explained for the Hypothesis H1, shows us that, the variable which have been used for the purpose of analysis has been characterized into two factors. The Next Figure of the rotated component Matrix for the Hypothesis H, show us that the first factor or the Component 1 corresponds to the following variables: v10, v9, v4, v8, v7, v11 and v12 whereas second factor also known as the Component 2 or second factor corresponds to v1 only. By the consideration of the above factors it can concluded that Component 1 can be named as the "**Consumer Attitude towards Advertisements**" and Component 2 or second factor can be named as "**Frequency of Online Ads**". The study shows us two show significant positive relationship (**KMO Measure: 0.937, Cronbach's Alpha: 0.911, P: 0.000**), thus, the hypothesis H1 is established, and it can be concluded that there is a positive relationship between the Consumer attitude towards advertisements and the frequency of the Online ads.

Verification of Hypothesis H2: The Characteristics of ads shown in the internet is proportional to consumer's positive attitude towards internet ad.

For the Factor Analysis we took the Variables v2, v3, v4, v5, v6, v7, v8, v9, v10, v11, v12. Within the factor analysis we performed the Correlation matrix, KMO, Total Variance and Rotated Component variance for the Hypothesis H2.

	v2	v3	v4	v5	v6	v7	v8	v9	v10	v11	v12
Correlation v2	1.000	.716	.692	.702	.635	.639	.665	.671	.637	.593	.488
v3	.716	1.000	.651	.660	.683	.613	.648	.655	.664	.541	.541
v4	.692	.651	1.000	.662	.732	.673	.656	.657	.671	.588	.560
v5	.702	.660	.662	1.000	.685	.600	.658	.648	.623	.609	.547
v6	.635	.683	.732	.685	1.000	.650	.639	.646	.696	.615	.504
v7	.639	.613	.673	.600	.650	1.000	.629	.683	.665	.554	.584
v8	.665	.648	.656	.658	.639	.629	1.000	.741	.706	.642	.609
v9	.671	.655	.657	.648	.646	.683	.741	1.000	.698	.646	.602
v10	.637	.664	.671	.623	.696	.665	.706	.698	1.000	.625	.652
v11	.593	.541	.588	.609	.615	.554	.642	.646	.625	1.000	.513
v12	.488	.541	.560	.547	.504	.584	.609	.602	.652	.513	1.000

(Figure 4.18: Correlation Matrix, Factor Analysis for Hypothesis, H2/Self)

Next we calculated the KMO and Bartlett's Test Results for Hypothesis, H2. The Result figure is as below:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.958
Bartlett's Test of Sphericity	Approx. Chi-Square	2381.658
	df	55
	Sig.	.000

(Figure 4.19: KMO and Bartlett's Test Results for Hypothesis, H2/Self)

The result of the KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy is considered to be Highly Acceptable if it lies in the range of (0.9-1), as from the above figure you can see that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy for H2 lies within the specified range and the value is found out to be 0.958. So the value is highly acceptable.

Now we will be seeing the Total Variance explained for the Hypothesis H2, which is shown in the figure below:

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.371	67.006	67.006	7.371	67.006	67.006	4.768	43.348	43.348
2	.619	5.628	72.634	.619	5.628	72.634	3.221	29.286	72.634
3	.499	4.534	77.168						
4	.430	3.909	81.077						
5	.396	3.601	84.678						
6	.360	3.272	87.950						
7	.317	2.883	90.833						
8	.302	2.745	93.579						
9	.266	2.417	95.995						
10	.242	2.204	98.199						
11	.198	1.801	100.000						

Extraction Method: Principal Component Analysis.

(Figure 4.20: Total Variance Explained for Hypothesis, H2/Self)

Next we will be discussing the rotated Component Matrix for the Hypothesis 2, which is shown in the figure below:

Rotated Component Matrix^a		
	Component	
	1	2
v2	.830	
v3	.768	
v4	.744	
v5	.768	
v6	.786	
v7	.588	.562
v8	.588	.619
v9	.598	.616
v10	.554	.668
v11	.571	.515
v12		.897

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

(Figure 4.21: Rotated Component Matrix for the Hypothesis H2/Self)

Now we will be checking the value of the Cronbach's alpha which is instrumental in checking the Reliability of the Hypothesis.

Reliability Statistics	
Cronbach's Alpha	N of Items
.949	11

(Figure 4.22: Reliability Analysis for Hypothesis, H2/ Self)

Interpretation

In the above section where we posted the screenshot of the result we have gathered from the SPSS analysis. The Figure Total variance explained for the Hypothesis H2, shows us that, the variable which have been used for the purpose of analysis has been characterized into two factors. The Next Figure of the rotated component Matrix for the Hypothesis H2, show us that the first factor or the Component 1 corresponds to the following variables: v2, v6, v3 and v15 whereas Component 2 or second factor corresponds to v12, v4, v9, v8, v7, v10 and v11. The “**Characteristics of the online ad**” can be shown with the Component 1 and the “**Consumers attitude towards the advertisements**” can be shown with the help of Component 2.

The two component described above this study shows that the two show significant positive relationship (**KMO Measure: 0.958, Cronbach's Alpha: 0.949, P: 0.000**), thus, the hypothesis H2 is established.

Verification of Hypothesis H3 - Consumer attitude is positively related to consumer intention of sharing of ads.

For the Factor Analysis we took the Variables v4, v7, v8, v9, v10, v11, v12, v14, v16. Within the factor analysis we performed the Correlation matrix, KMO, Total Variance and Rotated Component variance for the Hypothesis H3.

	v4	v7	v8	v9	v10	v11	v12	v14	v16	
Correlation	v4	1.000	.673	.656	.657	.671	.588	.560	.620	.593
	v7	.673	1.000	.629	.683	.665	.554	.584	.588	.591
	v8	.656	.629	1.000	.741	.706	.642	.609	.660	.592
	v9	.657	.683	.741	1.000	.698	.646	.602	.695	.600
	v10	.671	.665	.706	.698	1.000	.625	.652	.666	.643
	v11	.588	.554	.642	.646	.625	1.000	.513	.586	.461
	v12	.560	.584	.609	.602	.652	.513	1.000	.600	.646
	v14	.620	.588	.660	.695	.666	.586	.600	1.000	.779
	v16	.593	.591	.592	.600	.643	.461	.646	.779	1.000

(Figure 4.23: Correlation Matrix, Factor Analysis for Hypothesis, H3/Self)

Next we calculated the KMO and Bartlett's Test Results for Hypothesis, H3. The Result figure is as below:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.937
Bartlett's Test of Sphericity	Approx. Chi-Square	1848.330
	df	36
	Sig.	.000

(Figure 4.24: KMO and Bartlett's Test Results for Hypothesis, H3/Self)

The result of the KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy is considered to be Highly Acceptable if it lies in the range of (0.9-1), As from the above figure you can see that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy for H3 lies within the specified range and the value is found out to be 0.937. So the value is highly acceptable.

Now we will be seeing the Total Variance explained for the Hypothesis H3, which is shown in the figure below:

Component	Total Variance Explained								
	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.049	67.207	67.207	6.049	67.207	67.207	3.623	40.253	40.253
2	.643	7.142	74.349	.643	7.142	74.349	3.069	34.096	74.349
3	.471	5.235	79.584						
4	.436	4.849	84.433						
5	.352	3.916	88.349						
6	.329	3.657	92.006						
7	.291	3.236	95.242						
8	.246	2.737	97.979						
9	.182	2.021	100.000						

Extraction Method: Principal Component Analysis.

(Figure 4.25: Total Variance Explained for Hypothesis, H3/Self)

Next we will be discussing the rotated Component Matrix for the Hypothesis H3, which is shown in the figure below:

Rotated Component Matrix^a		
	Component	
	1	2
v4	.694	
v7	.663	
v8	.742	
v9	.743	
v10	.661	.551
v11	.852	
v12		.711
v14		.760
v16		.902

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

(Figure 4.26: Rotated Component Matrix for the Hypothesis H3/Self)

Now we will be checking the value of the Cronbach's alpha which is instrumental in checking the Reliability of the Hypothesis.

Reliability Statistics	
Cronbach's Alpha	N of Items
.937	9

(Figure 4.27: Reliability Analysis for Hypothesis, H3/ Self)

Interpretation

In the above section where we posted the screenshot of the result we have gathered from the SPSS analysis. The Figure Total variance explained for the Hypothesis H3, shows us that, the variable which have been used for the purpose of analysis has been characterized into two factors. The Next Figure of the rotated component Matrix for the Hypothesis H3, show us that the first factor or the Component 1 corresponds to the following variables: V12, v16 and v14 whereas Component 2 or second factor corresponds to v11, v9, v8, v4, v7 and v10. By the consideration of the above factors it can concluded that Component 1 can be named as the "**Customer's intention to share Ad**" and Component 2 or second factor can be named as "**Consumer Attitude towards Advertisements**". The study shows us two show significant positive relationship (**KMO Measure: 0.937, Cronbach's Alpha: 0.937, P: 0.000**), thus, the hypothesis H3 is established, and it can be concluded that there is a positive relationship between the Consumer intentions to share ads and the Consumer attitude towards the ads.

Verification of Hypothesis H4 - Consumer intention of sharing ads is positively related to intention of purchase.

For the Factor Analysis we took the Variables v13, v14, v15, v16. Within the factor analysis we performed the Correlation matrix, KMO, Total Variance and Rotated Component variance for the Hypothesis H4.

		v13	v14	v15	v16
Correlation	v13	1.000	.787	.702	.773
	v14	.787	1.000	.676	.779
	v15	.702	.676	1.000	.745
	v16	.773	.779	.745	1.000

(Figure 4.28: Correlation Matrix, Factor Analysis for Hypothesis, H4/Self)

Next we calculated the KMO and Bartlett's Test Results for Hypothesis, H4. The Result figure is as below:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.847
Bartlett's Test of Sphericity	Approx. Chi-Square	830.525
	df	6
	Sig.	<.001

(Figure 4.29: KMO and Bartlett's Test Results for Hypothesis, H4/Self)

The result of the KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy is considered to be meritorious if it lies in the range of (0.8-0.9), As from the above figure you can see that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy for H4 lies within the specified range and the value is found out to be 0.847. So the value is highly acceptable.

Now we will be seeing the Total Variance explained for the Hypothesis H4, which is shown in the figure below:

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.232	80.807	80.807	3.232	80.807	80.807	2.136	53.402	53.402
2	.344	8.606	89.414	.344	8.606	89.414	1.440	36.012	89.414
3	.221	5.529	94.942						
4	.202	5.058	100.000						

Extraction Method: Principal Component Analysis.

(Figure 4.30: Total Variance Explained for Hypothesis, H4/Self)

Next we will be discussing the rotated Component Matrix for the Hypothesis H4, which is shown in the figure below:

Rotated Component Matrix^a		
	Component	
	1	2
v13	.830	
v14	.885	
v15		.911
v16	.718	.573

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization. ^a

a. Rotation converged in 3 iterations.

(Figure 4.31: Rotated Component Matrix for the Hypothesis H4/Self)

Now we will be checking the value of the Cronbach's alpha which is instrumental in checking the Reliability of the Hypothesis.

Reliability Statistics	
Cronbach's Alpha	N of Items
.920	4

(Figure 4.32: Reliability Analysis for Hypothesis, H4/ Self)

Interpretation

In the above section where we posted the screenshot of the result we have gathered from the SPSS analysis. The Figure Total variance explained for the Hypothesis H4, shows us that, the variable which have been used for the purpose of analysis has been characterized into two factors. The Next Figure of the rotated component Matrix for the Hypothesis H4, show us that the first factor or the Component 1 corresponds to the following variables: v16 and v14 whereas Component 2 or second factor corresponds v15 and v13.

By the consideration of the above factors it can concluded that Component 1 can be named as the "**Customer's intention to share Ad**" and Component 2 or second factor can be named as "**Consumer's intention to purchase**".

The study shows us two show significant positive relationship

KMO Measure: 0.847, Cronbach's Alpha: 0.920, P: 0.000) thus, the hypothesis H4 is established, and it can be concluded that there is a positive relationship between the Consumer intentions to share ads and the Consumer intentions to purchase.

Verification of Hypothesis H5 - The more positive a consumer's attitude towards internet ads, the greater the intention of purchase.

For the Factor Analysis we took the Variables v4, v7, v8, v9, v10, v11, v12, v13, v15. Within the factor analysis we performed the Correlation matrix, KMO, Total Variance and Rotated Component variance for the Hypothesis H5.

		Correlation Matrix ^a								
		v4	v7	v8	v9	v10	v11	v12	v13	v15
Correlation	v4	1.000	.673	.656	.657	.671	.588	.560	.668	.570
	v7	.673	1.000	.629	.683	.665	.554	.584	.656	.538
	v8	.656	.629	1.000	.741	.706	.642	.609	.721	.623
	v9	.657	.683	.741	1.000	.698	.646	.602	.685	.596
	v10	.671	.665	.706	.698	1.000	.625	.652	.751	.619
	v11	.588	.554	.642	.646	.625	1.000	.513	.576	.549
	v12	.560	.584	.609	.602	.652	.513	1.000	.706	.592
	v13	.668	.656	.721	.685	.751	.576	.706	1.000	.702
	v15	.570	.538	.623	.596	.619	.549	.592	.702	1.000

(Figure 4.33: Correlation Matrix, Factor Analysis for Hypothesis, H5/Self)

Next we calculated the KMO and Bartlett's Test Results for Hypothesis, H5. The Result figure is as below:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.952
Bartlett's Test of Sphericity	Approx. Chi-Square	1842.937
	df	36
	Sig.	.000

(Figure 4.34: KMO and Bartlett's Test Results for Hypothesis, H5/Self)

The result of the KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy is considered to be marvelous if it lies in the range of (0.9-1), as from the above figure you can see that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy for H4 lies within the specified range and the value is found out to be 0.952. So the value is highly acceptable.

Now we will be seeing the Total Variance explained for the Hypothesis H5, which is shown in the figure below:

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.104	67.818	67.818	6.104	67.818	67.818	3.622	40.240	40.240
2	.564	6.270	74.088	.564	6.270	74.088	3.046	33.848	74.088
3	.490	5.441	79.529						
4	.402	4.470	83.998						
5	.354	3.939	87.937						
6	.330	3.668	91.605						
7	.296	3.287	94.892						
8	.247	2.745	97.637						
9	.213	2.363	100.000						

Extraction Method: Principal Component Analysis.

(Figure 4.35: Total Variance Explained for Hypothesis, H5/Self)

Next we will be discussing the rotated Component Matrix for the Hypothesis H5, which is shown in the figure below:

Rotated Component Matrix^a		
	Component	
	1	2
v4	.734	
v7	.713	
v8	.694	.509
v9	.761	
v10	.630	.593
v11	.807	
v12		.817
v13		.765
v15		.774

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

(Figure 4.36: Rotated Component Matrix for the Hypothesis H5/Self)

Now we will be checking the value of the Cronbach's alpha which is instrumental in checking the Reliability of the Hypothesis.

Reliability Statistics	
Cronbach's Alpha	N of Items
.939	9

(Figure 4.37: Reliability Analysis for Hypothesis, H5/ Self)

Interpretation

In the above section where we posted the screenshot of the result we have gathered from the SPSS analysis. The Figure Total variance explained for the Hypothesis H5, shows us that, the variable which have been used for the purpose of analysis has been characterized into two factors. The Next Figure of the rotated component Matrix for the Hypothesis H5, show us that the first factor or the Component 1 corresponds to the following variables v11, v8, v9, v4, v10 and v7 whereas Component 2 or second factor corresponds to v12, v15 and v13. By the consideration of the above factors it can concluded that Component 1 can be named as the "**Consumer Attitude towards Advertisements**" and Component 2 or second factor can be named as "**Consumer's intention to purchase**". The study shows us two show significant positive relationship (**KMO Measure: 0.952, Cronbach's Alpha: 0.939, P: 0.000**) thus, the hypothesis H5 is established, and it can be concluded that there is a positive relationship between the Consumer attitude towards advertisement and the Consumer intensions to purchase.

CHAPTER - 5

Discussion and Conclusion

5.1 Discussion

The study which has been conducted to understand and explore the prominent factors in the online and internet advertising which tends to influence the consumer behavior. So for this study we developed 5 hypothesis and the hypothesis were:

H1: As there is increase in the frequency of internet ads, consumer develop positive attitude towards the ads. H2: The Characteristics of ads shown in the internet is proportional to consumer's positive attitude towards internet ad.H3: Consumer attitude is positively related to consumer intention of sharing of ads. H4: Consumer intention of sharing ads is positively related to intention of purchase. H5: The more positive a consumer's attitude towards internet ads, the greater the intention of purchase.

To effectively draw the inference from the data collected by the circulating the google form through various social media platform such as Whatsapp, LinkedIn, Instagram and others. I choose the factor analysis and the reliability analysis because we had chosen 16 variables for the validation of hypothesis and it was necessary to consolidate the variable into factors and component to make the study more effective and to check the reliability of the data it was decided to perform the reliability analysis to calculate the Cranach's alpha because the data of the variables were the Likert scale, so to validate the data reliability analysis was performed.

The data has been subjected to various test and the result obtained from various test can be concluded in the table which is shown below:

Hypothesis	Relation	Coefficient	P	Result
H1: Frequency of Online Ad Viewed --> Customer Attitude	+	0.929	0.000	Supported
H2: Ad Characteristics --> Customer Attitude	+	0.910	0.000	Supported
H3: Customer Attitude --> Ad Sharing	+	0.933	0.000	Supported
H4: Ad Sharing --> Purchase	+	0.930	0.000	Supported
H5: Customer Attitude --> Purchase	+	0.941	0.000	Supported

(Table 5.1: Consolidated result from the analysis)

As we can see from the above table that the frequency of the online ad viewed have a positive effect on the attitude of the customer. For example if we encounter an advertisement multiple times in a day we become inquisitive of what is about and we generate an interest level for it. So the frequency of the advertisement is having positive effect on the Consumer attitude.

The second result which is concluded by us shows the characteristics of the advertisement is also having positive effect on the Consumers attitude. For example if an advertisement is having a mind blowing visual effects or an awesome sound track than it will be able to generate a positive influence on people's mind. The consumer will have a positive attitude towards the brand. For example the Airtel advertisement in which the sound track was composed by A R Rahman became the signature sound for the brand and it was recognized by every person be it child, adult or an old age person. So it created a huge impact and developed positive attitude towards the brand. So the characteristics of the advertisement is also having positive effect on the Consumers attitude.

The next result shows us that the consumer attitude leads to the ad sharing. The analysis of the data collected by us that the relationship between the variables is positive which means that if an advertisement is able to generate a positive attitude among the customer then it will surely be share by the consumer among their friends, family members and colleagues. This is the era of social media where people share enormous amount of content among each other, and the visibility of the content among large group of society is inevitable. So to conclude we can say that the relationship between the consumer attitude and the ad sharing is positive. If an advertisement is able to generate positive attitude among the people than they will share the ad among each other and vice versa.

The next thing that we came across is that the ad sharing leads to the purchase. The relationship between both the variables is positive which means that IF there is ad sharing then it will potentially lead to the purchase of the product which the ad is all about. For example when the new one plus 8 pro was launched last year there were huge sharing of the links and ads of the smart phone among the people and despite of the pandemic the cell phone became one of the most selling phone of the year so from this example it is evident that if there is ad sharing between people after seeing the ad then there is very high chances that it will lead to the purchase.

The last one which is about the consumer attitude and purchase. It has been seen that there is a positive relationship between the consumer attitude and purchase. It is very obvious that whenever there is a positive consumer attitude regarding any advertisement then there are high chances that it will lead to the purchase. It has also been supported by the factor and reliability analysis with the help of the SPSS analysis.

5.2 CONCLUSION

As we can see from the above table that the frequency of the online ad viewed have a positive effect on the attitude of the customer. For example if we encounter an advertisement multiple times in a day we become inquisitive of what is about and we generate an interest level for it. So the frequency of the advertisement is having positive effect on the Consumer attitude.

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5.3 LIMITATIONS OF THE STUDY

This research is limited to the people of India and is mainly concentrated in the national capital region of Delhi. Therefore, the results cannot be generalized. Sample error may occur when we use the convenience model. Further research can be done using a random sample to minimize the impact of the sample error. Defendants may be biased when filling out the survey form of preliminary research. This study used a number of factors to measure the effectiveness of Internet advertising in shopping and trend studies. Therefore, it is difficult to understand the impact of each single impact factor on the effects of advertising. In future studies, an analysis can be made to better understand the effects of different related factors on recall, brand, attitudes and buying willingness.

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ANNEXURE

Questionnaire - Role of internet advertising in shopping trends of people
questionnaire

Demographics		
1	Name	
2	Gender	Male Female Transgender
3	Marital Status	Unmarried Married
4	Age Group	Below 18 18-25 26-30 31-35 36-40 41-45 46-50 51-55 55+
5	Education Level	No formal education High School Bachelor's Degree Master's Degree Doctorate Other
6	Occupation	Employed Self-Employed Intern Part-Time Unemployed Student Retired
7	Income	Less than 1 lacs 1 lacs to 2.5 lacs 2.5 lacs to 5 lacs 5 lacs to 10 lacs 10 lacs to 15 lacs 15 lacs or above Prefer not to say

Attention towards Internet Advertising		
8	On an average, how many ads do you come across in a day?	1-5 6-10 11-15 other
9	Which advertisement is most memorable to you? (Mention Brand Name)	
10	The reason behind it being memorable?	Content Soundtrack Display Design Frequency Other
11	What makes an advertisement memorable?	Content Soundtrack Display Design Frequency Other
12	What type of advertisement do you find most informative or attractive?	Video Image Banner Celebrity Endorsed Social Media (eg. Instagram Stories) Other
13	Does social media trends affect your shopping habits?	Yes No Maybe
14	What would affect your shopping decision?	Discount Coupons Sale Combo offers Bulk offers Other

Internet Advertising Attitude		Strongly Agree		Neutral		Strongly Disagree
1	I find internet advertisements more credible.	5	4	3	2	1
2	Internet advertisements are more informative than traditional advertisements.	5	4	3	2	1
3	I prefer online advertisements over other types of media.	5	4	3	2	1
4	I find online advertisements more informative on the basis of content provided.	5	4	3	2	1
5	I find online advertisement more appealing, design-wise.	5	4	3	2	1
6	I pay attention to internet advertisements.	5	4	3	2	1

Internet Advertising Effects		Strongly Agree		Neutral		Strongly Disagree
1	I often click through an advertisement.	5	4	3	2	1
2	I can remember most of the content of advertisement.	5	4	3	2	1
3	Internet advertisements enhance my impression towards a product.	5	4	3	2	1
4	I can understand content of internet advertisement.	5	4	3	2	1
5	I intend to find more information about a product after seeing an advertisement.	5	4	3	2	1
6	I intend to buy products in response to their internet advertisement.	5	4	3	2	1
7	I intend to recommend products advertised on the internet to friends and family.	5	4	3	2	1
8	I feel good after buying product, which is famous among people.	5	4	3	2	1
9	After viewing the internet ad. I recommend/share ads with my friends.	5	4	3	2	1
10	What effects your choice of purchase source?	Online Advertisements Offline Advertisements like Bill Boards Past Experience Variety of Products to choose from Availability of Products Uniqueness of Products Corporate Social Responsibility Activities of the purchase source Other				