PERCEPTIONS OF CONSUMERS TOWARDS ONLINE ADVERTISING USING FACTOR ANALYTIC APPROACH

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ABSTRACT
In a growing country like India internet has become an important part of the infrastructure. Internet usage has immensely increased in the last decade as it has entered every nook and corner of life. These days’ youngsters, professions, businessmen, educationists and other people from every part sector of the economy are making use of internet. Teenagers and youngsters can be seen online, most of the time busy tweeting on the social networking sites or chatting with their friends in the chat rooms. Internet also acts as a big library for students and educationists as it provides them with every kind of books, information and knowledge.

Internet also caters well, to the information and communication needs of a normal human being. Even for the consumer internet has become an immensely important source for learning about new products, gathering information about them, evaluating and purchasing those products. Youngsters prefer to chat and pass their time writing blogs rather than watching TV. So advertisers have to look for other mediums to reach modern day 24x7 net-savvy customers. As a result online advertising has become an important tool for the marketers to promote their products and services to the existing and to new customers.

The present study aims to provide some insight into the factors that affect the perceptions of the consumers towards online advertising. These factors could help the marketers in improving their strategies, which are built to convince and attract the customer towards online advertisement. The sampling procedure chosen is Convenience Sampling. Sample Size covered is 100 respondents in Chandigarh city.

KEYWORDS: Advertisement, Perception, Online advertisement.

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