

Project Report on
(17MBAPR407)
**“A STUDY ON EFFECT OF ONLINE ADVERTISING ON CONSUMER
BUYING BEHAVIOUR AT OAA”**

By
G SUDHARANI
1IA17MBA19

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

Suhas Patel
Assistant Professor
Dept of MBA, AIT
Bangalore

EXTERNAL GUIDE

Mr. Manjunath
Manager
Outdoor Advertising
Agency, Bangalore



Department of MBA
Acharya Institute of technology, Soldevanahalli,

Hesaragatta Main Road, Bangalore

March 2019

Certificate for successful completion of an internship
TO WHOM IT MAY CONCERN

We declare that the student Ms. G Sudharani pursuing final year MBA bearing USN No IIA17MBA19 from Acharya Institute of Technology, Bengaluru affiliated to Visvesvaraya Technological University, Belagavi, has successfully and regularly completed her internship at our OAA (Outdoor Advertising Agency) Corporate office located in Nagarbhavi, Bengaluru.

Duration of the internship: 03-01-2019 to 16-02-2019

During the internship, Ms. G Sudharani has closely worked as part of the A Study on effectiveness of Online Advertising on Customer Buying Behaviour.

Her performance during the period was good.

We wish her all the best for her future endeavors.


OUTDOOR ADVERTISING AGENCY
13, 3rd Floor, 3rd Block,
Malagala, 2nd Stage, Nagarbhavi,
Bengaluru-560 072, Karnataka
Cell: 9035 503 503

Issued Dated – 16 February 2019

For OUTDOOR ADVERTISING AGENCY


Partner
Mr. Manjunath (Co-Founder – OUTDOOR ADVERTISING AGENCY)

For OUTDOOR ADVERTISING AGENCY


Partner
Mr. Gururaj Bhandari (Co-Founder – OUTDOOR ADVERTISING AGENCY)





ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 04/04/2019

CERTIFICATE

This is to certify that **Ms. G Sudharani** bearing USN **11A17MBA19** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Effect of Online Advertising on Consumer Buying Behaviour at Outdoor Advertising Agency Pvt. Ltd, Bengaluru**” is prepared by her under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD
Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107.

Signature of Principal/Dean Academics

Dr. Devarajaiah R.M.
Dean-Academics
ACHARYA INSTITUTE OF TECHNOLOGY
Bengaluru-107.

DECLARATION

I, **G Sudharani**, hereby declare that the Project report entitled “**Effect of online Advertising on Consumer Buying Behaviour**” with reference to “**Outdoor Advertising Agency Pvt Ltd, Bengaluru., Bengaluru**” prepared by me under the guidance of Prof.Suhas Patel, Assistant Professor, Department of M.B.A, Acharya Institute of Technology, Bengaluru and external assistance by **Mr.Manjunath, Manager, Outdoor Advertising Agency Pvt Ltd, Bengaluru.** I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore

Date : 09/04/2019



Signature of the student

ACKNOWLEDGEMENTS

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the project Report.

I would like to thank **Prof. Suhas Patel**, Asst. Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Manjunath** Manager, Outdoor Advertising Agency Pvt Ltd, Bengaluru who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my parents, friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bengaluru

G Sudharani

Date:

11A17MBA19

TABLE OF CONTENTS

| CHAPTER NO. | CHAPTERS | PAGE NO. |
|--------------------|----------------------------------------------------|-----------------|
| | EXECUTIVE SUMMARY | 1 |
| 1 | INTRODUCTION | 2 |
| | 1.1 Introduction | 3 |
| | 1.2 Industry Profile | 4-7 |
| | 1.3 Company Profile | 8 |
| | 1.4 Promoter information | 8 |
| | 1.5 Vision, Mission and Quality Policy | 9 |
| | 1.6 Product/Service profile | 10-15 |
| | 1.7 Area of Operation | 16 |
| | 1.8 Infrastructure facilities | 16 |
| | 1.9 Competitors Information | 17 |
| | 1.10 SWOT Analysis | 17-18 |
| | 1.11 Future growth and Prospects | 18 |
| 2 | CONCEPTUAL BACKGROUND AND LITERATURE REVIEW | 19 |
| | 2.1 Conceptual background | 20 |
| | 2.2 Literature Review | 21-24 |
| 3 | RESEARCH DESIGN | 25 |
| | 3.1 Statement of Problem | 26 |
| | 3.2 Need for the Study | 26 |
| | 3.3 Objective of the Study | 26 |
| | 3.4 Scope of the Study | 26 |

| | | |
|----------|---------------------------------------------|-------|
| | 3.5 Research Methodology | 27 |
| | 3.6 Limitations of the Study | 27 |
| 4 | ANALYSIS AND INTERPRETATION | 28 |
| | Analysis and Interpretation of Data | 29-48 |
| 5 | FINDINGS, SUGGESTIONS AND CONCLUSION | 49 |
| | 5.1 Findings | 50 |
| | 5.2 Suggestions | 51 |
| | 5.3 Conclusion | 51 |
| | BIBLIOGRAPHY | |
| | ANNEXURE | |

LIST OF TABLES

| Table No. | Particulars | PageNo |
|------------------|----------------------------------------------------------------------------------------|---------------|
| 4.1 | Table showing which Industry does client's organization belongs | 29 |
| 4.2 | Table showing establishment of organisation | 30 |
| 4.3 | Table showing awareness of OAA | 31 |
| 4.4 | Table showing usage of service provided by OAA | 32 |
| 4.5 | Table showing respondents awareness on online advertisement | 33 |
| 4.6 | Table Showing respondents preference on online ads services | 34 |
| 4.7 | Table showing respondent's usage of online advertising services | 35 |
| 4.8 | Table Showing respondent's perception on online advertisement | 36 |
| 4.9 | Table showing different type of advertisement liked by respondents | 37 |
| 4.10 | Table Showing preference of ads in website | 38 |
| 4.11 | Table showing influence of online ads on customer buying behaviour | 39 |
| 4.12 | Table showing influence of word of persuasion on customer purchase behaviour | 40 |
| 4.13 | Table showing that how often customers buy the products that shown at online ads/sites | 41 |
| 4.14 | Table showing that main purpose behind online advertisement | 42 |
| 4.15 | Table showing the details regards contacts got through online ads | 43 |
| 4.16 | Table showing the effect of online advertisement on currents sale | 44 |
| 4.17 | Table showing the rating regarding online advertisement service | 45 |
| 4.18 | Table showing that experienced difficulties regards accessing online ads service | 46 |
| 4.19 | Table showing that experienced difficulties regards accessing online ads service | 47 |
| 4.20 | Table showing that overall rating regards service provided by OAA | 48 |

LIST OF CHARTS

| Table No. | Particulars | Page No |
|------------------|----------------------------------------------------------------------------------------|----------------|
| 4.1 | Chart showing which Industry does client's organization belongs | 29 |
| 4.2 | Chart showing establishment of organisation | 30 |
| 4.3 | Chart showing awareness of OAA | 31 |
| 4.4 | Chart showing usage of service provided by OAA | 32 |
| 4.5 | Chart showing respondents awareness on online advertisement | 33 |
| 4.6 | Chart Showing respondents preference on online ads services | 34 |
| 4.7 | Chart showing respondent's usage of online advertising services | 35 |
| 4.8 | Chart Showing respondent's perception on online advertisement | 36 |
| 4.9 | Chart showing different type of advertisement liked by respondents | 37 |
| 4.10 | Chart Showing preference of ads in website | 38 |
| 4.11 | Chart showing influence of online ads on customer buying behaviour | 39 |
| 4.12 | Chart showing influence of word of persuasion on customer purchase behaviour | 40 |
| 4.13 | Chart showing that how often customers buy the products that shown at online ads/sites | 41 |
| 4.14 | Chart showing that main purpose behind online advertisement | 42 |
| 4.15 | Chart showing the details regards contacts got through | 43 |

| | | |
|------|------------------------------------------------------------------------------------|----|
| | online ads | |
| 4.16 | Chart showing the effect of online advertisement on current sale | 44 |
| 4.17 | Chart showing the rating regarding online advertisement service | 45 |
| 4.18 | Chart showing that experienced difficulties regarding accessing online ads service | 46 |
| 4.19 | Chart showing that experienced difficulties regarding accessing online ads service | 47 |
| 4.20 | Chart showing that overall rating regarding service provided by OAA | 48 |

EXECUTIVE SUMMARY

The study was for the duration of 6 weeks from January 3rd 2019 to Feb 16th 2019 by taking **‘Effect of Online Advertising on Consumer Buying Behaviour’** as the topic. I have discussed with all those client, external guide and internal guide to work on this research. Honest effort was made to study about Effect of online advertising on consumer buying behaviour after that I have got proper response and suggestion from the company side as well as clients

Company have given good services and proper guidance for everyone client of agency through the advertisement of the company client there are share there feeling about service and they also make complaint or comment through online ,company separate page is there. The project includes the first part of introduction to the project about the industry profile, Second part theoretical background of the study literature review next part statement of the problem Needs objective scope hypothesis and limitations. The next part analysis and data interpretation of the data-collected, with relevant tables and graphs result obtained by the using statistical tools and Next part summary of findings ,conclusion, suggestions, bibliography and annexure relevant to the project.

CHAPTER-1
INTRODUCTION

1.1 Introduction

To begin with, as a part of the curriculum a summer internship programme was to be conducted for a period of six weeks. Given a choice one was allowed to choose the field in which he/she was interested. As my interest and curiosity was in online or digital marketing, I choose to work with a start-up company named Outdoor Advertising Agency, I choose the start-up company because with start I can explore myself and effect of online Advertising on Consumer Buying Behaviour? Because it is booming industry, the growth of digital marketing is tremendous and expected to grow more. Due to this summer internship, I learnt every aspect of online marketing include (business development process, content writing, social media) Marketing practices have dramatically shifted with the rise of social media and proliferation of devices, platforms, and applications. Your prospective and current customers are trying to communicate with you, and you can listen and respond faster, and with more personalization than ever before. This shifting environment presents new opportunities and challenges for marketers. With online advertising marketing, it's easy to fall behind. Digital marketing equips you with the tools you need to assess your organization's social media and digital marketing strategy and helps you identify areas of improvement. Useful for individuals from small- to medium-sized businesses who want to use new media as a vehicle for growth. Organizations are leveraging digital marketing methods for successful marketing strategy implementation inbound marketing through publishing content online in the form of portals, podcasts, e-journals, online campaigns, social media marketing, search services; and outbound marketing including email marketing, RSS (Really Simple Syndication) feeds and others. A recent survey of 3300 business executives from various industries indicates that on an average, 34% of a company's leads come from inbound marketing verses 22°% through outbound Advertising.

1.2 Industry Profile

An advertising agency is a business dedicated to creating, planning and handling Ads other form of promotion and marketing for its clients. An advertising agency is generally independent from the clients, it may be internal department that provides an outside point of view to the effort of selling the products and services of their clients. Advertising agency can handle overall marketing and branding strategies and promotions for its clients. The advertising agencies may hire to produce television commercials, radio commercials, online advertising, out- of- home advertising, mobile marketing and other advertising.

The first advertising agency was William Taylor in 1786. Another advertising agency started by James ‘Jem’ White in 1800 at Fleet Street. White Bull Holmes, a recruitment advertising agency, they went out of business in the late 1980s. In 1812 George Reynell, an officer at the London Gazette, set up another of early advertising agency. This remained a family business until 1993, as Reynell & son. And is now part of the TMP worldwide agency. Another agency that traded until recently, was founded by Charles Barker, and the firm he established traded as Barker until 2009. Volney B. Palmer started the first American advertising agency in 1850 in Philadelphia. This agency placed ads in various newspapers.

In 1856 Mathew Brady opened the first modern advertisement and he placed an ad in the New York Herald paper offering to produce ambrotypes, daguerreotypes and photographs. His ads were the first and typeface and fonts were distinct from the text of the publication and from that of other advertisements. Later that same year Robert E Bonner ran the first full-page ad in a newspaper. In 1864, William James Carlton started selling advertising space in religious magazines. In 1869 Francis Ayer, created the first ful service advertising agency in Philadelphia, called N.W. Ayer and son. It was the oldest advertising agency in America and dissolved in 2002. James Walter Thompson joined Carlton’s firm in 1869. And in 1887 renamed as James Walter Thompson Company. Thompson hired writers and artists to form first known creative department in an advertising agency. And he is created as the ‘Father of modern magazine advertising’ in the US.

Globalization of advertising agency

Globalization of advertising originates in earlier days of twentieth century. American advertising agencies started the process of opening overseas offices before two world wars and accelerated their globalization throughout the latter part of the twentieth century. McCann Erickson, an advertising agency started in New York City in 1992, opened its first European

offices by 1927. It was followed up with offices opening in south America in 1935 and Australia in 1959.

Companies such as J. Walter Thompson adopted a strategy to expand in order to provide the advertisement services wherever clients operated. In the 1960s and 1970s, English agencies started to realize the overseas opportunities associated with globalization. Expanding overseas gives potential to wider markets. Saatchi and Saatchi, perhaps one of the most iconic English agencies was founded in 1970 and rapidly developed global network and relationship with clients such as British Airways and Toyota.

Advertising Agencies in India

Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began. Concrete advertising history begins with classified advertising. Ads appear for the first time in print in Hickey's *Bengal Gazette*, **India's first newspaper (weekly)**. To 'advertise' meant merely to 'inform' until the end of the eighteenth century, and the early newspapers and periodicals announced births, deaths, arrivals of ships from England, sale of household furniture, etc. some journals like the Bengal Journal (first published in 1785) even offered to print government advertisements free.

The front page of most such journals carried only advertisements. But before long persuasive copy began to replace mere information. This is evident from the appearance of punch lines such as 'superior to anything of the kind hitherto imported' and 'warranted to the first quality'. Discounts and special services also began to be offered by the beginning of the nineteenth century. Later, new products and services established themselves on the market through the advertisement columns of the newspapers and periodicals. The power of advertising increased rapidly with the growth in trade and commerce.

With the increasing impact of the industrial revolution on our country, the number of advertisements from British business houses rose sharply. '**Agents**' flourished at the time as space contractors, obtaining advertisements for newspapers and periodicals on a commission basis. Leading newspapers like 'The Statement' and 'The Times of India', which had their own advertising departments, offered their own facilities to 'agents'. This was of great advantage to both the advertiser and the publisher, for the advertiser, it saved the bother of preparing a suitable layout for the advertisements, for the publisher, it assured a certain uniformity of standard in the advertisements appearing in its column. This practice was responsible for

turning advertising into a distinct profession. These 'agents' were forerunners of the 'advertising agencies.

There has been a long tradition of advertising in India since the first newspaper published in India in the 19th century carried advertising. The first advertising agency was established in 1905, B. Datram and company, followed by India- advertising company in 1907, Calcutta Advertising Agency in 1909, S.H.Bensen in 1928, J, Walter Thompson Associates through its Indian associates, Hindustan Thompson associates in 1929, Lintas in 1939 and McCann Erikson Associates in 1956.

Many elements of Indian culture and industry have British roots, so that British advertising models usually work well. In 1991, the government dramatically liberalized Indian economy, opening it to international business. The emergence of a moderately affluent middle-class numbering in the hundreds of millions attracts multinational corporations and international advertisers. Advertising in India operates at two levels. Ads for high value products appear in English language papers such as The Hindu and The Madras Mail, which targeted Europeans and high status Indians. By contrast, ads for low-value products are typically placed in vernacular papers and are aimed at a lower middle class with highly restricted spending power. The working class and peasant populations, with very low disposable incomes, are seldom targeted by the advertising agencies. Local merchants might use signs and posters to reach them. Cricket is one sport where the Indians have had an international success, so that cricket stars are prominent endorsers in national advertising.

Subtle cultural norms can be easily transgressed. In 2002, widespread protests forced Hindustan Lever Ltd. (the Indian subsidiary of London-based Unilever) to cancel a television ad campaign for its fairness cream because of its portrayal of women. The campaign was built around the theme of a father lamenting "If only I had a son" while showing his problem: a dark skinned, unattractive daughter. Fast forward. She uses the Fair & Lovely cream and has become a gorgeous light-skinned beauty. Clad in a stylish miniskirt, she is a successful airline flight attendant and takes her proud father to dine at a five star hotel. The All India Women's Democratic Association, a far left political organization, lodged a complaint with the National Human Rights Commission in New Delhi. It argued endorsing the traditional preference for sons strengthens gender discrimination, which is a major problem in India. Furthermore, said AIDWA, the ad perpetuated a culture of discrimination in a society where "fair skin" is synonymous with "beautiful." The government's Ministry of Information and Broadcast sided

with AIDWA and directed stations not to air the ads because they violated the Cable and Television Networks Act of 1995 which states that no advertisement shall be permitted which "derides any race, caste, colour, creed and nationality" and furthermore states that, "Women must not be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate secondary role in the family and society." The minister told Parliament that if broadcasters do not regulate ad content the government will be forced to do so. The Mumbai based Advertising Standards Council of India (ASCI), a body of advertisers and media agencies, insisted that it should do the regulating not the government. ASCI had already told Hindustan Lever that its ad campaign was offensive and it was ended.

Major advertising agencies In India

- ✓ Crayons Advertising
- ✓ Havas Worldwide India
- ✓ Fountainhead Digital
- ✓ Fortune Communication
- ✓ JwT India
- ✓ Hakuhodo Percept
- ✓ Jelitta Publicity
- ✓ Lowe Lintas
- ✓ Seagull Advertising
- ✓ Red Fuse Communications
- ✓ Aquarius Promotions
- ✓ Urja Communication
- ✓ Grey India

Recent trends in Indian Advertising

Advertising is a creative field that act as the backbone of business. Its contribution to the commercial world is huge. Advertising acts the link between the organizations that produce product and the consumers who produce the same. Advertising get the business houses their share of the market by taking their products and services to the prospective customers. Advertising is highly volatile field and is impacted by business decisions taken at societal levels. Some of the recent trends prevalent in Indian advertising are given below.

1.3 Company Profile

Outdoor Advertising Agency is a part of Design ok, Ayush Ads and Mathru Media Solutions, started in the year 2018 with a vision to provide world class services to clients in outdoor advertising. From the past few months OAA has been providing the best out- of- home (OHH) media services in Bangalore and Pan India. Outdoor Advertising Agency has been recognized as one of the out- of- home media partner for providing exemplary services in outdoor advertising. They have really pushed themselves in to different zone of the industry with satisfied and excited customers and subsequently making them very of their campaigns success swith the high customer satisfaction and rating that puts them on par with the best out-of-home (OHH) media services in the industry.

| | |
|------------------------|------------------------------------------------------------------------------------------------------------------|
| Name of the company | Outdoor Advertising Agency Pvt Ltd |
| Year of establishment | 2018 |
| Constitution | Private Limited Company |
| Address | #13, 3 rd Floor, 3 rd Block, Malagala, 2 nd Stage, Nagarbhavi, Bangalore 560072 |
| Partners | Mr. Gururaj Bhandari Mr. Manjunath Mr. Gururaj Govind |
| Type of Industry | Advertising agency |
| Nature of the industry | Advertising |

1.4 Promoters

Outdoor Advertising Agency is a part of Designok, Ayush Ads and Mathru Media Solutions, started in the year 2018 with a vision to provide world class services to clients in outdoor advertising.

- ✓ Mr. Gururaj Bhandari
- ✓ Mr. Manjunath
- ✓ Mr. Gururaj Govind

1.5 Vision, Mission and Quality Policy

Vision

Delivering results-oriented brand marketing programs and public relations campaigns that enhance our clients awareness, improve their sales and foster their growth.

Mission

To provide innovative and effective integrated brand marketing and public relations solutions which help our clients grow their businesses and realize their marketing goals.

Values

Our people enjoy a personal stake in your continued success and take pride in what we do.

- ✓ We're here to serve our clients.
- ✓ We get to know your business.
- ✓ We are passionate about what we do.
- ✓ We are great to work with.
- ✓ We are creative, but smart too.

Quality Policy

We at strive to increase customer satisfaction by continuously improving the quality of our product and services with complete participation of our people. We are committed to meeting all applicable statutory, regulatory, safety and environmental requirement. We dedicate ourselves to achieving excellence in all spheres of activity and in doing so, we seek to improve our cost effectiveness, growth and profitability.

1.6 Product/Services Profile

- ✓ Outdoor Media
- ✓ Indoor Media
- ✓ Transit Media
- ✓ Electronic Media
- ✓ Online Media
- ✓ Other Media

Outdoor Media

✓ Sports Events

Sports events sponsorship, branding and endorsement offers more benefits, more variety and is just a more powerful form of marketing, a brand can leverage marketing benefits from a sports events and team. These sponsorship opportunities are highly visible, offering exposure to millions of consumers. A sport events and sports teams directly drive sales, by giving stadium, a booth at an event, or using sports person to promote brand. Sell to a new, highly appealing target audience. Sports persons spend a lot of money an gadgets, services, fashion and luxury goods. What better way to break into this elite community then getting exposure to a few of them using a sponsorship deal.

✓ Airline and Airports

OAA offers innumerable opportunities to showcase the client's brand to a premium target audience. They enable brands to grab the attention of high- value, high- purchasing power audience. Numerous branding option are available for advertisers to engage with fliers, as soon as they come on board. While travelling people have a lot of time without any distraction from work life, and therefore they are receptive to new offerings. Typically, a passenger spends a minimum of 30-45 minutes in an aircraft browsing through advertising collaterals. Sample survey show approximately 77% of passengers remembers the brand after exiting the aircraft.

✓ Golf and Racecourse Branding

Golf or racecourse tournaments are a great opportunity to promote Client's brand and network with key customers, community leaders and prospects. Whether they are hosting the tournament or participating as a sponsor, thoughtful planning can ensure them to get great value out of their efforts while providing a fantastic experience for participants. Golf or Racecourse

event branding is about getting consumers emotionally involved with products or service. It's about igniting a bond between client's brand and their target audience.

✓ **Outdoor Hoarding / Skywalk**

Unlike other mediums, outdoor hoardings advertising does not need to be invited in. outdoor advertising is a part of environment, therefore cannot be turned off like television and radio. The viewer has no control on whether they see it or not giving campaign more impact for a longer period of time than the viewer may expect. Outdoor stands alone so it doesn't have to compete with other ads with other mediums. Often big in size, outdoor advertising makes it very visible at both close and large distances. They tend to also be creative and expressive which tends to gain more attention amongst consumers.

✓ **Bus Shelter**

Thousands of commuters travel by bus every day, the use of bus shelters to advertise varied products and services is exceedingly effective. Bus shelters or bus stop help to increase the visibility of a brand by reaching every nook and corner of the city in the most cost effective and economical way thus reaching the target audience. Bus advertising in all metro cities is one of the best outdoor media as they offer greater visibility and assured frequency.

✓ **Pole Kiosk / Traffic Kiosk**

Well aligned tiny billboards placed on the pole along congestion roadsides apparently switch traveller's attention to the advertisements displayed. Pole Kiosk provides an attractive view working as a better medium to communicate the advertising content to a large crowd every day. OAA are appreciated in the dexterity of Kiosk service due to the quality they deliver the demands of clients helped to assist their brand development strategies more advanced.

Indoor media

Indoor media is capable of reaching customers when they are undistracted and receptive to receiving messages- indoor billboards, have many advantages over traditional approaches.

✓ **Mall branding**

Mall brand is the one of the most popular branding option in non- traditional media format where lot of footfalls happens throughout the day. Advertising over the mall façade, elevator branding inside malls, escalator branding and floor stickers are some of the most demanding media option in mall branding.

✓ **Bank- ATM branding**

Today's ATM branding continues to be one of the most important ways brands can interact with their customers. ATMs are key branding tool for any brands to strengthen brand awareness, increased customer loyalty and even drive addition revenue opportunities. A strong ATM channel strategy including machine branding poster pasting is a must have option for any brand campaigns.

✓ **Cinema theatre branding**

Plan your cinema campaign with targeted cinemas and increase the effective reach to the audience & gain ROI in your media plan. Cinema advertising is a great media-mix to target client's core audience & reduce wastage.

✓ **Eat-Out Points - Coffee Branding**

Plan the campaign in targeted Eat outs, Coffee Shops, Restaurants and increase the effective reach to the target audience and reaping ROI in your media campaign. Food and Beverages outlets advertising are a great media-mix to target the audience.

Transit Media

Ads on the sides of busses are the most common form of transit outdoor advertising, but outdoor advertising is common in subway stations and within subway cars, in taxis, along airport walkways, and wrapped around vehicles – one of the newer trends.

✓ **Bus Branding**

One of the best ways to increase exposure to your brand is to use bus branding. When advertisement is on the side of the bus, everyone is going to be exposed to the brand. A full bus wrap is going to make the ultimate statement and thousands of people are going to see if clients are looking for an affordable and reliable way to market their business, they might want to consider bus advertising.

✓ **Mobile Van Advertising**

Mobile Van advertising in India is done by fixing illuminated billboard on a truck which moves around the city and can be parked at targeted places. Mobile Van advertising is an extremely effective mode to reach various audiences due to mobility, illumination and the ability to conveniently shift the locations as per the client's requirement.

✓ **Metro- Railways**

Advertisement has always been about capturing people's attention and repetition. And the best place to reach the audience is Metro or railway stations where constant lakhs of foot falls happen every day. This segment are the regular users of metro Using metro for other activities

like going for Shopping or meeting Friends is quite low (could be high during weekends)
When it comes to effectiveness of the medium, TV ads tops the list followed by Inside Metro Train and the platform.

✓ **Auto rickshaw Branding**

Auto advertising is gaining its prominence because of its ability to be more localized and its reach to every corner of the city. Unlike other forms of advertising, Auto advertising is affordable & most easily executed outdoor advertising medium.

✓ **Taxi or Cab Branding**

Advertisements in Taxis are extremely effective as they have a high viewing ratio, because of the cab's high mobility. Ads that appear on the outer body of the cab cajoles people on the streets and junctions as it travels to major consumption areas like airports, railway stations, restaurants, offices and point of purchase locations like salons, malls, etc.

✓ **Container Branding**

Advertisements on big containers are extremely effective as they have a high viewing ratio, because of its movement to long distances. Ads that appear on the outer body of the containers catches people eyes very easily on city roads and highways

Electronic Media

Entertainment and News channel advertising is a leading advertising format, used to convey a paid message on television which typically promotes a product, brand or service. Advertising in TV channels remains one of the most effective and popular marketing mediums.

✓ **National TV Ads**

OAA help client to buy media in leading networks like National and regional channels, Zee Network, STAR Network, Sony networks, sun networks, E Tv networks, Tata Sky, Airtel, and many more.

✓ **Local Cable TV Ads**

OAA help client to buy media in leading networks of Cable in all cities.

Print Media

It is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Advertisers also use digital media, such as mobile advertising, banner ads and social media to reach the same target audiences. Printed media really is a fantastic way to showcase client's business.

✓ **Newspaper Ads**

Newspaper is another type to explore client's brand. You can advertise in different newspapers including local, regional or national.

✓ **Magazine Ads**

Magazine is another type to explore client's brand. They can advertise in different magazine targeting different audiences including local, regional or national.

Online Media

Online Media refers to advertisements that are digitally displayed over the internet or other digital devices. This includes the Websites and Apps which has helped digital marketers to carry extremely targeted advertisements and get most out of their investments. With the everyday addition of new users and increased technology and R&D in the digital world, marketers can now not only target customers with their advertisements but also can engage and interact with them.

✓ **Display ads**

Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertising is advertising on websites or apps or social media through banners or other ad formats made of text, images, flash, video, and audio. The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors.

✓ **Email Ads**

Email marketing is the act of sending a commercial message, typically to a group of people, using email. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

✓ **Social Media Ads**

Social media advertising are advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform. In many instances, when target market aligns with the user demographics of a social platform, social advertising can provide huge increases in conversions and sales with lower cost of acquisition. Social media targeting, is a group of terms that are used to describe forms of online advertising that focus on social networking services.

Other media

Celebrity Management

First impressions are everything when launching a New Business or a Store or any event. A grand opening creates excitement, curiosity and a sense of community. That's where clients need celebrity to promote their business.

✓ **Movie Promotion**

Movie promotion makes the movie well known so folks will come see it. It is a type to promote the film. They do all sorts of things in promoting the movie like sending film writers gifts with the movie title on it, or give them free tickets to see it. Movie promotion makes sure that the movie is known and told about, and usually it's done by a publicist. Without it, a movie would flop. With it, even a bad movie will do well.

✓ **Event Management**

Our approach to event management is to first understand the reasons behind events, allowing us to create and manage events whilst working towards clients objectives, themes and exceeding expectations. Our event agency specialises in developing event programs which are creative, deliver value for money and provide inspiration to your guests.

1.7 Area of operation

Outdoor advertising agency is located in 3rd Block, Malagala, 2nd stage, Nagarabhavi Bangalore it operates in Bangalore, Mangalore, Mysore Hubli and Dharwad OAA managing advertising contracts in all over India (Delhi, Mumbai and Chennai) OAA is mainly operating in Bangalore for Banner advertising Auto branding , advertisement in sports stadiums, railway hoardings, Metro station hoardings. Etc

1.8 Infrastructure facilities

Location

The location of the outdoor Advertising Agency is #13, 3rd Block, malagala, 2nd Stage, Nagarabhavi, Bangalore 560072. The firm is established in 2018 the project cost of the firm at the time of establishment is 10 lakhs.

Building

OOA having their office at Nagarabhavi, Bangalore in Durgashree Grand building with monthly rental basis, the building is located near to outer ring, so its convenient to their client and vendors to meet and make business transactions.

Assets

OOA having their own office furniture and they having laptop, computer, printer, sitting arrangements for the clients and office staff

Other infrastructure facilities

- ✓ OOA provided wash room facilities to the staff
- ✓ Drinking water facilities to office staff and clients.
- ✓ Wi-Fi and Air cooler facility
- ✓ Lighting and Air condition

1.9 Competitors information

- ✓ Rainmakers
- ✓ Sparkles Network Advertising Agency
- ✓ Origami Creative Pvt Ltd
- ✓ A A Advertising Agency
- ✓ Chiya & Girish Advertising
- ✓ Right Channel Advertising Agency Pvt Ltd
- ✓ Roopa Advertisers
- ✓ Peacock Advertising India Pvt Ltd
- ✓ Rainbow Advertising
- ✓ Sai Advertisers

1.10 SWOT Analysis

A SWOT analysis is a structural planning method to evaluate the strengths, weakness, opportunities and threats involved in a project or in a business venture. A SWOT analysis place, industry or person. It involves specifying the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objectives. Some authors credit SWOT to Albert Humphrey, who led a conversion at the Stanford research institution in the 1960s and 1970s using data from fortune 500 companies.

However, Humphrey himself does not claim the creation of SWOT, and the origins remain obscure. The degree to which the internal environment of the firm matches the external environment is expressed now the concept of strategic fit.

Strengths: Characteristics of the business or project that gives an advantage to others.

Weakness: Characteristics that place the business or project at a disadvantage relative to others.

Opportunities: elements that the project could exploit to its advantage.

Threats: element in the environment that could cause trouble for the business or objectives.

The identification of SWOT analysis is important because they can inform later step in planning to achieve the objective. First the decision makes should consider whether the objective is attainable, given the swot, if the objective must be selected and process repeated. SWOT analysis is an auditing of an organization and its environment.

Strength

- ✓ Satisfying the need of customers.
- ✓ Meeting up the client requirements in time.
- ✓ Innovative and creative in advertisement segments.
- ✓ Quality in advertisement.
- ✓ Global exposure with highest rewards and appreciation.
- ✓ Efficient team working environment.

Weakness

- ✓ Lack of promotions strategies towards increasing the brand name.

Opportunities

- ✓ Entering in global market to attract global clients.
- ✓ Being a oldest advertising agency in India, it brand among its clients – they have lot of client coming back with new product forgetting advertised.
- ✓ In its successful journey, they lot of wonderful memorable advertisement done by them- this has increased there brand image in the Indian market.

Threats

- ✓ Challenging stuff competition from its competitor's from both domestic and international level.
- ✓ Change in the mind set and preference of client.
- ✓ Lack of creative minds and also too expensive in overall management.

1.11 Future Growth and prospects

The OOH advertising agency is one of the main contributors to the growth advertising industry in India. It along with the online advertising has changed the market dynamics of the advertising agency they have replaced the reliance on traditional media like print and TV. This has led to advertisers now focusing their attention on OOH as medium for high growth the lifestyles of the Indian population have been providing a major thrust for the growth in demand for the OOH advertising sites. Additionally, the rising number of people who are exposed to the transit media is fuelling the demand for high growth of this sector.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 Conceptual background

Theoretical background of the study

In June 1836, French newspaper La Presse was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. Around 1840, Volney B. Palmer established the roots of the modern day advertising agency in Philadelphia. In 1842 Palmer bought large amounts of space in various newspapers at a discounted rate then resold the space at higher rates to advertisers. The actual ad - the copy, layout, and artwork - was still prepared by the company wishing to advertise, in effect, Palmer was a space broker. The situation changed in the late 19th century when the advertising agency of N.W. Ayer & Son was founded. Ayer and Son offered to plan, create, and execute complete advertising campaigns for its customers. By 1900 the advertising agency had become the focal point of creative planning, and advertising was firmly established as a profession. [3] Around the same time, in France, Charles-Louis Havas extended the services of his news agency, Havas to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia.

Online advertising is a type of mass communication which is based on traditional form of advertising but develops its own communication strategies in correlation with the new technical and medium based requirements. Broadly, online advertising is about delivering International Journal of Research in Finance & Marketing advertisements to Internet/online users via Web sites, e-mail, ad-supported software and Internet-enabled smart phones Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, interstitial ads, online classified advertising, advertising networks and e-mail marketing, including e-mail spam

2.2 Literature Review

1. **Dr. N.R.V Prabhu S.Bhuvanewari (2013)** explored customer's perceptions towards advertising in the online shopping and social networking web sites by distributing both physical and online questionnaires as well as conducting in-depth interviews. Consumers believe that advertisements on the Internet are more believable as compared to other mediums and very few people believe in magazine advertisements. The study suggested that most reputable and well-known companies may be more likely to meet these expectations, and may help to lend credibility to the medium.
2. **Azizul Yadi Yaakop, et al. (2012)** examined the online factors that influence the perception and attitude towards advertising in social networking sites. The factors perceived interaction, privacy and advertisement avoidance were positively correlated with the attitude towards advertising. But the respondents responded unfavorably towards the credibility of the advertisements on the Internet. Informational interactivity assumed a greater role towards formation of attitudes.
3. **Latif & Abideen (2011)** studied media advertising's influence on audiences, television is one of the strongest medium of advertising and due to its mass reach, it can influence not only the individual's attitude, behaviour, lifestyle, exposure and in the long run even the culture of the country.
4. **Camilla Bond et al (2010)** conducted an exploratory research to assess the perception and attitude of viewers towards social media advertising. The results revealed that the credibility of the advertisement, relevance of advertisements, entertainment were crucial factors preferred by viewers. Effective usage of social media to foster attitude formation through highly integrated, relevant messages are therefore suggested.
5. **Shalom levy (2010)** explored current attitude towards interactive television advertising and examined their effect on TV viewer interactive behaviour after exposure to its advertising. The findings of this study confirmed the effects of attitude towards its advertising on consumers interactive information seeking behaviour. Their purchase intention depends upon on their involvement with a specific product.
6. **Shih- Chieh Chauang et al (2009)** investigated the relationship between advertisement terminologies and product knowledge on consumer attitude among 120 graduate respondents. It was found that when consumers possess less knowledge about the product the terminologies used in the advertisements serve better to transmit the intended message

to the consumers. They play a crucial role in determining the effectiveness of advertisements.

7. **Debora viana Thompson & Rebecea. W. Hamilton (2006)** examined the effects of information processing mode on consumers' responses to comparative advertisements. The respondents were asked to view the advertisement and process the information about the advertisements. The analysis revealed that people were found to be more analytical when exposed to comparative advertisements than noncomparative advertisements. It was found that processing of information embedded in advertisements and external information significantly influence the analytical ability of consumer's in comparative advertisements.
8. **Asia Ashill and Yavas (2005)** have examined the similarities and differences in the dimensionality of advertising attitude between Turkish and New Zealand 31 consumers. The study found that advertising attitudes consist of social and economic dimensions in both the countries.
9. **Ping Zhang, Chingning Wang, (2005)** measured consumers' perceived value and attitude toward advertising for different purposes (brand building and directional advertising) and different media (traditional and Internet-based). The findings showed that entertainment, credibility and interactivity directly contribute to favourable consumer attitudes and that interactivity has strong associations with all other independent variables. Interactivity of the Internet and Web technology has the potential to win favourable consumer attitudes.
10. **Veronica Olsson et al (2005)** attempted to study of humour in television. The results of this study showed that there are different types of humour more or less appropriate for television advertising. The results also showed that there are some benefits to using humour in television advertising, but there is some consideration that has to be thought of.
11. **Salvador Ruiz and Maria Sicilia (2004)** investigated the difference among individuals in their cognitive and affective system of Information processing. The study covered 260 undergraduate students. The results revealed that when the information and content in the advertisements confluences with their personality (ie) affective system, the information processing is found to be effective. Affective system rules over the cognitive system.
12. **Sharon Shavit et al (2004)** explored the role of memory for self-selected advertisement experiences. The results of a large national survey of the general public revealed that peoples feeling about advertisements depends on the medium in which the advertisements

appear. The media that allow for highly self-selected advertisement experiences, catalogues and business classifieds, elicited the most favourable public attitudes. The medium that is the most intrusive was TV elicited the least favourable opinions, radio and out of home media, which are moderately disruptive or intrusive elicited moderate attitudes.

- 13. Martin et al (2002)** investigated the impact of repeating and zipping advertisements on brand recall and recognition. They found that advertisements at normal speed produce better brand recall and recognition of the content of the advertisements than zipped advertisements even if the latter are repeated many times.
- 14. Wang. C. et al (2002)** examined the consumer's attitude towards advertisements. Entertainment, Irritation, Informativeness, Credibility and demographic and interactivity were the factors considered for study. It was found that compared to traditional media, the Internet offers more opportunities for consumers as it encourages two way interactivity. It was further found that the cognitive needs of the consumers, namely entertainment, personal identity, irritation, credibility, informativeness tend to affect the attitude of the viewers and the degree of impact differ a little.
- 15. Josephine Previte and Ed Forest (1998)** investigated consumer attitude to commercialize on the internet by collecting primary data from a sample of 250 respondents. It is identified that the consumers do not believe in the assumption that advertisement can increase standard of living. The respondents do not believe that advertisement lowers the prices. A negative attitude is shown towards advertisement.
- 16. Speck and Elliott (1997)** studied the predictors of advertising avoidance in print and broadcast media. The study found that cognitive, behavioural and mechanical advertisement avoidance across both electronic and print media. Cognitive avoidance consists of tuning advertisements out and shifting focus. Behavioural avoidance was operationalized as leaving the room. Mechanical avoidance focused on the use of a remote control to change the channel
- 17. Abilasha Mehta & Scott (1995)** investigated the attitude toward advertising among 860 geographically dispersed magazine readers in New Jersey. The study explored viewer's attitude towards advertising and its impact on the success of the advertisement. This success was evaluated on two levels, namely intrusiveness and persuasion. The results revealed that the viewer's exhibit positive attitude towards the recalling ability of the advertisements and the perception aspect of advertisements. The consumer's also stated

that too much advertisement creates irritation among them. The study suggested that analysing the consumer attitude is necessary for better understanding of advertising effectiveness.

- 18. Claire.E.Norris and Andrew. M. Colman (1994)**, investigated the effects of entertainment and enjoyment of television programs on perception and memory of Advertisements. The sample size was 99. The results showed that the entertainment and enjoyment dimension are least important and they do not diminish the priority and processing of information content in the advertisements.
- 19. Pollay & Mittal (1993)** identified seven segments of consumers based on their different attitudes towards advertising in general, and found that personal utility values & perceived socio-economic effects of advertising determine these attitudes. Abernethy, Avery M (1991) examined the physical & Mechanical Avoidance of Television commercials. And the study was found that consumers are likely to either leave the room or change the channel to avoid advertisements.
- 20. Deborah. L.R. et al (1983)** examined the determinants of children's attitude towards Television advertising and its impact on their behaviour. The study was conducted among school children and found that even younger children are able to make decisions and are capable of forming attitudes by the information provided in the television advertisements. The study found that the children are capable of comparing the products, but within a limit.

CHAPTER-3
RESEARCH DESIGN

3.1 Statement of the problem

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.

3.2 Need for the study

In the generation retail shopee are served as evidence so as to carry the transaction, signing and becomes hectic activity. The companies are always striving to win the customer heart and the customers by the business man are said to be king and the king never bargains. They come out with many offers as per the customer needs and benefits. Promotional activity plays a very prominent role to make aware of the things in market, to attract customers to sell products.

3.3 Objective of the study

- To know the extent to which purchases of consumers are based on advertisement.
- To find the age and social group that is influenced by advertised cosmetic products.
- To know the other factors influencing consumer purchase besides advertisements
- To effectiveness of internet advertising on reach and creation of awareness.
- To Establish the reliability of internet advertising through recall.
- To determine the relationship between internet advertising and purchase decision.

3.4 Scope of the study

- To understand role of online advertising
- Change in Advertising trend after internet revolution
- Online buying Behaviour analysis and change in characteristics

3.5 Research methodology

Research design

This is a descriptive research as it will clarify the doubts about online advertising. It would give us a clear picture on the effectiveness and reliability of online advertising compared to the traditional form of advertising.

Primary data:

Questionnaire, Personal Interview, Interview with Marketing Professional Sample universe

Secondary data:

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies. To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors.

Basis of sampling:

- Sample should be a user of internet or should have knowledge about internet
- 60 numbers of sample size we taken.

Sampling Technique:

Convenient sampling can be used to select the individual units for better productivity of the questionnaire. A well-educated person may be able to reason out the questions in the better way.

3.6 Limitations

- ✓ The time span for the project is limited.
- ✓ Time of campaigns for some client is more than two months.
- ✓ Advertising expenditure of some companies is confidential so it can't be revealed.
- ✓ The data given by the respondents may limit to their own knowledge, feelings and awareness.

CHAPTER-4
ANALYSIS AND INTERPRETATION

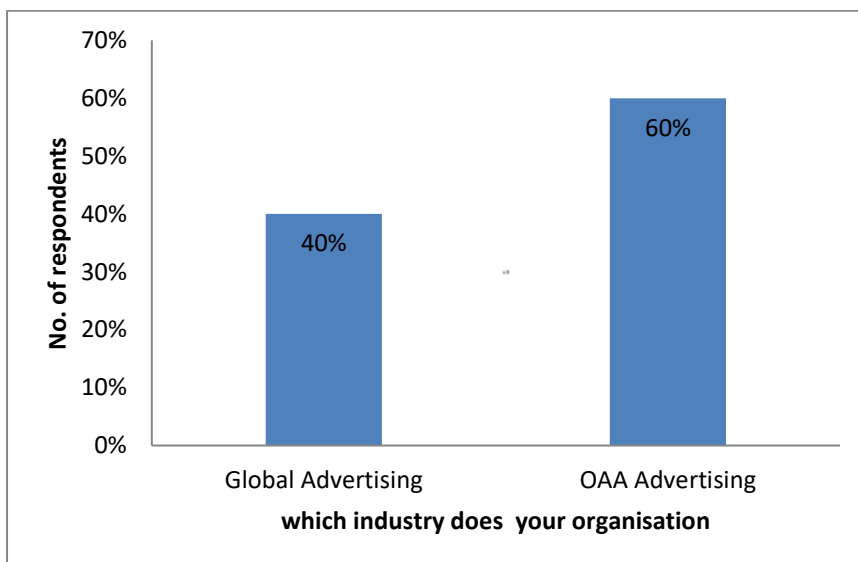
4.1 Table showing which Industry does client's organisation belongs

| Particular | Respondents | Percentage |
|--------------------|-------------|-------------|
| Global Advertising | 24 | 40% |
| OAA Advertising | 36 | 60% |
| Total | 60 | 100% |

Data Analysis:

From the above found that 40% of respondents are belongs to Global Advertising and 60% of respondents are belongs to OAA Advertising agency

4.1 Chart showing which industry does client's organisation belongs



Interpretation:

From the effects it is clear that most of the respondents belongs to OAA marketing

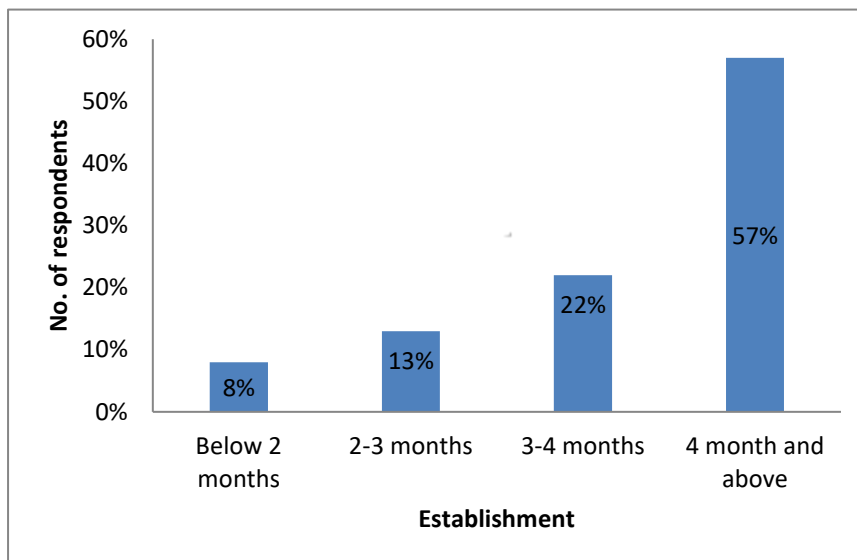
4.2 Table showing establishment of organisation

| Particular | Respondent | Percentage |
|-------------------|------------|-------------|
| Below 2 months | 5 | 8% |
| 2-3 months | 8 | 13% |
| 3-4 months | 13 | 22% |
| 4 month and above | 34 | 57% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 57% of respondents are established their business before 4 months, 22% of respondents are established their business before 3-4 months, 13% of respondents are established their business before 2-3 months.

4.2 Chart showing establishment of organisation



Interpretation:

From the above table it is located that a number of respondents are installed their enterprise earlier than 4 months.

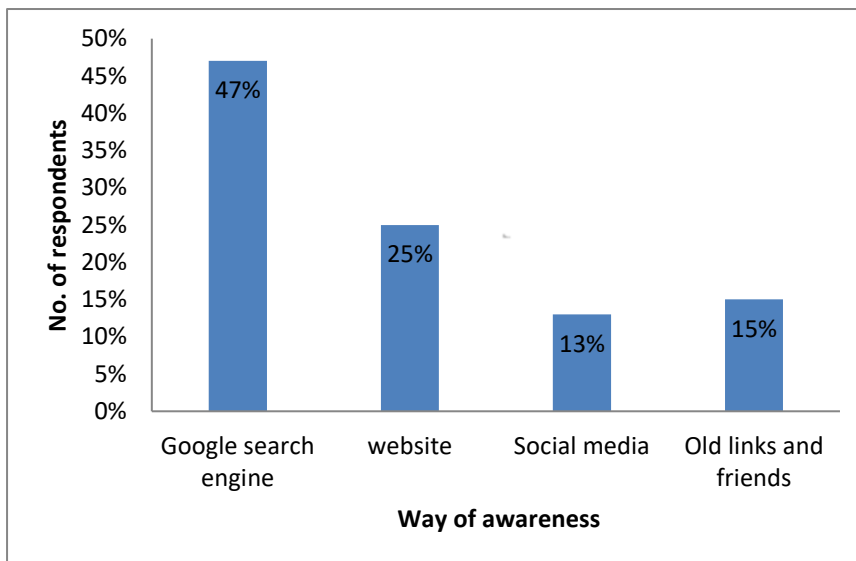
4.3 Table showing awareness of OAA

| Particular | Respondent | Percentage |
|-----------------------|------------|-------------|
| Google search engine | 28 | 47% |
| Website | 15 | 25% |
| Social media | 8 | 13% |
| Old links and friends | 9 | 15% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 47% of respondents are heard about OAA through Google, 25% of respondents are heard about OAA through website, 15% of respondents are heard about OAA through Old links and friends and 13% of the respondents are heard about OAA through social media.

4.3 Chart showing awareness of OAA



Interpretation:

From the graph it is clear that the respondents are aware of google the most.

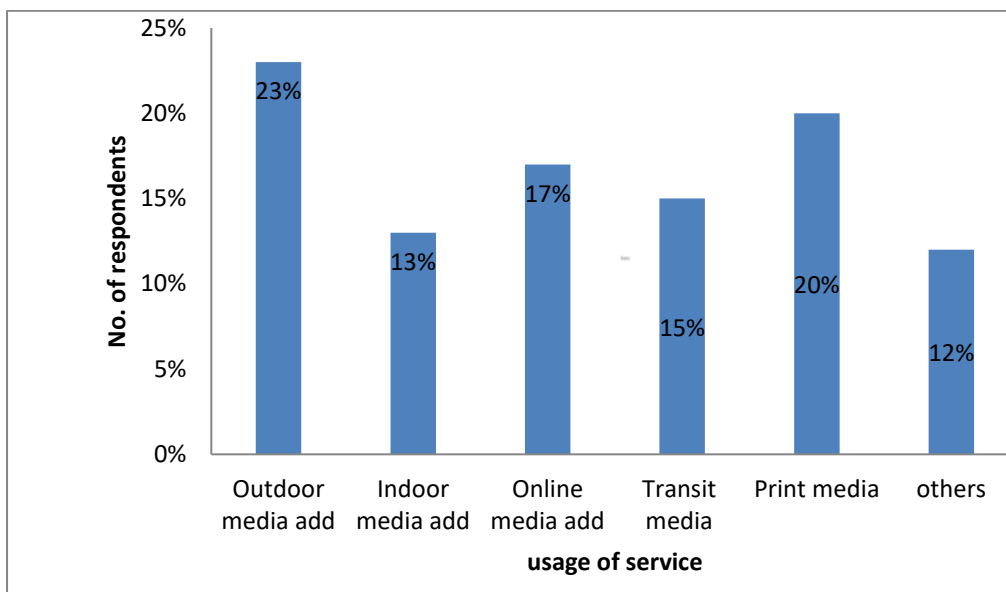
4.4 Table showing usage of service provided by OAA

| Particular | Respondent | Percentage |
|-------------------|------------|-------------|
| Outdoor media add | 14 | 23% |
| Indoor media add | 8 | 13% |
| Online media add | 10 | 17% |
| Transit media | 9 | 15% |
| Print media | 12 | 20% |
| Others | 7 | 12% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 23% of respondents are used outdoor media services of OAA, 20% of respondents are used print media services of OAA, 17% of respondents are used online media services of OAA, 15% of the respondents are used outdoor media services of OAA, 13% of the respondents are used indoor media services of OAA and 12% of the respondents are used other media services of OAA.

4.4 Chart showing usage of service provided by OAA



Interpretation:

From the above result it is determined that most of the respondents are used out of doors media services of OAA

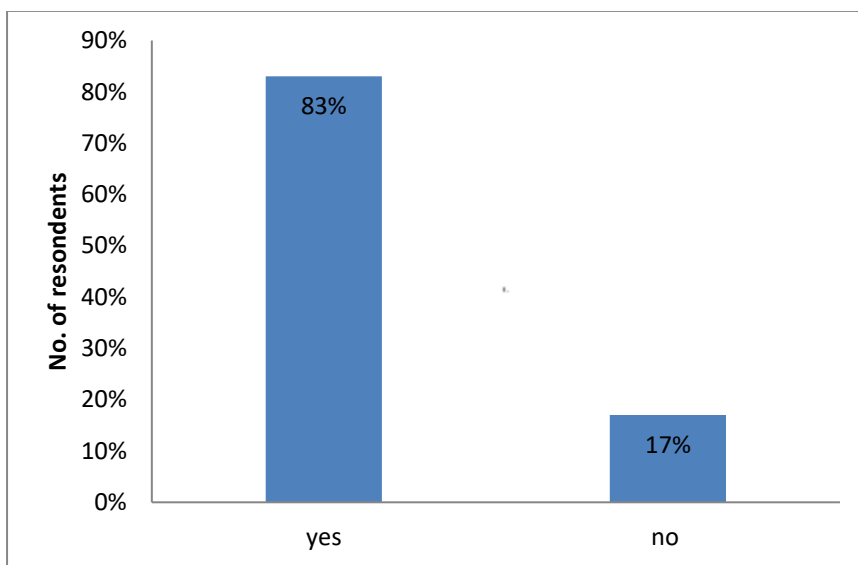
4.5 Table showing respondents awareness on online advertisement

| Particular | Respondent | Percentage |
|--------------|------------|-------------|
| yes | 50 | 83% |
| No | 10 | 17% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 83% of respondents are aware about online advertising. and 17% of respondents are not aware about online advertisement.

4.5 Chart showing respondents awareness on online advertisement



Interpretation:

From the above desk it is found that most of the respondents are privy to online advertising.

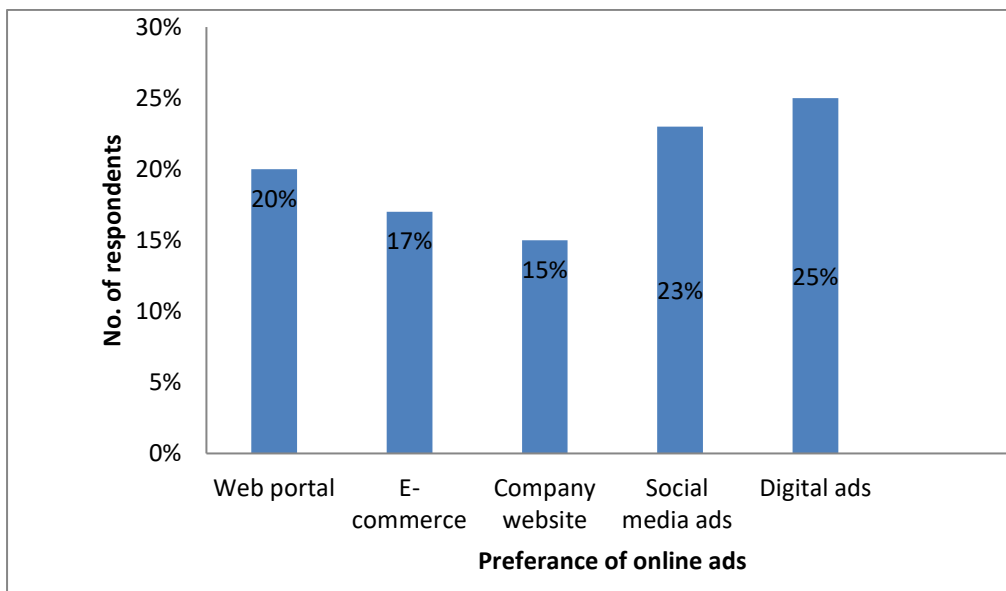
4.6 Table Showing respondents preference on online ads services.

| Particular | Respondent | Percentage |
|------------------|------------|-------------|
| Web portal | 12 | 20% |
| E-commerce | 10 | 17% |
| Company website | 9 | 15% |
| Social media ads | 14 | 23% |
| Digital ads | 15 | 25% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 25% of respondents are prefer digital ads, 23% of respondents are prefer social media ads, 20% of respondents are prefer web portals, 17% of the respondents are prefer e-commerce and 15% of the respondents are preferring company website.

4.6 Chart showing respondent's preference on online ads services.



Interpretation:

From the above evaluation it is discovered that the respondents are pick virtual ads.

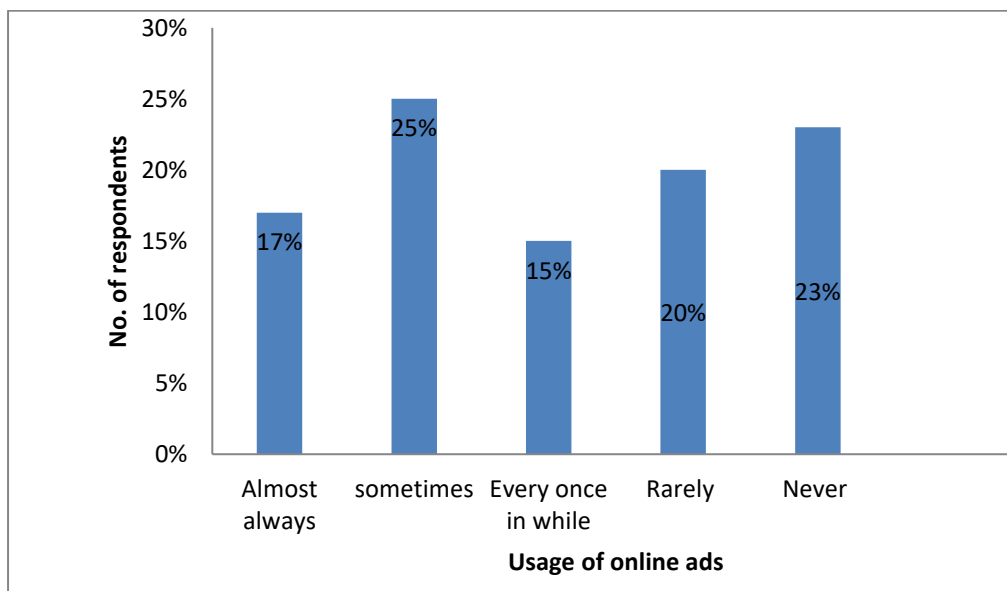
4.7 Table showing respondent's usage of online advertising services

| Particular | Respondent | Percentage |
|---------------------|------------|-------------|
| Almost always | 10 | 17% |
| Sometimes | 15 | 25% |
| Every once in while | 9 | 15% |
| Rarely | 12 | 20% |
| Never | 14 | 23% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 25% of respondents are using online advertisement sometimes, 23% of respondents are not using, 20% of respondents are using rarely, 17% of respondent are using almost always and 15% of respondent are using every once in a while.

4.7 Chart showing respondent's usage of online advertising services



Interpretation:

From the above analysis it's miles discovered that the respondents are using online commercial sometimes.

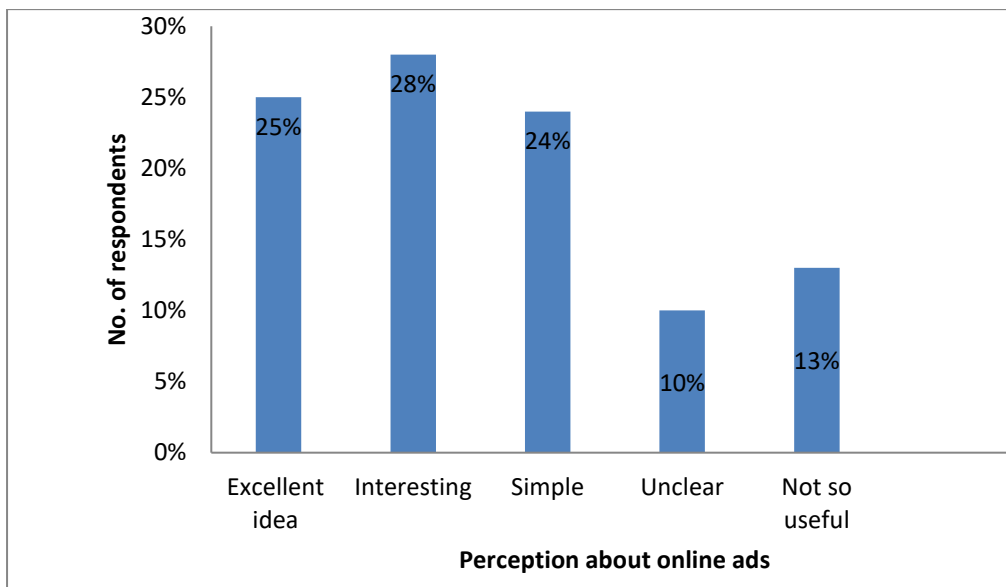
4.8 Table Showing respondent's perception on online advertisement

| Particular | Respondent | Percentage |
|----------------|------------|-------------|
| Excellent idea | 15 | 25% |
| Interesting | 17 | 28% |
| Simple | 14 | 24% |
| Unclear | 6 | 10% |
| Not so useful | 8 | 13% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 28% of respondents are having interesting perception about online ads, 25% of respondents are having perception of Excellent, 24% of respondents are having perception of simple idea, 13% of respondent having perception of not so useful and 10% of the respondent having unclear perception of online advertising respectively.

4.8 Chart showing respondent's perception on online advertisement



Interpretation:

From the above results it's far located that respondents are having exciting notion approximately on-line commercials.

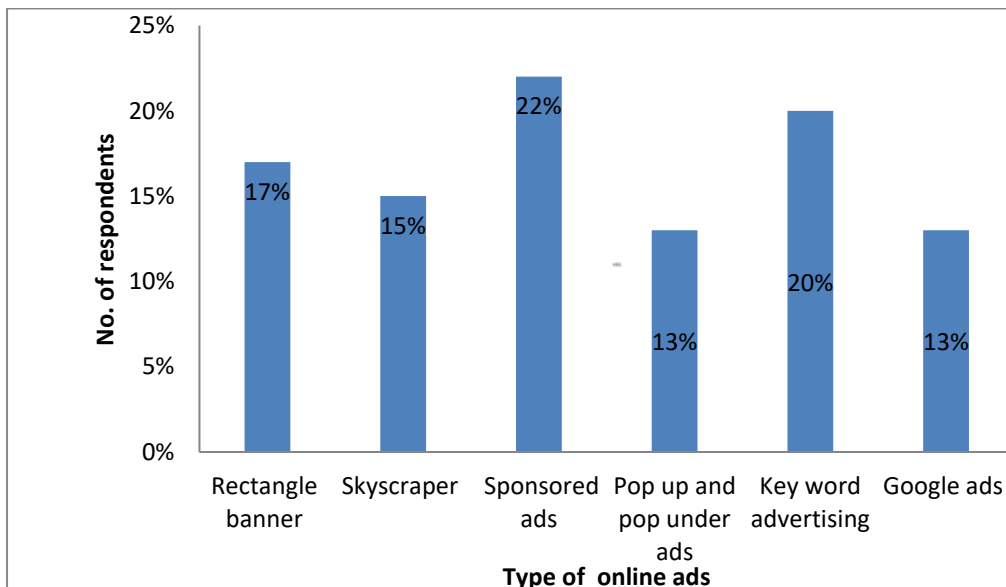
4.9 Table showing different type of advertisement liked by respondents

| Particular | Respondent | Percentage |
|--------------------------|------------|-------------|
| Rectangle banner | 10 | 17% |
| Skyscraper | 9 | 15% |
| Sponsored ads | 13 | 22% |
| Pop up and pop under ads | 8 | 13% |
| Key word advertising | 12 | 20% |
| Google ads | 8 | 13% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 22% of respondents are like sponsored ads, 20% of respondents are like key word advertising, 17% of respondents are like rectangle banner, 15% of respondent are like skyscraper and 26% of the respondents are like google ads and pop up and pop under ads equally.

4.9 Chart showing different type of advertisement liked by respondents



Interpretation:

From the given table it's far observed that respondents are like subsidized advertisements.

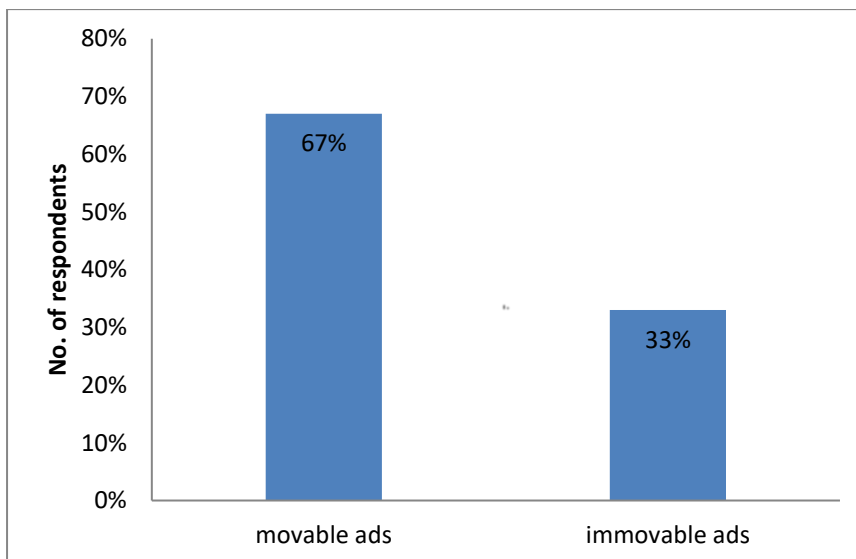
4.10 Table Showing preference of ads in website

| Particular | Respondent | Percentage |
|---------------|------------|-------------|
| Movable ads | 40 | 67% |
| Immovable ads | 20 | 33% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 67% of respondents are prefer movable ads and 33% of respondents are prefer immovable ads.

4.10 Chart showing preference of ads in website



Interpretation:

The above table it is found that respondents are decide upon movable ads.

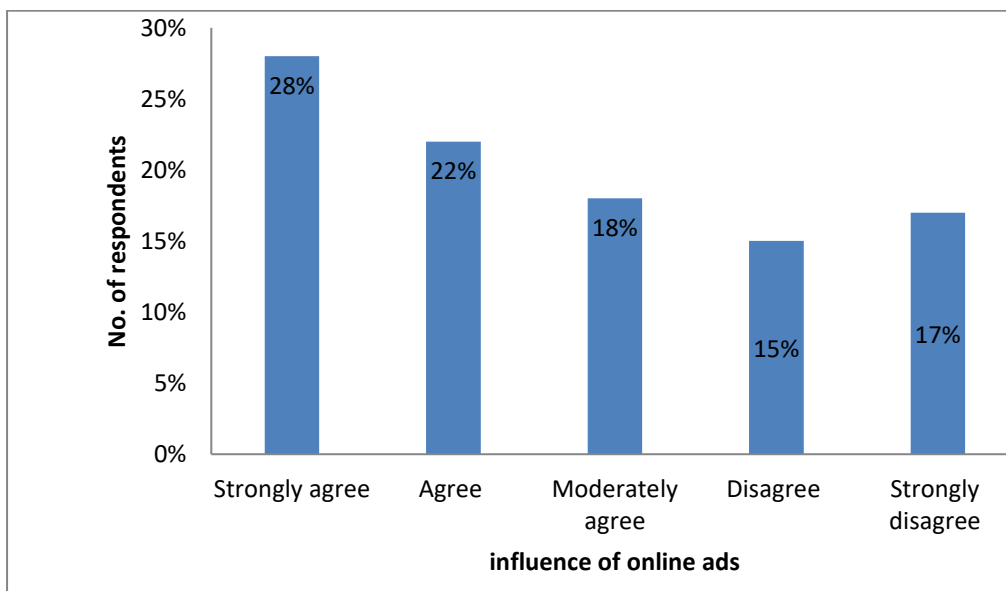
4.11 Table showing influence of online ads on customer buying behaviour

| Particular | Respondent | Percentage |
|-------------------|------------|-------------|
| Strongly agree | 17 | 28% |
| Agree | 13 | 22% |
| Moderately agree | 11 | 18% |
| Disagree | 9 | 15% |
| Strongly disagree | 10 | 17% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 28% of respondents are strongly agreed that online ads influencing on customer buying behaviour, 22% of respondents are agreed, 18% of respondents are moderately agreed, 17% of respondent are strongly disagreed and 15% of respondents are disagreed respectively.

4.11 Chart showing influence of online ads on customer buying behaviour



Interpretation:

From the desk it is observed that of respondents are strongly agreed that on line commercials influencing on customer buying behaviour.

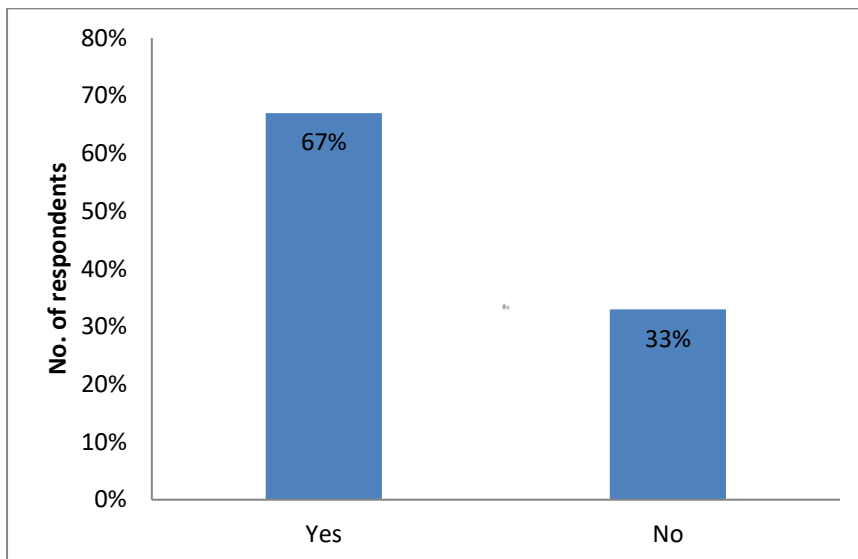
4.12 Table showing influence of word of persuasion on customer purchase behaviour

| Particular | Respondent | Percentage |
|--------------|------------|-------------|
| Yes | 35 | 58% |
| No | 25 | 42% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 67% of respondents are agreed that word of persuasion is influenced on customer purchase behaviour and 33% of respondents are disagreed.

4.12 Chart showing influence of word of persuasion on customer purchase behaviour



Interpretation:

The above desk it's far discovered that the respondents are agreed that word of persuasion is motivated on patron purchase behaviour.

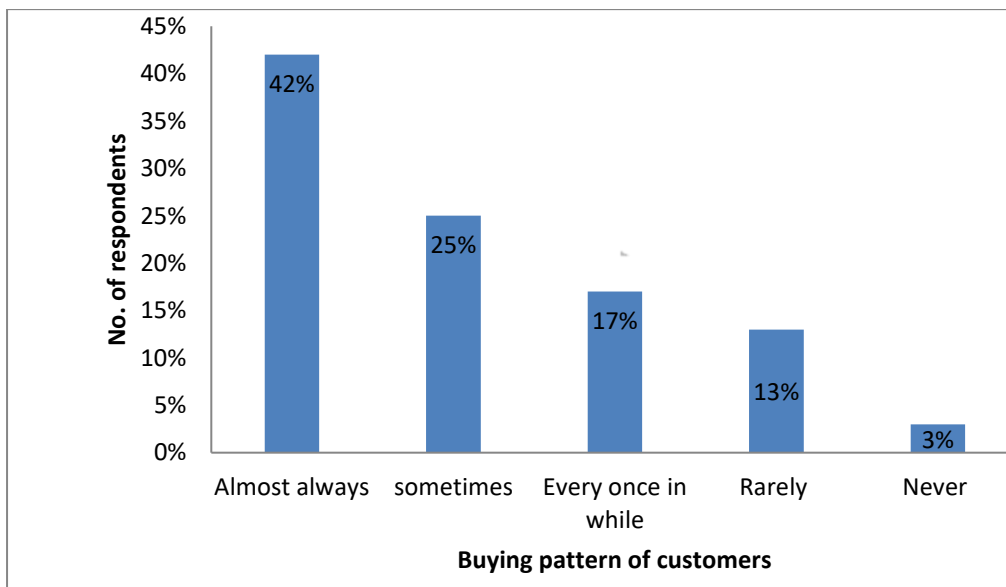
4.13 Table showing that how often customers buy the products that shown at online ads/sites

| Particular | Respondent | Percentage |
|---------------------|------------|-------------|
| Almost always | 25 | 42% |
| sometimes | 15 | 25% |
| Every once in while | 10 | 17% |
| Rarely | 8 | 13% |
| Never | 2 | 3% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 42% of respondents are buy almost always, 25% of respondents are sometimes buy the products, 17% of respondents are buy every once in a while, 13% of respondent are rarely buy and 3% of respondents are never buy the products.

4.13 Chart showing that how often customers buy the products that shown at online ads/sites



Interpretation:

The above table it's far discovered that of respondents are purchase almost continually.

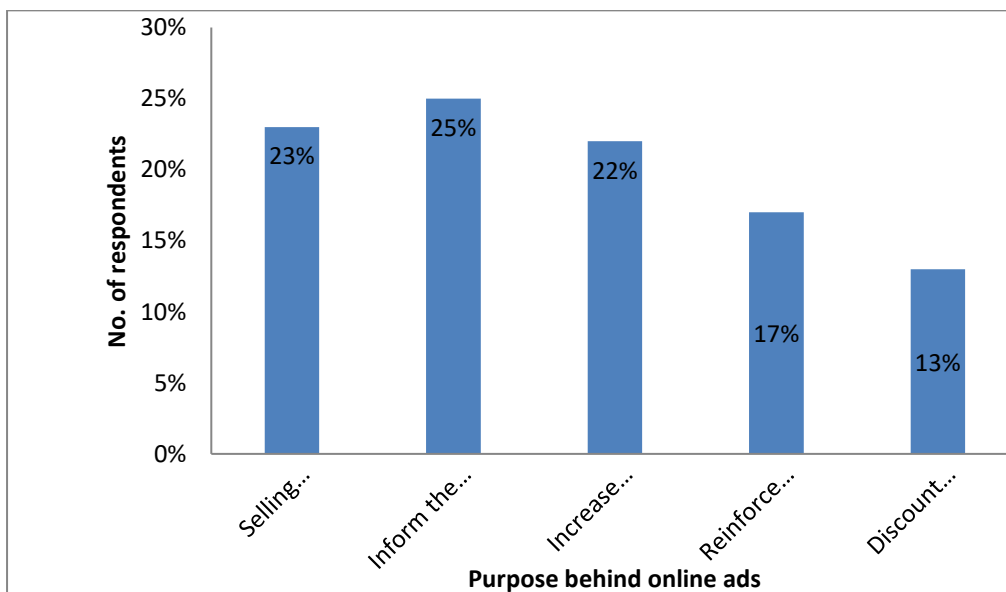
4.14 Table showing that main purpose behind online advertisement

| Particular | Respondent | Percentage |
|-----------------------------|------------|-------------|
| Selling products or service | 14 | 23% |
| Inform the customers | 15 | 25% |
| Increase brand value | 13 | 22% |
| Reinforcement | 10 | 17% |
| Discount and deals | 8 | 13% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 23% of respondents are having purpose to sell the product and service, 25% of respondents are having purpose of inform the customer, 22% of respondents are having purpose of increase brand value, 17% of respondent are having purpose of Reinforcement and 13% of the respondents are having purpose of discount and deals.

4.14 Chart showing that main purpose behind online advertisement



Interpretation:

The above table discovered that of respondents are purchase almost continually.

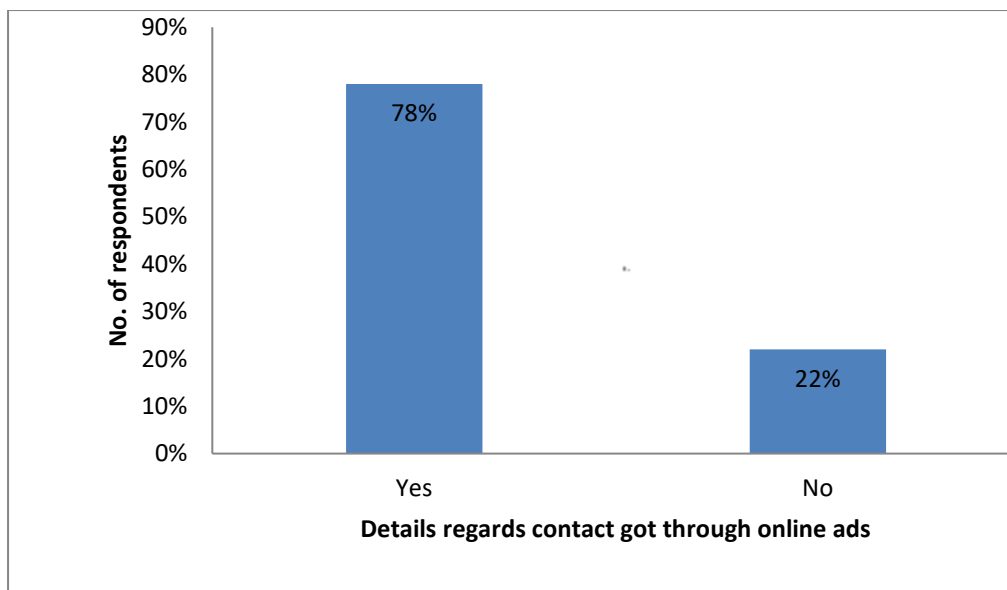
4.15 Table showing the details regards contacts got through online ads

| Particular | Respondent | Percentage |
|--------------|------------|-------------|
| Yes | 47 | 78% |
| No | 13 | 22% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 78% of respondents are got contact details for their customers through online ads and 22% of the respondents are not got contact details for their customers through online ads.

4.15 Chart showing the details regards contacts got through online ads



Interpretation:

The above desk it's miles discovered that of respondents are were given touch details for their customers thru online advertisements.

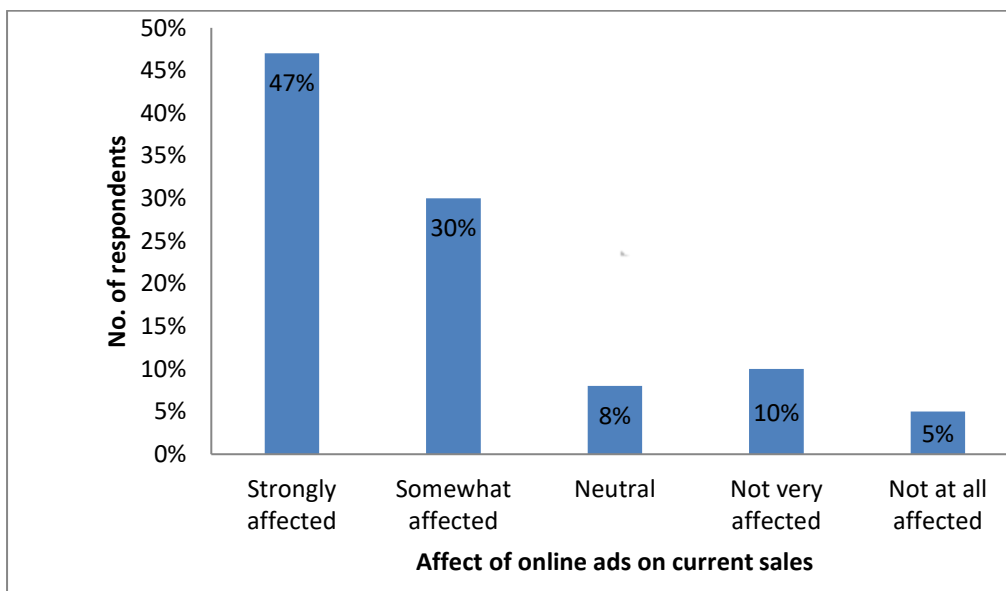
4.16 Table showing the effect of online advertisement on currents sale

| Particular | Respondent | Percentage |
|---------------------|-------------------|-------------------|
| Strongly affected | 28 | 47% |
| Somewhat affected | 18 | 30% |
| Neutral | 5 | 8% |
| Not very affected | 6 | 10% |
| Not at all affected | 3 | 5% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 47% of respondents are strongly affected on current sales, 30% of respondents are somewhat affected on current sales, 10% of respondents are not very affected on current sales respectively.

4.16 Chart showing the effect of online advertisement on currents sale



Interpretation:

From the above evaluation it's far located that of respondents are strongly affected on cutting-edge income.

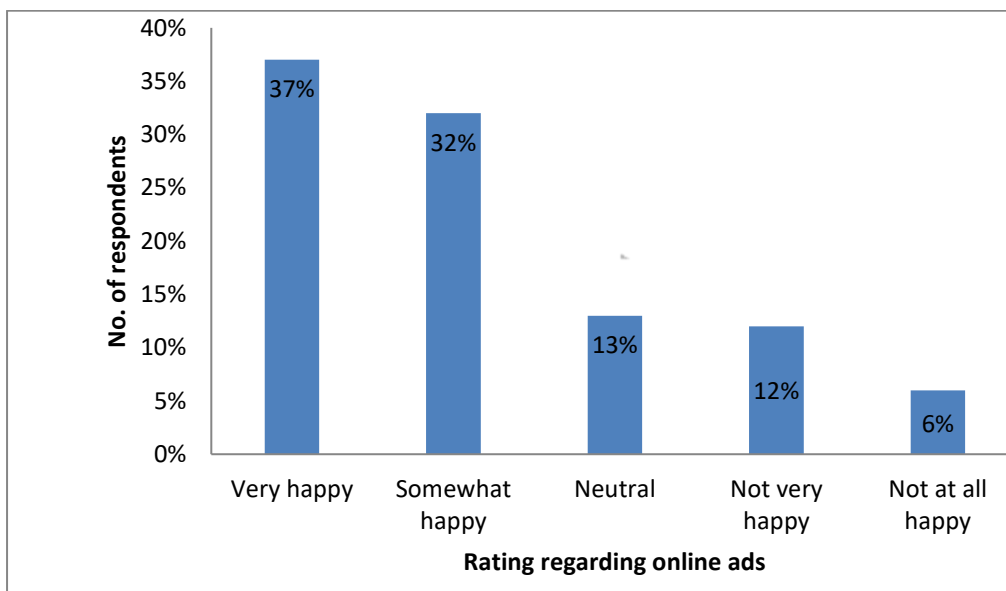
4.17 Table showing the rating regarding online advertisement service

| Particular | Respondent | Percentage |
|------------------|------------|-------------|
| Very happy | 22 | 37% |
| Somewhat happy | 19 | 32% |
| Neutral | 8 | 13% |
| Not very happy | 7 | 12% |
| Not at all happy | 4 | 6% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 37% of respondents are gave rating as very happy, 32% of respondents are gave rating of somewhat happy, 13% of respondents are gave rating of neutral and 12% of the respondents are gave rating of not very happy.

4.17 Chart showing the rating regarding online advertisement service



Interpretation:

The results gives a clear cut information it's miles discovered that of respondents are gave rating as very satisfied.

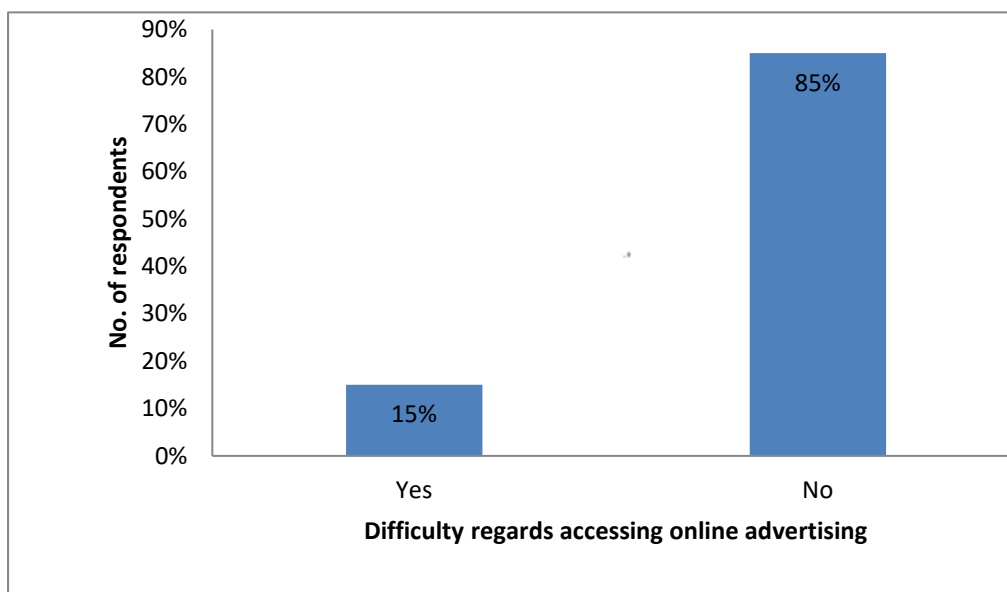
4.18 Table showing that experienced difficulties regards accessing online ads service

| Particular | Respondent | Percentage |
|--------------|------------|-------------|
| Yes | 9 | 15% |
| No | 51 | 85% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 15% of respondents are experienced difficulties in accessing online advertisement and 85% of respondents are not experienced any difficulties in accessing online ads.

4.18 Chart showing that experienced difficulties regards accessing online ads service



Interpretation:

The outcomes it's far found that of respondents aren't experienced any difficulties in getting access to on line advertisements.

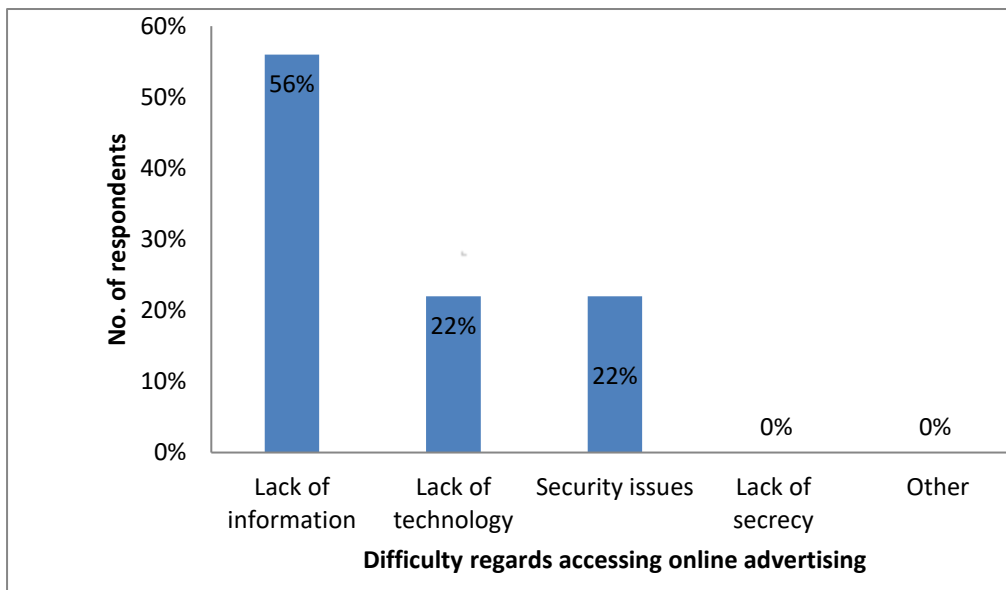
4.19 Table showing that experienced difficulties regards accessing online ads service

| Particular | Respondent | Percentage |
|---------------------|-------------------|-------------------|
| Lack of information | 5 | 56% |
| Lack of technology | 2 | 22% |
| Security issues | 2 | 22% |
| Lack of secrecy | 0 | 0% |
| Other | 0 | 0% |
| Total | 9 | 100% |

Data Analysis:

From the above table it is found that 56% of respondents are experienced difficulties of lack of information and 44% of respondents are experienced difficulties of lack of technology and security issue respectively.

4.19 Chart showing that experienced difficulties regards accessing online ads service



Interpretation:

The outcomes it's far determined that of respondents are skilled difficulties of lack of data.

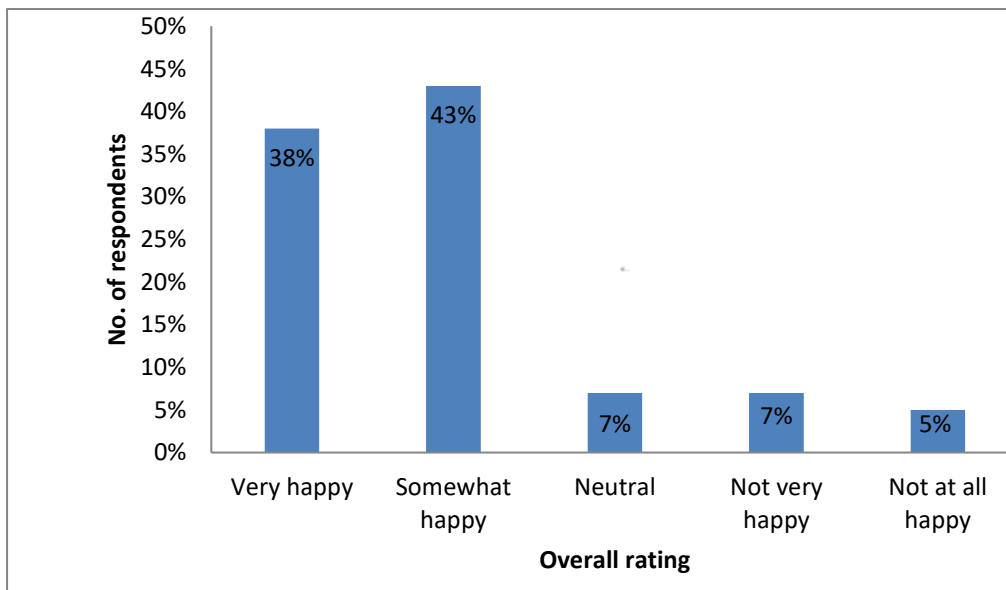
4.20 Table showing that overall rating regards service provided by OAA.

| Particular | Respondent | Percentage |
|------------------|------------|-------------|
| Very happy | 23 | 38% |
| Somewhat happy | 26 | 43% |
| Neutral | 4 | 7% |
| Not very happy | 4 | 7% |
| Not at all happy | 3 | 5% |
| Total | 60 | 100% |

Data Analysis:

From the above table it is found that 43% of respondents are gave rating of somewhat happy, 38% of respondents are gave rating of very happy, 14% of respondents are gave rating of neutral and not very happy respectively.

4.20 Chart showing that overall rating regards service provided by OAA.



Interpretation:

The consequences tells that located that of respondents are gave score of rather glad.

CHAPTER 5
FINDINGS, CONCLUSION AND SUGGESTION

5.1 Findings

- ✓ It is found effects it is clear that most of the respondents belongs to OAA marketing
- ✓ It is found the above table it is located that a number of respondent's enterprise is more than 4 months old.
- ✓ It is found that most of the respondents are aware of google search engine services.
- ✓ It is found determined that most of the respondents are used out of doors media services of OAA
- ✓ It is found that most of the respondents are privy to online advertising.
- ✓ It is found respondents are pick virtual ads.
- ✓ It is found that respondents are using online commercial sometimes.
- ✓ It is found that results it's far located that respondents are having exciting notion approximately on-line commercials.
- ✓ It is observed that respondents are like subsidized advertisements.
- ✓ It is found that respondents are decide upon movable ads.
- ✓ It is observed that of respondents are strongly agreed that on line commercials influencing on customer buying behaviour.
- ✓ It is found that the respondents are agreed that word of persuasion is motivated on patron purchase behaviour.
- ✓ It is found that of respondents are purchase almost continually.
- ✓ It is found that of respondents are purchase almost continually.
- ✓ It is found that of respondents are were given touch details for their customers thru online advertisements.
- ✓ It is observed that of respondents are strongly affected on cutting-edge income.
- ✓ It is clear cut information it's miles discovered that of respondents are gave rating as very satisfied.
- ✓ It is found that of respondents aren't experiencing any difficulties in getting access to online advertisements.
- ✓ It is found that most of respondents are some what happy with services provided by OAA .

5.2 Suggestion

- ✓ To make advertisement more effective all the determinants of effectiveness should be taken care.
- ✓ To Make Your Outdoor Tactics Shareable
- ✓ To Spend Money on High-Traffic Sites
- ✓ Advertisers should develop new and more effective ways of advertisement.
- ✓ Investment in advertisement should be made with great care of media of advertisement and type of advertisement
- ✓ To avoid interference in advertisements should be designed to meet the preferences of target customers or target audience.

5.3 Conclusion

The successful completion of this internship indicates that the Effect of online advertisement on Consumer buying Behaviour. Online advertising is not only concerned with placing ads in portals, it consists of integrated services and integrated online advertisement. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the online platforms are the custodians.

Brands want to build their presence online Advertisement, because customers have high affinity towards online than other media's. More than that customers are highly information seekers and online advertisement is the only platform for two way communication between brands and customers. Advertisement is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through Advertisement platforms. Online advertisement is not only for engagement, brands can increase their customers or they can retain their existing customers. Online platforms help to increase the impact of brand recall in target groups.

Importance of online advertisement presence increasing importance of online advertisement agencies, so they making money through online advertising raising of online marketing consciousness making money franchise by which they are booming and making more money with small investments. I honestly believe that this project report will be at most useful for marketers to understand online Advertising and also to plan for future strategies.

BIBLIOGRAPHY

- ✓ Senthil, M., Prabhu, N. R. V., & Bhuvanewari, S. (2013). Customers' perception towards advertising in the online shopping and social networking websites among Internet users in India'. *AMET, International Journal of Management*, 2(1), 50-59.
- ✓ Mokhlis, S., & Yaakop, A. Y. (2012). Consumer choice criteria in mobile phone selection: An investigation of Malaysian university students. *International Review of Social Sciences and Humanities*, 2(2), 203-212.
- ✓ Latif, A., Saleem, S., & Abideen, Z. U. (2011). Influence of role model on Pakistani urban teenager's purchase behavior. *European Journal of Economics, Finance and Administrative Sciences*, 31(3), 7-16.
- ✓ Bond, C., Ferraro, C., Luxton, S., & Sands, S. (2010). *Social media advertising: An investigation of consumer perceptions, attitudes, and preferences for engagement*. Melbourne: Monash University ANZMAC.
- ✓ Levy, S. (2010). ITV viewers' attitudes towards iTV advertising and their influence on interactive behavior. *Innovative Marketing*, 6(2), 82-90.
- ✓ Chuang, S. C., Tsai, C. C., Cheng, Y. H., & Sun, Y. C. (2009). The effect of terminologies on attitudes toward advertisements and brands: Consumer product knowledge as a moderator. *Journal of Business and Psychology*, 24(4), 485.
- ✓ Thompson, D. V., & Hamilton, R. W. (2006). The effects of information processing mode on consumers' responses to comparative advertising. *Journal of Consumer Research*, 32(4), 530-540.
- ✓ Singh, R., & Vij, S. (2011). Dimensions of Consumers' Advertising Beliefs in India. *Indian Journal of Marketing*, 41(3), 21-32.
- ✓ Wang, C. (2005, June). An empirical study on consumer's perceived value and attitude toward advertising. In *Proceedings of the 6th Global Information Technology and Management (GITM) World Conference*.
- ✓ Olsson, V., & Larsson, Å. (2005). *Humor in advertising*.
- ✓ Ruiz, S., & Sicilia, M. (2004). The impact of cognitive and/or affective processing styles on consumer response to advertising appeals. *Journal of Business Research*, 57(6), 657-664.
- ✓ Sharon, A. (2004). Ari Shavit, "On Behalf of His Client," *Ha 'aretz Magazine*, 8-16.
- ✓ Speck, P. S., & Elliott, M. T. (1997). Predictors of advertising avoidance in print and broadcast media. *Journal of Advertising*, 26(3), 61-76.

- ✓ Mehta, A., & Purvis, S. C. (1995, May). When attitudes towards advertising in general influence advertising success. In Conference of the American Academy of Advertising. Waco, TX: Baylor University, Norfolk, VA.
- ✓ Norris, C. E., & Colman, A. M. (1994). Effects of entertainment and enjoyment of television programs on perception and memory of advertisements. *Social Behavior and Personality: an international journal*, 22(4), 365-376.
- ✓ Pollay, R. W., & Mittal, B. (1993). Here's the beef: factors, determinants, and segments in consumer criticism of advertising. *Journal of Marketing*, 57(3), 99-114.

ANNEXURE

Questionnaire

1. Which Industry does your organisation belong to
 - a) Global Advertising
 - b) OOH Advertising Agency
2. How old is your organisation?
 - a) Below 2 month
 - b) 2 to 3month
 - c) 3 to 4month
 - d) 4 and above
3. How did you hear about OAA service?
Through
 - a) Google search engine
 - b) Website
 - c) Social media
 - d) Old links and friends
4. Which service you used earlier provided by OAA?
 - a) Outdoor media ads
 - b) Indoor media ads
 - c) Online media ads
 - d) Transit media
 - e) Print media ads
 - f) Others
5. Do you aware of online advertisement?
 - a) Yes
 - b) No
6. If yes, which online ads service you most prefer?
 - a) Web portal
 - b) E-commerce
 - c) Company website
 - d) Social media ads
 - e) Digital ads

7. How often do you use online advertising service?
 - a) Almost always
 - b) Sometimes
 - c) Every once in a while
 - d) Rarely
 - e) Never
8. How do you describe your perception regarding online advertisement?
 - a) Excellent idea
 - b) Interesting
 - c) Simple
 - d) Unclear
 - e) Not so useful
9. Which type of online advertisements you like the most?
 - a) Rectangle Banner
 - b) Skyscraper
 - c) Sponsored ads
 - d) Pop up and Pop under ads
 - e) Keyword advertising
 - f) Google Ads
10. What type of advertisements you like the most in any website?
 - a) Movable ads
 - b) Immovable ads
11. Do you think online advertisement and promotions influence customer buying decision?
 - a) Strongly agree
 - b) Agree
 - c) Moderately agree
 - d) Disagree
 - e) Strongly disagree
12. Do you think your purchase behaviour is influenced by words of persuasion like Shop now, discount offers, apply now or know more make any difference in purchasing decision?
 - a) Yes
 - b) No

13. How often your client buy product that shown at online advertisement / site?
- a) Almost always
 - b) Sometimes
 - c) Every once in a while
 - d) Rarely
 - e) Never
14. According to you what is the main purpose behind online advertisement?
- a) Selling products or services
 - b) Inform the customers
 - c) Increase brand value
 - d) Reinforcement
 - e) Discount and deals
15. Have you got contract from customers and organizations through online media?
- a) Yes
 - b) No
16. Is online advertisement affected on your current sales?
- a) Strongly affected
 - b) Somewhat affected
 - c) Neutral
 - d) Not very affected
 - e) Not at all affected
17. How do you rate our service with regards to online advertisement?
- a) Very happy
 - b) Somewhat happy
 - c) Neutral
 - d) Not very happy
 - e) Not at all happy
18. Have you experienced any difficulties in accessing online advertisement service?
- a) Yes
 - b) No
19. If yes, what difficulties you faced in accessing online advertisement service?
- a) Lack of information
 - b) Lack of technology
 - c) Security issues

- d) Lack of secrecy
- e) Others specify.....

20. What is your overall rating with regards to the services provided by OAA?

- a) Very happy
- b) Somewhat happy
- c) Neutral
- d) Not very happy
- e) Not at all happy

Any suggestion to improve the online marketing services provided by OAA?

.....

.....



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: G Sudharani

INTERNAL GUIDE : Prof. Suhas Patel

USN : 11A17MBA19

COMPANY NAME : Outdoor Advertising Agency Pvt Ltd, Bangalore

| WEEK | WORK UNDERTAKEN | EXTERNAL GUIDE SIGNATURE | INTERNAL GUIDE SIGNATURE |
|-------------------------------------------------------|--------------------------------------------------------|--------------------------|--------------------------|
| 3 rd Jan 2019 – 9 th Jan 2019 | Industry Profile and Company Profile | | |
| 10 th Jan 2019 – 17 th Jan 2019 | Preparation of Research instrument for data collection | | |
| 18 th Jan 2019 – 25 th Jan 2019 | Data collection | | |
| 26 th Jan 2019 – 2 nd Feb 2019 | Analysis and finalization of report | | |
| 3 rd Feb 2019 – 9 th Feb 2019 | Findings and Suggestions | | |
| 10 th Feb 2019 – 16 th Feb 2019 | Conclusion and Final Report | | |



Company Seal



College Seal

HOD Signature
Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107