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INTRODUCTION
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NEED/IMPORTANCE OF THE STUDY
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HYPOTHESIS (ES)
RESEARCH METHODOLOGY
RESULTS & DISCUSSION
FINDINGS
RECOMMENDATIONS/SUGGESTIONS
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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

ATTITUDE OF CUSTOMERS TOWARDS ONLINE ADVERTISEMENTS IN SIVAKASI

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ABSTRACT

This research study is focused on customer attitude towards online advertisements in the Sivakasi area. The main purpose and objectives of the study is to find out the impact of customers towards online advertisements, factors which are influenced their purchase decisions, satisfaction levels of the customers towards the selected websites. Data was collected through the well-structured Questionnaire. The sample size was 200, those who are selected through convenient sampling method. For analysis, frequency percentage, Rank with weighted average arithmetic mean, Mann Whitney Rank Sum U test and Kruskal Wallis test were used by SPSS. In this study the findings were categorized to mention in the brief manner. The study also suggests the strong recommendations on the basis of the study findings.

KEYWORDS

customer attitude, online advertisements, Sivakasi, purchase decisions, satisfaction levels, convenient sampling method.

1. INTRODUCTION

Now days, internet have become a foremost source for advertisements. Internet advertisements have become a vital source which has a wide range all over the globe. Everyone can right to use to the internet which may influence their purchase decision depending upon the advertisements. Dissimilar Customers have different attitudes towards internet advertisements. Some may like the advertisements, acquire the product and some may use pop-up blockers to block the advertisements. But now it is an important source for advertisements to attract Customers. But it is also necessary to know the attitude of consumers towards it. Customer's attitude may be defined as emotional feelings, beliefs and behaviors about product, services, companies and institutions. According to some psychologist attitude is the evaluating judgment about something or someone. Attitude consists of three factors or elements which are cognitive, affective, and behavioral. Internet advertisements may be defined as a promotional tool that uses internet and World Wide Web to deliver their messages to attract and retain the Customers. It gives the opportunity to the marketers to target their customized Customers. Marketers advertise to build brand awareness or brand loyalty. Successful advertisements can lead to increased sales and performance of the firm. Internet advertisements can create a good or bad impression on the consumers. A good advertisement can create strong brand awareness and stimulate the consumers to purchase the product. It is more interactive than any other advertisements. Visual effects may attract the consumers and affect their purchase decisions. Now day's marketers are using the internet for advertisements, buying and selling of their products. People can go directly and immediately to the advertiser's website and can purchase a customized product. Some marketers are getting help from "cookies" (most visited sites by the consumers) to target their online advertisements. Newspapers, radio and TV were the early Medias to advertise the product. But now internet advertisement is growing at faster growth rate as compared to the growth of other media. As a result, all cost goes waste (Rashid Saeed et al, 2013). So to answer the problem internet advertising is the superlative media. So it is necessary to analyse the attitudes and behaviours of customers. So a study has been taken in to the Sivakasi.

2. REVIEW OF LITERATURE

Rashid Saeed et al., (2013), "Consumer's Attitude towards Internet Advertising in Pakistan", this study has been taken to know the consumer attitude towards internet advertisement in Sahiwal. The main objective was to know and explore the attitude towards different dimensions of advertising. The sample of 150 was taken. Questionnaire was the survey instrument to collect the data from different internet users. Reliability, correlation and regression analysis were done to analyze the collected data. It is concluded from hypothesis that there overall positive and negative attitude towards internet advertisement. Analysis shows both negative and positive attitude towards I.A.

Erni Martini and Sri Widaningsih (2014), "Effect of Online Advertising towards Online Attitude of Adolescents in Indonesia", this study shows that online advertising significantly affects online attitude of adolescent in Bandung, Indonesia. Advertising utility, Indignity, and Price perception positively affects the online attitude of adolescent. Trust has negative effect on the online attitude of adolescent, while regulation does not affect the online attitude of adolescent in Indonesia.

Mary Ellen Gordon and Kathryn De Lima-Turner (1997), "Consumer attitudes towards Internet advertising", discussed that Advertising on the Internet can be viewed as a social contract between advertisers and Internet users. The attributes comprising this contract are: access to advertisements, placement of advertisements, message, influence on fee, and information collection. Examines empirically the tradeoffs consumers make among the attributes in the social contract using an online survey analysed through conjoint analysis. The findings indicate that consumer attitudes towards Internet advertising differ from many predictions about this new media.

Ann E. Schlosser, Sharon Shavitt and Alaina Kanfer (1999), "Survey of internet users attitudes toward internet advertising", argued that audience members play an active role in advertising exposure on the Internet. In addition, the potential clash between Internet culture and marketing goals creates a situation where consumers may respond more negatively to IA than to GA. (Schlosser and Kanfer, forthcoming) Therefore, it is important to understand the structure and favorability of their attitudes toward IA. This paper builds upon previous IA research (Ducoffe, 1996; Mehta and Sivadas, 1995) in addressing this topic and like previous research, serves as a building block in our understanding of consumer response in an online commercial environment. However, because U.S. Internet demographics are constantly changing in the direction of reflecting the general U.S. demographics (GVU, 1999), more surveys will be needed to assess attitudes and the structure of attitudes in this changing population.

Samir Abuznaid and Mohammed Anati, "Customers attitudes and beliefs toward internet advertising in Palestine" this study attempts to examine the beliefs about online advertising, attitudes toward online advertising. Moreover, it will provide suggestions how to design effective online ads to fully utilize the advantages of the online medium. In sum, the study attempts to improve the current understanding of online advertising.

Dr. Jaya Krushna Panda & Aruna Kumar (2010) have studied about "Measuring Internet User's Attitude towards Internet Advertising". From the findings of the study it can be concluded that presently Internet users don't have a positive attitude towards internet advertising. It does not mean that the organizations should ignore internet as a medium of advertising.

J. Suresh Reddy (2011) has published article is "impact of E-Commerce on Marketing". He concluded that internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support.

Peter J. Danaher and Guy W. Mullarkey (2010) have published their research article entitled "Factors Affecting Online Advertising Recall: A study of Students". The researcher concluded that topic finally web users in a goal-directed mode are much less likely to recall and recognize banner advertisements than users who are surfing a site.

Shelly Rodgers and Esther Thorson (2012) have published, research paper entitled "The Interactive Advertising Model: How Users Perceive and Process Online Ads". The researchers concluded that, we propose an interactive information processing model of internet advertising that incorporates both function and structure.

Sumanjeet (2013) has published article on "Online Banner Advertising"- in Indian journal of Marketing. The researcher concluded that, online banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or student with great potential for success as their segments are highly represented.

Jefrey Parsons, Katherine Gallagher and K. Dale Fosster (2012) have published the article entitled "Messages in the Medium: An Experimental Investigation of Web Advertising Effectiveness and Attitude towards web content". This article explained web advertising effectiveness and evaluation of web content. The findings of this research suggested that advertiser should use web for advertising their product.

Panda, D.J and A.K.Mishra (2012) have published the article entitled " Measuring Internet User's Attitude towards Internet". As described in website leadsleap.com. There are different types of internet advertising which are commonly used by the marketers are: content, link, viral, incentivized and obstructive advertising.

Babu, D.M and S.Balaji (2012) said that there is a positive relationship between consumer attitude and internet advertisement and also a significant relationship between demographic and internet advertisement. A survey was conducted in south and north Chennai.

Bibhas Chandra, Shubham Goswami and Vineet Chouhan (2012), "Investigating Attitude towards Online Advertising On Social Media - An Empirical Study", Presently, the growth in Active Internet Users among urban cities is phenomenal. The growth of social media is chiefly attributed to the desires for connectedness, social interaction, entertainment, convenience, information and in some cases professional advancement. The rapid growth of online social networking communities has caught the attention of advertisers that hope to find new ways to harness these communities for their advertising purposes (Hart 2007). This study makes an attempt to decipher the embedded attitude of the customers towards online advertising on the social community sites. The study reveals that Online advertising helps in purchase decision and results in lower price. The frequent browsers demonstrated a strong favourable attitude towards online advertisement on the social media which they chiefly attributed to the trustworthiness for social media. Moreover, the frequent browsers hold favourable attitude for online advertisement due to the fact that it supports purchasing decisions and results in lower price products.

3. STATEMENT OF THE PROBLEM

The present modern technological society needs online for everything. Online is necessary not only for commercial purposes but also for the social causes. There are many online advertisements are available in the websites. Customers are the boss of every business advertisement. Business people have to create awareness about the product as well as have to make the Customers buy. The ultimate aim of every manufacturer is to attract the Customers through advertisements. Thus it is necessary to know the attitudes and behaviors of Customers towards advertisements. Without knowing them, a marketer cannot attain success. Hence the researcher has chosen this particular topic for bringing out the attitude of Customers towards online advertisements in the study area of Sivakasi.

4. SCOPE OF STUDY

This study has made a clear insight about the attitude of customers towards online advertisements. The study concentrates on limited websites such as Amazon.in, Flipkart.com, Snapdeal.com, Paytm.com, ebay.in, Jabong.com, Myntra.com, Shopclues.com, Homeshop18.com and Futurebazaar.com. The study is carried out in Sivakasi town only.

5. RESEARCH OBJECTIVES

1. To study the socio-economic and demographic status of respondents of the study area.
2. To find out the impact of respondents towards online advertisements.
3. To find out the factors which is influenced their purchase decision.
4. To find out the satisfaction levels of the Customers towards the selected websites.
5. To offer the suggestion based on the findings of the study.

6. RESEARCH HYPOTHESES

The following hypotheses have been framed for the study.

- There is no significant difference between gender of the respondents and overall satisfaction in online advertisements.
- There is no significant difference between gender of the respondents and impact of online advertisements.
- There is no significant difference between age of the respondents and overall satisfaction in online advertisements.
- There is no significant difference between Education of the respondents and overall satisfaction in online advertisements.
- There is no significant difference between income of the respondents and overall satisfaction in online advertisements.

7. METHODOLOGY

The researcher has undertaken an analytical study. Attitude of consumer towards online advertisements in Sivakasi has been analyzed

Sources of Data

The data required for the study are collected through primary and secondary sources.

Primary Data

The primary data have been collected by preparing questionnaires schedule. The data have been collected directly from the internet users in Sivakasi.

Secondary Data The secondary data needed for the study have been collected from various books, journals and magazines, related research report and search engine.

Sampling Design

This research studied the attitude of customers towards online advertisements. The sample respondent should be the representative of the population. In such a way 200 sample respondents were selected in Sivakasi by using Convenience sampling method.

8. RESULTS AND DISCUSSIONS

TABLE NO. 1: GENDER WISE CLASSIFICATION

Particular	Respondents	Percentage
Male	112	56.00
Female	88	44.00
Total	**200**	**100.00**

Source: Primary Data

Table 1 shows that out of 200 respondents, 112 respondents (56.00 per cent) are male and the remaining 88 respondents (44.00 per cent) are female. It is understood from the survey that majority of the respondents (56.00 per cent) are male.

TABLE NO. 2: AGE WISE CLASSIFICATION

Particular	Respondents	Percentage
18-26	67	33.50
27-35	77	38.50
36-44	40	20.00
45 and above	16	8.00
Total	**200**	**100.00**

Source: Primary Data

Table 2 shows that out of 200 respondents, 77 respondents (38.50 per cent) are in the age group of 27-35 years, 67 respondents (33.50 per cent) are under the age group of 18-26 years, 40 respondents (20.00 per cent) are between the age group of 36-44 years, and the remaining 16 respondents (6.58 per cent) are in the age group 45 and above 15 years. It can be noted from the Table 4.2 that the most of the respondents (38.50 per cent) belong to the age group of 27-35 years.

TABLE NO. 3: MARITAL STATUS

Particular	Respondents	Percentage
Married	78	39.00
Unmarried	122	61.00
Total	**200**	**100.00**

Source: Primary Data

Table 3 explicates that out of 200 respondents, 122 respondents (61.00 per cent) are unmarried and the remaining 78 respondents (39.00 per cent) are married. It is found that majority of the respondents (61.00 per cent) are unmarried.

TABLE NO. 4: EDUCATION LEVEL

Particular	Respondents	Percentage
Below SSLC	23	11.50
HSC Level	28	14.00
UG Level	72	36.00
PG Level	63	31.50
Diploma	10	5.00
Doctorate	4	2.00
Total	**200**	**100.00**

Source: Primary data

Table 4 explicates that out of 200 respondents those who are literate, 72 respondents (36.00 per cent) are having UG level, 63 respondents (31.50 per cent) are having PG level, 28 respondents (14.00 per cent) are having HSC level of education, 23 respondents (30.15 per cent) having Below SSLC level, 10 respondents (5.00 per cent) have Diploma and 4 respondents (2.00 per cent) have completed Doctorate level.
It is evident that most of the respondents (36.00 per cent) level in UG level.

TABLE NO. 5: INCOME LEVEL

Particular	Respondents	Percentage
Below 10000	3	1.50
10001-15000	40	20.00
15001- 20000	61	30.50
20001-25000	70	35.00
25001 and above	26	13.00
Total	**200**	**100.00**

Source: Primary Data

Table 5 reveals that out of 200 respondents, 70 respondents (35.00 per cent) are earning income up to Rs. 20,001-25000 per month, 61 respondents' (30.50 per cent) income level is between Rs. 15001-20000 per month, 40 respondents (20.00 per cent) have earned between Rs. 10,001-15000 per month, 26 respondents (13.00 per cent) have earned 25001 and above per month and the remaining 3 respondents (1.50 per cent) have earned below 10000 per month It is evident that most of the respondents (35.00 per cent) earn Rs. 20,001-25000 per month.

TABLE NO. 6: EMPLOYMENT STATUS

Particular	Respondents	Percentage
Yes	132	66.00
No	68	34.00
Total	**200**	**100.00**

Source: Primary data

Out of 200 respondents, 132 respondents (66.00 per cent) are employed and the remaining 68 respondents (34.00 per cent) are unemployed. It is found that majority of the respondents (66.00 per cent) are employed.

TABLE NO. 7: OCCUPATION

Particular	Respondents	Percentage
Business Man	36	27.27
Profession	15	11.36
Govt. Employee	26	19.70
Private Employee	50	37.88
Pensioner	5	3.79
Total	**132**	**100.00**

Source: Primary Data

From above Table 7 conveys the information that out of 132 employed respondents, 50 respondents (37.88 per cent) are Private employees, 36 respondents (27.27 per cent) are Business men, 26 respondents (19.70 per cent) are Government employees, 15 respondents (11.36 per cent) are professionals, and the remaining 5 respondents (3.79 per cent) are Pensioners. It is evident that most of the respondents (37.88 per cent) are Private employees.

TABLE NO. 8: UNEMPLOYMENT

Particular	Respondents	Percentage
Students	26	38.24
Home makers	17	25.00
Job seekers	25	36.76
Total	**68**	**100.00**

Source: Primary Data

Out of 68 unemployed respondents, 26 respondents (38.24 per cent) are Students, 25 respondents (36.76 per cent) are Job Seekers, and remaining 17 respondents (25.00 per cent) are Home Makers It is found that majority of the respondents (38.76 per cent) are Students.

TABLE NO. 9: INTERNET SERVICE

Particular	Respondents	Percentage
Yes	103	51.50
No	97	48.00
Total	**200**	**100.00**

Source: Primary Data

Out of 200 respondents, 103 respondents (66.00 per cent) are using internet from their home and the remaining 97 respondents (34.00 per cent) are not having internet in their home. It is found that majority of the respondents (66.00 per cent) are using internet from their home.

TABLE NO. 10: AMOUNT SPENT TO INTERNET

Particular	Respondents	Percentage
Below Rs. 1000	24	23.30
Rs.1001-1500	48	46.60
Rs.1501-2000	23	22.33
Rs.2001and above	8	7.77
Total	**103**	**100.00**

Source: Primary Data

Table 10 shows that out of 103 respondents, 48 respondents (46.60 per cent) are in the group of Rs. 1001-1500, 24 respondents (23.30 per cent) are under the group of below Rs. 1000, 23 respondents (22.33 per cent) are between the group of Rs. 1501-2000, and the remaining 8 respondents (7.77 per cent) are in the group Rs. 2001 and above.

It can be noted from the Table 4.10 that the most of the respondents (46.60 per cent) belong to the group of Rs. 1001-1500.

TABLE NO. 11: USING OF INTERNET FROM OTHER PLACES

Particular	Respondents	Percentage
Office	45	46.39
Friends home	16	16.49
Relative home	19	19.59
Browsing Centre	17	17.53
Total	**97**	**100.00**

Source: Primary Data

Table 11 conveys the information that out of 97 employed respondents, 45 respondents (46.39 per cent) are Office, 19 respondents (19.59 per cent) are Relative home, 17 respondents (17.53 per cent) are Browsing centre, and the remaining 16 respondents (16.49 per cent) are Friends home. It is evident that most of the respondents (46.39 per cent) are using from their respective Office.

TABLE NO. 12: ONLINE SPENDING TIME PER WEEK

Particular	Respondents	Percentage
5-10 hours	57	28.50
11-20 hours	86	43.00
21-30 hours	41	20.50
31-40 hours	10	5.00
41-50 hours	6	3.00
Total	**200**	**100.00**

Source: Primary Data

Table 12 shows among all the 200 respondents, 86 (43.00 per cent) respondents spent with internet between 11-20 hours per week online. 57 (28.50) respondents spent with internet between 5-10 hours, 41 (20.50 per cent) respondents spent with internet between 21-30 hours per week online, followed by 10 (5.00 per cent) respondents spent with between 31-40 hours and above online and 6 (3.00 per cent) respondents spent with internet between 41- 50 hours per week online

It is evident that most of the respondents (43.00 per cent) spent 11-20 hours per week.

TABLE NO. 13: FREQUENCY CLICK ON INTERNET ADVERTISEMENT

Particular	Respondents	Percentage
Click at least once	67	33.50
Click Occasionally	68	34.50
Click Frequently	65	32.00
Total	**200**	**100.00**

Source: Primary Data

According to Table 13, 68 (34.50 per cent) respondents are click occasionally on the internet advertisement. There are 67 (33.50 per cent) respondents clicked on internet advertisement at least once. The remaining 65 (32.00 per cent) respondents are click frequently on the advertisement. It is evident that most of the respondents (34.50 per cent) are click occasionally on online advertisements.

TABLE NO. 14: INTERNET FACILITY

Particular	Respondents	Percentage
Searching information	101	50.50
Online Shopping	30	15.00
Chatting	36	18.00
E-mail	33	16.50
Total	**200**	**100.00**

Source: Primary Data

According to Table 14, 101 (50.50 per cent) of respondents are using for Searching information. There are 36 (18.00 per cent) of respondents are using for Chatting. There are 33(16.50 per cent) of respondents are using for E-mail. The remaining 30 (15.00 per cent) respondents are using for online shopping It is found that majority of the respondents (50.50 per cent) are using for Searching information.

TABLE NO. 15: INTERNET CONNECTION

Particular	Respondents	Percentage
BSNL	30	15.00
Reliance	52	26.00
Airtel	39	19.50
Tata	51	25.50
Vodafone	18	9.00
Other	10	5.00
Total	**200**	**100.00**

Source: Primary Data

Table 15 explicit that out of 200 respondents 52 respondents (26.00 per cent) are having their connection with Reliance, 51 respondents (25.50 per cent) are having their connection with Tata, 39 respondents (19.50 per cent) are having their connection with Airtel, 30 respondents (15.00 per cent) having their connection with BSNL, 18 respondents (9.00 per cent) having their connection with Vodafone and 10 respondents (5.00 per cent) having their connection with Other. It is evident that most of the respondents (26.00 per cent) are having their connection with Reliance.

IMPACT ONLINE ADVERTISEMENT IN KNOWLEDGE

In this survey the customers have been asked to provide their view concerning the elements determining the impact advertisement in Knowledge. The views are held for 6 statements which are associated to the elements determining the impact of advertisement in knowledge by acquiring scaling technique, Likert Five Point Scale. Table 16 shows the opinion of customers about impact advertisement in Knowledge.

TABLE 16: IMPACT ONLINE ADVERTISEMENTS IN KNOWLEDGE

Particular	SA	A	N	D	SD	Total
I support online advertisement because it is where creativity is highly appreciated	**123 (61.50)**	59 (29.50)	8 (4.00)	8 (4.00)	2 (1.00)	**200 (100)**
Online advertisement contains a lot of excitement and surprises	45 (22.50)	**120**	28 (14.00)	5 (2.50)	2 (1.00)	**200 (100)**
Online advertisement keeps me up to date about products/ service available in the marketplace	**75 (37.50)**	48 (24.00)	62 (31.00)	12 (6.00)	3 (1.50)	**200 (100)**
Online advertisement is a valuable source of information about sales	61 (30.50)	**64 (32.00)**	38 (19.00)	32 (16.00)	5 (2.50)	**200 (100)**
Online advertisement tells me which brands have the features I am looking for	**57 (28.50)**	55 (27.50)	41 (20.50)	42 (21.00)	5 (2.50)	**200 (100)**
Most of the time online advertisement contains funny characters and is enjoyable	44 (22.00)	**60 (30.00)**	39 (34.50)	40 (20.00)	17 (8.50)	**200 (100)**

Source: Primary Data

Table 16 shows that 61.50 per cent of the respondents are having impact on the statement " I support online advertisement because it is where creativity is highly appreciated", 60.00 per cent of the respondents are having impact on the statement "Online advertisement contains a lot of excitement and surprises", 37.50 per cent of the respondents on having impact on the statement "Online advertisement keeps me up to date about products/ service available in the marketplace", 32.00 per cent of the respondents are having impact on the statement "Online advertisement is a valuable source of information about sales", 28.50 per cent of the respondents are having impact on the statement "Online advertisement tells me which brands have the features I am looking for" and 30.00 per cent of the respondents are having impact on the statement "Most of the time online advertisement contains funny characters and is enjoyable".

IMPACT OF ONLINE ADVERTISEMENT - KNOWLEDGE (Ranking under Weight Arithmetic Mean)

The researcher has assigned the following ranking proposal:

Strongly Agree – 5 points; Agree – 4 points; Neutral – 3 points; Disagree – 2 points; Strongly Disagree – 1 points.

TABLE NO. 17: IMPACT OF ONLINE ADVERTISEMENT- KNOWLEDGE (RANKING UNDER WEIGHT ARITHMETIC MEAN)

Particular	SA	A	N	D	SD	Total	WAM	Rank
I support online advertisement because it is where creativity is highly appreciated	**615**	236	24	16	2	893	59.53	**I**
Online advertisement contains a lot of excitement and surprises	225	**480**	84	10	2	801	53.40	**II**
Online advertisement keeps me up to date about products/ service available in the marketplace	**375**	192	186	24	9	786	52.40	**III**
Online advertisement is a valuable source of information about sales	**305**	256	114	64	5	744	49.60	**IV**
Online advertisement tells me which brands have the features I am looking for	**285**	220	123	84	5	717	47.80	**V**
Most of the time online advertisement contains funny characters and is enjoyable	**220**	200	117	100	34	671	44.73	**VI**

Source: Computed Primary Data

By giving ranking proposal, "I support online advertisement because it is where creativity is highly appreciated" got first rank, "Online advertisement contains a lot of excitement and surprises" got second rank, "Online advertisement keeps me up to date about products/ service available in the marketplace" got third rank, "Online advertisement is a valuable source of information about sales" got forth rank, "Online advertisement tells me which brands have the features I am looking for" got fifth rank and "Most of the time online advertisement contains funny characters and is enjoyable" got sixth rank.

IMPACT OF ONLINE ADVERTISEMENT IN CREDIBILITY

In this survey the customers have been asked to provide their view concerning the elements determining the impact advertisement in Credibility. The views are held for 4 statements which are associated to the elements determining the impact of online advertisement in Credibility by acquiring scaling technique, Likert Five Point Scale. Table 18 shows that the opinion of customers about impact of online advertisement in credibility.

TABLE NO. 18: IMPACT OF ONLINE ADVERTISEMENT IN CREDIBILITY

Particular	SA	A	N	D	SD	Total
The online advertisement is believable	71 (35.50)	**109 (54.50)**	8 (4.00)	11 (5.50)	1 (0.50)	**200 (100)**
The online advertisement is trustworthy	58 (29.00)	**75 (37.50)**	42 (21.00)	17 (8.50)	8 (4.00)	**200 (100)**
The online advertisement is credible	44 (22.00)	56 (28.00)	**72 (36.00)**	26 (13.00)	2 (1.00)	**200 (100)**
The online advertisement is convincible	38 (19.00)	**75 (37.50)**	44 (22.00)	26 (13.00)	17 (8.50)	**200 (100)**

Source: Primary Data

Table 18 show that 54.50 per cent of the respondents are having impact about Credibility with the statement "online advertisement is believable", 37.50 per cent of the respondents are having impact about Credibility with the statement "Online advertisement is trustworthy", 36.00 per cent of the respondents are having impact about Credibility with the statement "Online advertisement is credible" and 37.50 per cent of the respondents are having impact about Credibility with the statement "Online advertisement is credible".

TABLE 9: IMPACT OF ONLINE ADVERTISEMENT- CREDIBILITY (RANKING UNDER WEIGHT ARITHMETIC MEAN)

Particular	SA	A	N	D	SD	Total	WAM	Rank
The online advertisement is believable	355	436	24	22	1	838	55.87	**I**
The online advertisement is trustworthy	290	300	126	34	8	758	50.53	**II**
The online advertisement is credible	220	224	216	52	2	714	47.60	**III**
The online advertisement is convincible	190	300	132	52	17	691	46.07	**IV**

Source: Computed Primary Data

By giving ranking proposal, "The online advertisement is believable" got first rank, "The online advertisement is trustworthy" got second rank, "The online advertisement is credible" got third rank and "The online advertisement is convincible" got forth rank.

IMPACT OF ONLINE ADVERTISEMENT- INFORMATIVE

In this survey the customers have been asked to provide their view concerning the elements determining the impact advertisements in informative. The views are held for 4 statements which are associated to the elements determining the import advertisements in informative by acquiring scaling technique, Likert Five Point Scale. Table 4.20 shows the opinion of customers about impact of advertisements in informative.

TABLE NO. 20: IMPACT OF ONLINE ADVERTISEMENT- INFORMATIVE

Particular	SA	A	N	D	SD	Total
The online advertisement is valuable source of information about products/services	**128 (64.00)**	50 (25.00)	13 (6.50)	7 (3.50)	2 (1.00)	**200 (100)**
The online advertisement tells me which brands have the features. I am looking for	57 (28.50)	**84 (42.00)**	45 (22.50)	10 (5.00)	4 (2.00)	**200 (100)**
The online advertisement keeps me up to data about product/services available in the marketplace	**57 (28.50)**	43 (21.50)	55 (27.50)	40 (20.00)	5 (2.50)	**200 (100)**
The online advertisement provides complete information that assist me in decision making	30 (15.00)	**76 (38.50)**	23 (11.50)	42 (21.00)	29 (14.50)	**200 (100)**

Source: Primary Data

Table 20 shows that 64.00 per cent of the respondents are having impact about Informative with the statement "The online advertisement is valuable source of information about products/services", 42.00 per cent of the respondents having impact about Informative with the statement "The online advertisement tells me which brands have the features. I am looking for", 28.50 per cent of the respondents are having impact about Informative with the statement "The online advertisement keeps me up to data about product/services available in the marketplace" and 37.50 per cent of the respondents are having impact about informative with the statement "The online advertisement provides complete information that assist me in decision making".

IMPACT OF ONLINE ADVERTISEMENT- INFORMATIVE (RANKING UNDER WEIGHT ARITHMETIC MEAN)

The researcher has assigned the following ranking proposal:

Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
5 marks	4 marks	3 marks	2 marks	1 mark

TABLE NO. 21: IMPACT OF ONLINE ADVERTISEMENT- INFORMATIVE (RANKING UNDER WEIGHT ARITHMETIC MEAN)

Particular	SA	A	N	D	SD	Total	WAM	Rank
The online advertisement is valuable source of information about products/services	640	**200**	39	14	2	895	59.67	**I**
The online advertisement tells me which brands have the features. I am looking for	285	**336**	135	20	4	780	52.00	**II**
The online advertisement keeps me up to data about product/services available in the marketplace	**285**	172	165	80	10	712	47.47	**III**
The online advertisement provides complete information that assist me in decision making	150	**304**	69	84	29	636	42.40	**IV**

Source: Computed Primary Data

By giving ranking proposal, "The online advertisement is valuable source of information about products/services" got first rank, "The online advertisement tells me which brands have the features. I am looking for" got second rank, "The online advertisement keeps me up to data about product/services available in the marketplace" got third rank and "The online advertisement provides complete information that assists me in decision making" got fourth rank.

OPINION OF RESPONDENTS ABOUT THE FACTORS INFLUENCED TO PURCHASE

In this survey the customers have been asked to provide their view concerning the elements determining the factors influenced. The views are held for 9 statements which are associated to the elements determining the factors influenced to purchase by acquiring scaling technique, Likert Five Point Scale. Table 22 shows that the opinion of customers about the factors influenced to purchase.

TABLE NO. 22: CUSTOMERS OPINION ABOUT FACTORS INFLUENCED TO PURCHASE

Particular	SA	A	N	D	SD	Total
Products and services can be browsed at any time	**167 (83.50)**	22 (11.00)	9 (4.50)	2 (1.00)	0	**200 (100)**
24 hours/ 7 days a week access	**123 (61.50)**	71 (35.50)	6 (3.00)	0	0	**200 (100)**
Variety of feature	37 (18.50)	**110 (55.00)**	44 (22.00)	9 (4.50)	0	**200 (100)**
Prices can be compared	34 (17.00)	**100 (50.00)**	52 (26.00)	14 (9.00)	0	**200 (100)**
Features can be compared	54 (27.00)	**60 (30.00)**	48 (24.00)	37 (18.50)	1 (0.50)	**200 (100)**
Quick feedback of the customers	37 (18.50)	54 (27.00)	**68 (34.00)**	33 (16.50)	8 (4.00)	**200 (100)**
Customers privacy policy	38 (19.00)	**63 (31.50)**	44 (22.00)	51 (25.50)	4 (2.00)	**200 (100)**
Multiple choices	36 (18.00)	**74 (37.00)**	40 (20.00)	48 (24.00)	2 (1.00)	**200 (100)**
Can be checked and browsed repeatedly	45 (22.50)	**62 (31.00)**	41 (20.50)	27 (13.50)	25 (12.50)	**200 (100)**

Source: Primary Data

Table 22 shows that 83.50 per cent of the respondents are influenced with the factor "Products and services can be browsed at any time", 61.50 per cent of the respondents are influenced with the factor "24 hours/ 7 days a week access", 55.00 per cent of the respondents are influenced with the factor "Variety of feature", 50.00 per cent of the respondents are influenced with the factor "Prices can be compared", 30.00 per cent of the respondents are influenced with the factor "Features can be compared", 34.00 per cent of the respondents are influenced with the factor " quick feedback of the customers", 31.50 per cent of the respondents factors influenced with the factor "customers privacy policy", 37.00 per cent of the respondents are influenced with the factor "Multiple choices" and 31.00 per cent of the respondents are influenced with the factor "can be checked and browsed repeatedly".

CUSTOMER'S OPINION ABOUT FACTORS INFLUENCED TO PURCHASE (Ranking under Weight Arithmetic Mean)

TABLE NO. 23: OPINION ABOUT FACTORS INFLUENCED TO PURCHASE (RANKING UNDER WEIGHT ARITHMETIC MEAN)

Particular	SA	A	N	D	SD	Total	WAM	Rank
Products and services can be browsed at any time	**835**	88	27	4	0	954	63.60	**I**
24 hours/ 7 days a week access	**615**	284	18	0	0	917	61.13	**II**
Variety of feature	185	**440**	132	18	0	775	51.67	**III**
Prices can be compared	170	**400**	156	28	0	754	50.27	**IV**
Features can be compared	270	240	**144**	74	1	729	48.60	**V**
Quick feedback of the customers	185	216	204	**66**	8	679	45.27	**IX**
Customers privacy policy	190	252	**132**	102	4	680	45.33	**VIII**
Multiple choices	180	296	**120**	96	2	694	46.27	**VII**
Can be checked and browsed repeatedly	225	248	**123**	54	50	700	46.67	**VI**

Source: Computed Primary Data

By giving ranking proposal, the feature "Products and services can be browsed at any time" got first rank, "24 hours/ 7 days a week access" got second rank, "Variety of feature" got third rank, "Prices can be compared" got forth rank, "Features can be compared" got fifth rank, "Can be checked and browsed repeatedly" got sixth rank, "Multiple choice" got seventh rank, "Customers privacy policy" got eighth rank and "Quick feedback the customers" got ninth rank.

OPINION OF RESPONDENTS ABOUT THE OVERALL SATISFACTION IN ONLINE ADVERTISEMENTS

In this survey the customers have been asked to provide their view concerning the elements determining the Overall satisfaction in online advertisements. The views are held for 18 statements which are associated to the elements determining the Overall satisfaction in online advertisements by acquiring scaling technique, Likert Five Point Scale. Table 24 shows that the opinion of customers' about the overall satisfaction in online advertisements.

TABLE NO. 24: CUSTOMER OPINION ABOUT OVERALL SATISFACTION

Particular	VH	H	M	L	VL	Total
Billing accuracy	**144 (72.00)**	38 (19.00)	16 (8.00)	2 (1.00)	0	**200 (100)**
Competitive pricing	**108 (54.00)**	69 (34.50)	16 (8.00)	5 (2.50)	2 (1.00)	**200 (100)**
Quick service	70 (35.00)	**76 (38.00)**	34 (17.00)	19 (8.50)	1 (0.50)	**200 (100)**
Making the user happy	33 (16.50)	**84 (42.00)**	46 (23.00)	23 (11.50)	14 (7.00)	**200 (100)**
Preserving the status of the user	40 (20.00)	**77 (38.50)**	45 (22.50)	36 (18.50)	2 (1.00)	**200 (100)**
Being an informative advertisement	34 (17.00)	**73 (36.50)**	50 (25.00)	36 (18.00)	7 (3.50)	**200 (100)**
Creating motivation	43 (21.50)	**77 (38.50)**	46 (23.00)	31 (15.50)	3 (1.50)	**200 (100)**
Level of created interaction	51 (25.50)	**63 (31.50)**	42 (21.00)	34 (17.00)	10 (5.00)	**200 (100)**
Preparing potent motivation	45 (22.50)	**63 (31.50)**	51 (25.50)	36 (18.00)	5 (2.50)	**200 (100)**
Credit of advertisement source	41 (20.50)	**64 (32.00)**	36 (18.00)	41 (20.50)	18 (9.00)	**200 (100)**
Access to enough data	**103 (51.50)**	56 (28.00)	20 (10.00)	15 (7.50)	6 (3.00)	**200 (100)**
Making user think	33 (16.50)	**108 (54.00)**	40 (20.00)	14 (7.00)	5 (2.50)	**200 (100)**
Using helpful words for deciding	36 (18.00)	56 (28.00)	**64 (32.00)**	43 (21.50)	1 (0.50)	**200 (100)**
Expressing address & telephone number	34 (17.00)	**77 (38.50)**	47 (23.50)	40 (20.00)	2 (1.00)	**200 (100)**
Knowing life cycle steps of product	58 (29.00)	**63 (31.50)**	33 (16.50)	39 (19.50)	7 (3.50)	**200 (100)**
Brand rate of product	37 (18.50)	**79 (39.50)**	39 (19.50)	41 (20.50)	4 (2.00)	**200 (100)**
Billing clarity	60 (30.00)	**80 (40.00)**	36 (18.00)	19 (8.50)	5 (2.50)	**200 (100)**
Billing time lines	49 (24.50)	**52 (26.50)**	57 (28.50)	28 (14.00)	14 (7.00)	**200 (100)**

Source: Primary Data

Table 24 shows that 72.00 per cent of the respondents are satisfied with "billing accuracy", 54.00 per cent of the respondents are satisfied with "competitive pricing", 38.00 per cent of the respondents are satisfied with "quick service", 42.00 per cent of the respondents are satisfied with "making the user happy", 38.50

per cent of the respondents are satisfied with “preserving the status of the user”, 36.50 per cent of the respondents are satisfied with “being an informative advertisement”, 38.50 per cent of the respondents are satisfied with “creating motivation”, 31.50 per cent of the respondents are satisfied with level of “created interaction”, 31.50 per cent of the respondents are satisfied with “preparing potent motivation”, 32.00 per cent of the respondents are satisfied with “credit of advertisement source”, 51.50 per cent of the respondents are satisfied with “access to enough data”, 54.00 per cent of the respondents are satisfied with “making user think”, 32.00 per cent of the respondents are satisfied with “using helpful words for deciding”, 38.50 per cent of the respondents are satisfied with “expressing address & telephone number”, 31.50 per cent of the respondents are satisfied with “knowing life cycle steps of product”, 39.50 per cent of the respondents are satisfied with “brand rate of product”, 40.00 per cent of the respondents are satisfied with “billing clarity” and 26.50 per cent of the respondents are satisfied with “billing time lines”.

CUSTOMER’S OPINION ABOUT FACTORS INFLUENCED TO PURCHASE (RANKING UNDER WEIGHT ARITHMETIC MEAN)

TABLE NO. 25 CUSTOMERS OPINION ABOUT FACTORS INFLUENCED TO PURCHASE (RANKING UNDER WEIGHT ARITHMETIC MEAN)

Particular	VH	H	M	L	VL	Total	WAM	Rank
Billing accuracy	720	152	48	4	0	924	61.60	**I**
Competitive pricing	540	276	48	10	2	876	58.40	**II**
Quick service	350	304	102	38	1	795	53.00	**IV**
Making the user happy	165	336	138	46	14	699	46.60	**XIV**
Preserving the status of the user	200	308	135	72	2	717	47.80	**IX**
Being an informative advertisement	170	292	150	72	7	691	46.07	**XVI**
Creating motivation	215	308	138	62	3	726	48.40	**VIII**
Level of created interaction	255	252	126	68	10	711	47.40	**X**
Preparing potent motivation	225	252	153	72	5	707	47.13	**XI**
Credit of advertisement source	205	256	108	82	18	669	44.60	**XVIII**
Access to enough data	515	224	60	30	6	835	55.67	**III**
Making user think	165	432	120	28	5	750	50.00	**VI**
Using helpful words for deciding	180	224	192	86	1	683	45.53	**XVII**
Expressing address & telephone number	170	308	141	80	2	701	46.73	**XIII**
Knowing life cycle steps of product	290	252	99	78	7	726	48.40	**VII**
Brand rate of product	185	316	117	82	4	704	46.93	**XII**
Billing clarity	300	320	108	38	5	771	51.40	**V**
Billing time lines	245	208	171	56	14	694	46.27	**XV**

Source: Computed Primary Data

By giving ranking proposal, “billing accuracy” got first rank, “competitive pricing” got second rank, “access to enough data” got third rank, “quick service” got fourth rank, “billing clarity” got fifth rank, “making user think” got sixth rank, “knowing life cycle steps of product” got seventh rank, “crediting motivation” got eighth rank, “preserving the status of the user” got ninth rank, “level of created interaction” got tenth rank, “preparing potent motivation” got eleventh rank, “brand rate of product” got twelfth rank, “expressing address & telephone number” got thirteenth rank,”making user happy” got fourteenth rank, “billing time lines” got fifteenth rank, “being informative advertisement” got sixteenth rank, “using helpful words for deciding” got seventeenth rank and “credit of advertisement source” got eighteenth rank.

OPINION OF RESPONDENTS ABOUT THE VARIOUS PLATFORMS OF ONLINE ADVERTISEMENTS

In this survey the customers have been asked to provide their view concerning the elements determining the Web advertisements. The views are held for 10 Websites which are associated to the elements determining the website advertisements by acquiring scaling technique, Likert Five Point Scale. Table 26 shows the opinion of customers respondents about the Website advertisements.

TABLE NO. 26: CUSTOMERS OPINION ABOUT VARIOUS PLATFORMS OF ONLINE ADVERTISEMENTS

Particular	HS	S	N	D	HD	Total
Amazon	**160 (80.00)**	30 (15.00)	9 (4.50)	1 (0.50)	0	**200 (100)**
Flipkart	**103 (51.50)**	**88 (44.00)**	8 (4.00)	1 (0.50)	0	**200 (100)**
Snapdeal	102 (51.00)	54 (27.00)	**31 (15.50)**	13 (6.50)	0	**200 (100)**
Paytm	37 (18.50)	**92 (46.00)**	48 (24.00)	16 (8.00)	7 (3.50)	**200 (100)**
EBay	42 (21.00)	**76 (38.00)**	51 (25.50)	28 (14.00)	3 (1.50)	**200 (100)**
Jabong	38 (19.00)	**56 (28.00)**	66 (33.00)	32 (16.00)	8 (4.00)	**200 (100)**
Myntra	28 (14.00)	50 (25.00)	**74 (37.00)**	35 (17.50)	13 (6.50)	**200 (100)**
Shopclues	35 (17.50)	57 (28.50)	**64 (32.00)**	28 (14.00)	16 (8.00)	**200 (100)**
Homeshop18	48 (24.00)	47 (23.50)	**64 (32.00)**	22 (11.00)	19 (8.50)	**200 (100)**
Futurebazaar	36 (18.00)	41 (20.50)	**53 (26.50)**	44 (22.00)	26 (13.00)	**200 (100)**

Source: Primary Data

Table 26 show that 160 respondents are highly satisfied with advertisements in “Amazon.in”, 103 respondents are highly satisfied with advertisements in “Flipkart.com”, 102 respondents are highly satisfied with advertisements in “Snapdeal.com”, 92 respondents are satisfied with advertisements in “Paytm.com”, 76 respondents are satisfied with advertisements in “Ebay.in”, 66 respondents are neutral with advertisements in “Jabong.com”, 74 respondents are neutral with advertisements in “Myntra.com”, 64 respondents are neutral with advertisements in “Shopclues.com”, 64 respondents are neutral with advertisements in “Home shop 18.com” and 53 respondents are neutral with advertisements in “Futurebazaar.com”.

CUSTOMER'S OPINION ABOUT VARIOUS PLATFORMS OF ONLINE ADVERTISEMENTS (RANKING UNDER WEIGHT ARITHMETIC MEAN)

TABLE NO. 27: OPINION ABOUT VARIOUS PLATFORMS OF ONLINE ADVERTISEMENTS (RANKING UNDER WEIGHT ARITHMETIC MEAN)

Particular	HS	S	NO	D	HD	Total	WAM	Rank
Amazon	**800**	120	27	2	0	949	63.27	**I**
Flipkart	**515**	352	16	2	0	885	59.00	**II**
Snapdeal	**510**	216	69	26	0	821	54.73	**III**
Paytm	185	**368**	144	32	7	736	49.07	**IV**
EBay	210	**304**	153	56	3	726	48.40	**V**
Jabong	190	**224**	198	64	8	684	45.60	**VI**
Myntra	140	200	**222**	70	13	645	43.00	**IX**
Shopclues	175	**228**	192	56	16	667	44.47	**VIII**
Homeshop18	**240**	188	192	44	19	683	45.53	**VII**
Futurebazaar	**180**	164	159	88	26	617	41.13	**X**

Source: Computed Primary Data

By giving ranking proposal, "Amazon.in" got first rank, "Flipkart.com" got second rank, "Snapdeal.com" got third rank, "Paytm.com" got fourth rank," Ebay.in" got fifth rank, "Jabong.com" got sixth rank, "Homeshop18.com" got seventh rank, "Shopclues.com" got eight rank, "Myntra.com" got ninth rank and "Futurebazaar.com" got tenth rank.

APPLICATION MANN-WHITNEY RANK SUM U TEST

Mann-Whitney Rank Sum U-Test helps us to determine whether two random samples have come from identical populations. If it is true that the samples have come from the same populations, it is reasonable to assume that the means of the ranks assigned to the values of the two samples are more or less the same. The alternative hypothesis is that the means of the population are not equal and if this is the case, most of the smaller rank will go to the values of one sample, while most of the higher ranks will go to those of the other sample. The test of the null hypothesis that the two samples come from identical populations may either be based on R_1, the sum of the ranks of the values of first sample, or on R_2, the sum of the ranks of the values of second sample. It may be noted that in practice it does not matter which sample we call sample 1 and which we call sample 2. If the sample sizes are n_1 and n_2 the sum of $R_1$and R_2 is simply the sum of first n_1+ n_2 positive integers.

When the use of the rank sums was first proposed as a non-parametric alternative to the two-sample t-test, the decision was based on R_1 or R_2, but now the decision is usually based on either of the related statistics:

$$U_1 = n_1 n_2 + \frac{n_1(n_1+1)}{2} - R_1$$

$$U_2 = n_1 n_2 + \frac{n_2(n_2+1)}{2} - R_2$$

Where n_1 and n_2 are the size of the samples and R_1 and R_2 are the rank sums of the corresponding samples. For small samples, if both n_1 and n_2 are less than 10 (some statisticians say 8) special tables must be used, and if U is smaller than the critical value, H_0 can be related to the standard normal curve by the statistic

$$Z = \frac{U + \frac{1}{2} - \frac{n_1 n_2}{2}}{\sqrt{\frac{n_1 n_2(n_1+n_2+1)}{12}}}$$

In using this statistic, it is unimportant whether the larger or smaller value obtained from the formulae is used. The values for Z will be numerically equal, but opposite in sign. Note that tied observations are again given the mean of the common ranks.

In order to test in the level of overall satisfaction in online advertisements, the **Mann-Whitney Rank Sum U-Test** has been applied.

TESTING OF HYPOTHESIS I

To test the hypothesis **"**There is no significant difference between age and overall satisfaction in online advertisement", Mann-Whitney Rank Sum U-test has been applied by using SPSS and the result is presented in the Table 28.

TABLE NO. 28: GENDER AND OVERALL SATISFACTION IN ONLINE ADVERTISEMENT

	Gender	Respondents	Mean rank
Overall satisfaction in online advertisements	Male	112	100.23
	Female	88	100.84
	Total	**200**	

Source: Computed Primary data

From the Table 28, it is found that the mean rank of male is 100.23 and for female is 100.84. The result of Mann-Whitney Rank Sum U-test is presented in the following Table 29.

TABLE NO. 29: MANN-WHITNEY RANK SUM U-TEST- Hypothesis-I

Overall satisfaction of online advertisements	
Mann-Whitney U	4898.000
Wilcoxon W	11226.000
Z	-.074
Asymp. Sig. (2-tailed)	.941

Source: Computed primary data

From the above results it is found that the significant value for Mann-Whitney Rank Sum U-test is 0.941, which is more than the acceptable level of 0.05. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between age and overall satisfaction in online advertisement.

TESTING OF HYPOTHESIS - II

To test the hypothesis There is no significant difference between Gender and impact of online advertisements, Mann-Whitney Rank Sum U-test has been applied by using SPSS and the result is presented in the Table 30.

TABLE NO. 30: GENDER AND IMPACT OF ONLINE ADVERTISEMENT

	Gender	Respondents	Mean rank
Impact of online advertisements	Male	112	98.39
	Female	88	103.19
	Total	**200**	

Source: Computed Primary data

From the Table 30, it is found that the mean rank of male is 98.39 and for female is 103.19. The result of Mann-Whitney Rank Sum U-test is presented in the following Table 31.

TABLE NO. 31: MANN-WHITNEY RANK SUM U-TEST

Impact of online advertisements	
Mann-Whitney U	4691.500
Wilcoxon W	11019.500
Z	-.583
Asymp. Sig. (2-tailed)	.560

Source: Computed primary data

From the above results it is found that the significant value for Mann-Whitney Rank Sum U-test is 0.560, which is more than the acceptable level of 0.05. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between Gender and impact of online advertisement.

APPLICATION OF KRUSKAL-WALLIS TEST

In order to test in the level of overall satisfaction in online advertisements, the **Kruskal-Wallis Test** has been applied. If several independent samples are involved, analysis of variance is the usual procedure. Failure to meet the assumptions needed for analysis of variance makes its value doubtful. An alternative technique was developed called the Kruskal-Wallis one –way analysis of variance or the H-test. This test helps in testing the null hypothesis that k independent random samples come from identical populations against the alternative hypothesis that the means of these samples are not all equal. As is done in the Mann-Whitney U-test all data are ranked as if they were in one sample, from lowest to highest, the rank sums of each sample are calculated. The H-statistic is calculated from the formula:

$$H = \frac{12}{N(N+1)}\left(\frac{R_1^{\,2}}{n_1} + \frac{R_2^{\,2}}{n_2} + \frac{R_3^{\,2}}{n_3} + \ldots + \frac{R_k^{\,2}}{n_k}\right) - 3(N+1)$$

When n_1, n_2… r_k are the number in each of k samples, N= n_1 + n2 + … n_k and R_1, R_2 … R_k are the rank sums of each sample. If there are ties, the usual procedure is followed, but H is fairly sensitive to ties, so if there are very many of them a correction should be made. The effect of the correction is to increase slightly the value of H, so its use is not imperative. For small samples, H is approximately distributed as Chi-Square with k-1 degrees of freedom.

If the null hypothesis is true and each sample has at least five observations, the sampling distribution of H can be approximated closely with a chi-square distribution with k-1 degrees of freedom.

TESTING OF HYPOTHESIS - III

To test the hypothesis "There is no significant difference between age and overall satisfaction" the Kruskal-Wallis test has been applied by using SPSS and the result is presented in the following Table 32.

TABLE NO. 32: AGE AND OVERALL SATISFACTION IN ONLINE ADVERTISEMENT

	Age	No. of Respondents	Mean Rank
satisfaction in online advertisement	18-26	67	90.57
	27-35	77	109.58
	36-44	40	97.64
	45 and above	16	105.53
	Total	**200**	

Source: computed primary data

From the Table 32, it is found that the mean rank of 18-26 is 90.57, 27-35 years is 109.58, 39-44 years is 97.64 and for 45 and above years is 105.53. The result of Kruskal- Wallis Test is presented in the following Table 33.

TABLE NO. 33: KRUSKAL - WALLIS TEST

Overall satisfaction in online advertisement	
Chi-Square	4.104
Df	3
Asymp. Sig.	.250

Source: Computed primary data

From the above results it is found that the significant value for Kruskal-Wallis test is 0.250 which is more than the acceptable level of 0.05. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between age and overall satisfaction in online advertisements.

TESTING OF HYPOTHESIS - IV

To test the hypothesis that There is no significant difference between Education and overall satisfaction in online advertisements, Kruskal-Wallis test has been applied by using SPSS and the result is presented in the following Table 34.

TABLE NO. 34: EDUCATION AND OVERALL SATISFACTION IN ONLINE ADVERTISEMENT

	Educational Level	N	Mean Rank
Overall satisfaction in online advertisement	Below SSLC	23	116.87
	HSC Level	28	104.05
	UG level	72	98.94
	PG level	63	97.75
	Diploma	4	76.62
	Doctorate	10	91.05
	Total	**200**	

Source: Computed Primary data

From the Table 34, it is found that the mean rank of below SSLC is 116.87, HSC level is 104.05, UG level is 98.94, PG level is 97.75, Diploma level is 76.62 and Doctorate level is 105.53. The result of Kruskal- Wallis Test is presented in the following Table 35.

TABLE NO. 35: KRUSKAL - WALLIS TEST

Overall satisfaction in Online Advertisement	
Chi-Square	3.099
Df	5
Asymp. Sig.	.685

Source: Computed Primary data

From the above results it is found that the significant value for Kruskal-Wallis test is 0.685 which is more than the acceptable level of 0.05. Hence, the null hypothesis is accepted and it is concluded that there is no significant difference between Education and overall satisfaction in online advertisements.

TESTING OF HYPOTHESIS-V

To test the hypothesis "There is no significant difference between income and overall satisfaction in online advertisements", Kruskal-Wallis test has been applied by using SPSS and the result is presented in the following Table 36.

TABLE NO. 36: INCOME AND OVERALL SATISFACTION IN ONLINE ADVERTISEMENT

	Income level	N	Mean Rank
Overall satisfaction in online advertisement	Below 10000	3	73.83
	10001-15000	40	80.80
	15001-20000	61	83.29
	20001-25000	70	126.62
	Above 25001	26	103.94
	Total	**200**	

Source: Computed Primary data

From the Table 36, it is found that the mean rank of below 10000 is 73.83, 10001-15000 is 80.80, 15001-20000 is 83.29, 20001-25000 is 126.62, and Doctorate level is 103.94. The result of Kruskal-Wallis Test is presented in the following Table 37.

TABLE NO. 37: KRUSKAL - WALLIS TEST

Overall satisfaction in online advertisement	
Chi-Square	25.111
Df	4
Asymp. Sig.	.002

Source: Computed Primary data

From the above results it is found that the significant value for Kruskal-Wallis test is 0.002 which is less than the acceptable level of 0.05. Hence, the null hypothesis is rejected and it is concluded that there is significant difference between Education and overall satisfaction in online advertisements.

9. FINDINGS OF THE STUDY

(1) Customers' information:

- It is inferred from that most of the respondents 112 (56.00 per cent) are male
- Out of 200 respondents, 77 (38.30 per cent) respondents belong to the age group 27-35
- Out of 200 respondents, 122 (61.00 per cent) of them were unmarried
- It is inferred that most of the respondents (72) 36.00 per cent are UG students
- It is evident that most of the respondents 35.00 per cent have been earning between 20001-25000
- It evident that majority of the respondents 66.00 per cent are employed
- Out of 132 respondents, most of the respondents 50 (37.88 per cent) of them where private employees
- Out of 68 respondents, 26 (38.24 percent) of them were students
- It is evident that majority of the respondents (103) 51.50 per cent are using internet from their home
- Out of 103 respondents, 48 (46.60 per cent) respondents have been spent to internet per month Rs 1001-1500
- Out of 97 respondents, 45 (46.39 percent) respondents have been using internet from their office
- It is evident that most of the respondents (43.00 per cent) are using internet for 11-20 hours per week
- It is evident that 68 (34.00 per cent) respondents have been occasionally click the online advertisements
- It is evident that 101 respondents have used internet for searching information.
- It is evident that 52 (265.00 per cent) respondents have their internet connection with reliance.

(2) Impact of online advertisements:

- It is found that 123 respondents (61.50 per cent) are strongly agreed with the statement "I support online advertising because it is where creativity is highly appreciated "
- It is found that 120 respondents (60.00 per cent) are agreed with the statement "Online advertising contains a lot of excitement and surprises"
- It if found that 75 respondents (37.50 per cent) are strongly agreed with the statement "Online advertising keeps me up to date about products/ service available in the marketplace"
- It is found that 64 respondents (32.00 per cent) are strongly agreed with the statement "Online advertising is a valuable source of information about sales"
- It is found that 57 respondents (28.50 per cent) are strongly agreed with the statement "Online advertising tells me which brands have the features I am looking for"
- It is found that 50 respondents (25.00 per cent) are agreed with the statement "Most of the time online advertising contains funny characters and is enjoyable"

(3) Credibility:

- It is found that 109 respondents (54.50 per cent) are agreed with the statement "online advertising is believable"
- It is found that 75 respondents (37.50 per cent) are agreed with the statement "online advertising is trustworthy"
- It is found that 75 respondents (37.50 per cent) are Neutral with the statement "online advertising is credible".
- It is found that 75 respondents (37.50 per cent) are agreed with the statement "online advertising is convincible"

(4) Informative:

- It is found that 128 respondents (64.00 per cent) are strongly agreed with the statement "The online advertisement is valuable source of information about products/services".
- It is found that 84 respondents (42.00 per cent) are agreed with the statement "The online advertisement tells me which brands have the features. I am looking for"

- It if found that 57 respondents (28.50 per cent) are strongly agreed with the statement "Online advertising keeps me up to date about products/ service available in the marketplace"
- It is found that 76 respondents (38.00 per cent) are agreed with the statement "Online advertising is a valuable source of information about sales"

(5) Factors influenced to purchase

- It is evident that 167 respondents (83.50 per cent) are Strongly agreed with the statement "Products and services can be browsed at any time"
- It is evident that 123 respondents (61.50 per cent) are Strongly agreed with the statement"24 hours/ 7 days a week access"
- It is evident that 110 respondents (55.00 per cent) are agreed with the statement "Variety of feature"
- It is evident that 100 respondents (50.00 per cent) are agreed with the statement "Prices can be compared"
- It is evident that 60 respondents (30.00 per cent) are agreed with the statement "Features can be compared"
- It is evident that 68 respondents (34.00 per cent) are Neutral with the statement "Quick feedback of the customer"
- It is evident that 63 respondents (31.50 per cent) are agreed with the statement "Customer privacy policy"
- It is evident that 74 respondents (37.00 per cent) are agreed with the statement "Multiple choices"
- It is evident that 62respondents (31.00 per cent) are agreed with the statement "Can be checked and browsed repeatedly"

***(6) Overall customers' satisfaction*:**

- 72.00 per cent of the respondents are very highly satisfied with "Billing accuracy"
- 54.00 per cent of the respondents are very highly satisfied with "competitive pricing"
- 38.00 per cent of the respondents are highly satisfied with "quick service"
- 42.00 per cent of the respondents are highly satisfied with "making the user happy"
- 38.50 per cent of the respondents are highly satisfied with "preserving the status of the user"
- 36.50 per cent of the respondents are highly satisfied with "being an informative advertisement"
- 31.50 per cent of the respondents are highly satisfied with "level of created interaction"
- 38.50 per cent of the respondents are highly satisfied with "creating motivation "
- 31.50 per cent of respondents are highly satisfied with "preparing potent motivation".
- 32.00 per cent respondents are highly satisfied with "credit of advertisement source"
- 51.50 per cent of the respondents are very highly satisfied with "access to enough data"
- 54.00 per cent of the respondents are highly satisfied with "making user think"
- 32.00 per cent of the respondents are moderately with level of created interaction
- 38.50 per cent of the respondents are highly satisfied with "expressing address and telephone number"
- 31.50 per cent of the respondents are highly satisfied with "knowing life cycle steps of product"
- 39.50 per cent of the respondents are highly satisfied with "brand rate of product"
- 40.00 per cent of the respondents are highly satisfied with "billing clarity"
- 31.50 per cent of the respondents are Moderately with "billing times lines"

(7) Various Platforms of Online Advertisements

- 80.00 per cent of the respondents are highly satisfied with the "Amazon"
- 51.50 per cent of the respondents are highly satisfied with the "Flipkart"
- 51.00 per cent of the respondents are highly satisfied with the "Snapdeal"
- 46.00 per cent of the respondents are satisfied with the "Paytm"
- 38.00 per cent of the respondents are satisfied with the "EBay"
- 33.00 per cent of the respondents are neutral with the "Jabong"
- 37.00 per cent of the respondents are neutral with the "Myntra"
- 32.00 per cent of the respondents are neutral with the "Shopclues"
- 32.00 per cent of the respondents are neutral with the "Homeshop18"
- 26.50 per cent of the respondents are neutral with the "Futurebazaar"

Results of Hypotheses

Mann-Whitney Rank sum U test

- It is concluded that there is no significant difference between age and impact of online advertisement. (0.941)
- It is concluded that there is no significant difference between Gender and impact of online advertisement. (0.560)

Kruskal-Wallis Test

- It is concluded that there is no significant difference between age and overall satisfaction in online advertisements. (0.250)
- It is concluded that there is no significant difference between Education and overall satisfaction in online advertisements (0.685)
- It is concluded that there is significant difference between Education and overall satisfaction in online advertisements (0.002)

10. RECOMMENDATIONS

- People are not confident in using information provided in a web ad when making a purchase decision and hence do not rely on web ads when making purchase decisions. Web advertisers should try to make people rely on web ads to make purchase decisions.
- It is suggested that the customers should follow all the security tips and instructions given by the company before the placement of their order.
- It is suggested that the online advertisement companies have to deliver more quality products similar in the website
- Online advertisement companies should improve customers' value perceptions about the products.
- Online advertisement websites should be made more attractive and appealing to the customers in order to retain the potential customers.
- Customers disputes to be monitored by online customers support and should be responded and resolved frequently.
- To improve the technological change speed and capacity probably should be more
- Customers should be educated on online advertisement procedures with proper steps to be followed while online shopping.
- The online advertisement websites must improve smart recommendations strategy. At the time of browsing one type of them in a particular brand, the search engine should also give some suggestions about the various other available products in their websites
- The online customers faced the problem of Unethical advertising and No proper return of money. The online advertisement companies have to take steps to avoid these problems.

11. CONCLUSION

People today are modern and in the modern world most of them access to the computer and internet and also interested in online. But few things emerge as the barrier and problem for them to make online advertisement, if the online customers rectify and improve the quality in delivery and provide sufficient information about the products to satisfy the customers, online advertisement in modern era will certainly flourish by satisfying the needs and wants of the customers.

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