

**PROJECT REPORT**

**ON**

**“INTERNET USERS’ ATTITUDE TOWARDS INTERNET  
ADVERTISEMENT: - A STUDY WITH REFERENCE TO DIVINE  
SOFTTECH IN DEHRADUN”**

**UNDER SUPERVISION OF:**

.....

**SUBMITTED BY**

.....

**ENROLLMENT NO. :.....**

**PROJECTHELPLINE.IN**

## CERTIFICATE

This is to certify that ....., a student of University Name has completed project work on titled **“INTERNET USERS’ ATTITUDE TOWARDS INTERNET ADVERTISEMENT: A STUDY WITH REFERENCE TO DIVINE SOFTTECH IN DEHRADUN”** under my guidance and supervision.

I certify that this is an original work and has not been copied from any source.

Signature of Guide : \_\_\_\_\_  
Name of Project Guide : \_\_\_\_\_  
Date : \_\_\_\_\_

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## ACKNOWLEDGEMENT

With Candor and Pleasure I take opportunity to express my sincere thanks and obligation to my esteemed guide ..... It is because of his able and mature guidance and co-operation without which it would not have been possible for me to complete my project.

Finally, I gratefully acknowledge the support, encouragement & patience of my family, and as always, nothing in my life would be possible without God, Thank You!

**STUDENT NAME**

**ENROLLMENT NO. :.....**

PROJECTHELPLINE.IN

## **DECLARATION**

I hereby declare that this project work titled “INTERNET USERS’ ATTITUDE TOWARDS INTERNET ADVERTISEMENT: A STUDY WITH REFERENCE TO DIVINE SOFTTECH IN DEHRADUN” is my original work and no part of it has been submitted for any other degree purpose or published in any other from till date.

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**STUDENT NAME**

**ENROLLMENT NO. :.....**

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# CHAPTER - 1

## INTRODUCTION TO THE STUDY

We as individual learn attitude through experience and interaction with other people. Our attitude towards a firm and its products as consumers greatly influence the success or failure of the firm's marketing strategy. Attitude and attitude change are influenced by consumer's personality and life style. Consumers screen information that conflict with their attitude. We distort information that that reinforce our attitude, in other words, brand loyalty. But, there is a difference between attitude and intention to buy (ability to buy).

Through acting and learning, people acquire belief and attitudes, which in turn, Influence their buying behavior. A belief is a descriptive thought that a person holds about something. A customer may believe that Taj group of hotels in the price range. These beliefs may be based on real knowledge, option, or faith. They may or may not carry an emotional charge.

Marketers are interested in the beliefs that people have about specific products and services. Beliefs reinforce product and brand images. People act on beliefs. If unfolded customer beliefs deter purchase marketers will to do change them. Unfolded consumer beliefs can severely affect the revenue and even the life if companies.

In terms of efficiency, the advertising industry is now starting to rise out of its century-long infancy. The new era of innovative advertising can be called as "the new Wanamaker era". John Wanamaker was a devoutly Christian merchant from Philadelphia, who in the 1870s not only invented department stores and price tags but also became the first modern advertiser. He was the first advertiser who bought space in newspapers to promote his chain of stores. He brought a much needed revolution in the advertising world. A few years ago, when the Internet hit the market, advertising industry got a new medium. And soon whole advertising world was taken by storm in capitalising on this media.

According to a recent advertising industry survey, it was revealed that Internet advertising will be generating \$428 billion revenues this year. This is a whopping amount in comparison to the last year's \$220 billion. It has been now proved that approximately 21 percent of Internet users consider [online advertising](#) to be the most relevant advertising system. Internet advertising has overtaken other traditional advertising media such as newspapers, magazines, and radio.

With new platforms for advertising evolving on a continual basis, it can be complicated to choose the right medium. By having a solid understanding of certain aspects of Internet advertising, companies can find the right media mix that works. To achieve success in Internet advertising, you ought to have a clear knowledge of the basics of Internet functioning. Additionally, you should try to understand that some media can work for you better than others depending on your type of customers and the products you offer. Internet advertising would work wonders if your customer base can be from any part of the world and transaction can be handled well over the Internet. It also works well with certain types of products and services and also depends on certain regions. While Internet advertising can directly relate to sales, it can have huge effectiveness on exercises of brand awareness, recognition and networking.

Majority business owners worldwide know that the Internet has now become an essential tool when it comes to running their businesses successfully. However, you should also understand the role played by the Internet in the lives of their customers. You should be capable to locate people who are using the Internet; their key interests in the time spend on the Internet and their preferences to purchase products and services on a daily basis.

## **COMPANY PROFILE**

## CHAPTER - 2

### REVIEW OF LITERATURE

The literature for review to be collected from secondary sources such as magazines, articles, reports, budgets, news paper etc to highlight the problems and findings of the study done by many research and business professionals to understand the significance of the materials management of the companies. The objectives of the proposed topic have to be formulated based on the previous study by the many research professionals. Approximately ten to fifteen reviews has to be collected and presented in my project report.

Many studies have been conducted on customer attitude. An attempt has been made to present in brief, a review of literature on customer attitude, in general, and on customer attitude from internet advertising, in particular.

**Obenaus (1994)** The Internet, a network of computers with distinctive software and hardware, interconnects millions of people world wide and offers tremendous amounts of information. Translators may benefit from the Internet throughout the translation process. The Internet is growing so fast that trying to find the right information is like looking for a needle in a haystack. This paper discusses some of the benefits of the Internet for the translator, and then points out various tools and guides which can be used to get the most out of the Internet.

**Paul (1996)** examines the impact of the Internet on the marketing aspects of businesses today. Looks at its future and how businesses can use its unlimited potential to their advantage. Concludes that the Internet has many risks associated with its use, but it has many benefits too.

**Rowley (1996)** examines the challenges that shopping and other commercial transactions on the Internet pose for the retail industry. An increasing number of shopping malls, selling an ever-widening selection of products, are becoming available on the Internet. There are, however, still a number of challenges facing the



Internet retailer and shopper. These include: locating the shops, comparison shopping, security, especially in relation to financial transactions, the customer base and profile, the nature of the shopping experience, and legal and marketplace controls or lack of them. It is possible to make money on the Internet without selling, but by using the Internet to support other business processes. Currently, many retailers are exploring the potential of the Internet, but the market is still in its infancy. Retailers do, however, report increasing sales and a positive contribution to marketing from visibility on the Internet.

**Seng (1996)** this article discusses the potential benefits of using the Internet to conduct business — to boost business productivity and to enhance business competitiveness. Six key Internet tools and how they can be used to support online commerce are briefly introduced. Ways in which businesses are capitalizing on the use of the Internet as a major strategic tool for commerce are described. The extent to which local firms in Singapore are tapping into the Internet to increase business profitability is also outlined. While there are currently some problems hampering a more widespread adoption of Internet commerce, chief of which is the issue of security, there is nevertheless determined and concerted effort to resolve these.

**Gordon & Turner (1997)** analyzed 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 analyzed through conjoint analysis. The findings indicate that consumer attitudes towards Internet advertising differ from many predictions about this new media.

## CHAPTER - 3

### OBJECTIVES OF STUDY

The current study is focused on examining the various factors related to internet users' attitude from internet advertising with the following objectives:

- 1) To study the demographic profile of internet users.
- 2) To study internet users' attitudes toward internet advertising.
- 3) To suggest recommendations for internet advertisers.

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## CHAPTER - 4

### RESEARCH METHODOLOGY

## CHAPTER - 5

### DATA ANALYSIS AND INTERPRETATION

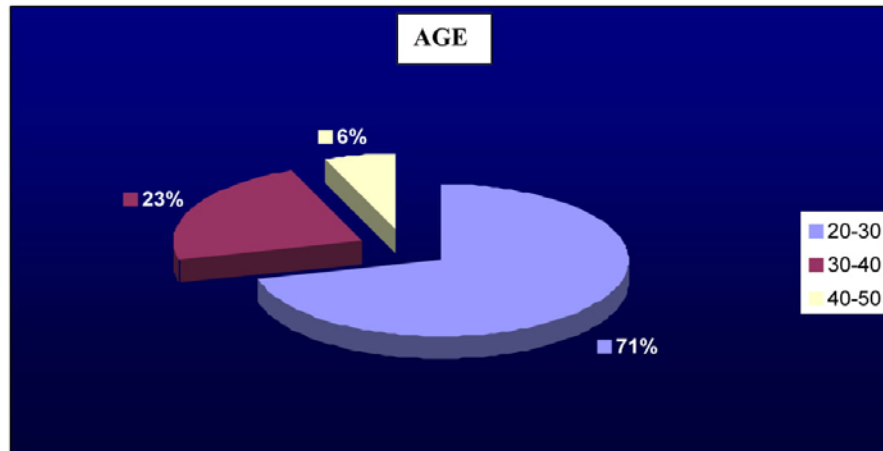
#### 6.1.1 Age wise distribution.

This part shows the distribution of all respondents according to their age. The respondents are classified under the age groups 20-30, 30-40 and above 40. The distribution is given in the following table.

**Table 6.1.1 Age wise distribution of respondents (N=100)**

Age group(Yrs)	Number of respondents	Percentage
20-30	71	71%
30-40	23	23%
Above 40	6	6%
<b>Total</b>	<b>100</b>	<b>100</b>

The average age of respondent is 28.5 years



**Figure 6.1.1** Age wise distribution of respondents (N=100)

**Analysis:** From above table, it is clear that 71 respondents are in the age group of 20-30, 23 respondents belong to age group of 30-40 and 6 belong to age group of above 40

**Interpretation:** Majority of the respondents is in their 20's & only handful is above the age of 40.

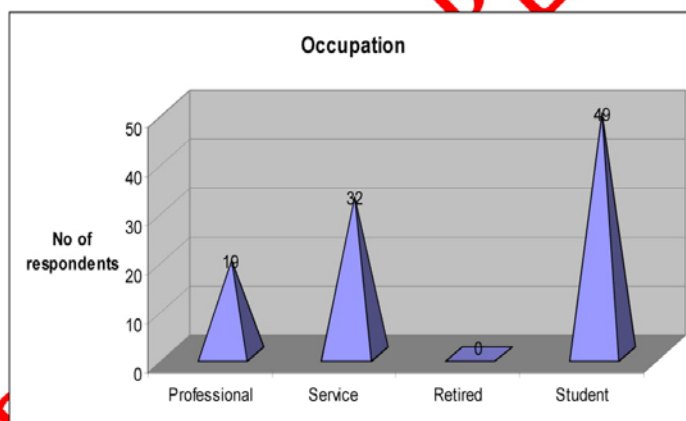
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### 6.1.2 Occupation wise distribution of respondents.

This part shows the distribution of all respondents according to their occupation. The respondents are classified under the group professionals, service, retired, student, and business. The distribution is given in the following table.

**Table 6.1.2 Occupation wise distributions of respondents (N=100)**

Occupation	Number of Respondents	Percentage
Professionals	19	19%
Service	32	32%
Students	49	49%
Housewife & Retired	0	0
<b>Total</b>	<b>100</b>	<b>100</b>



**Figure 6.1.2 Occupation wise distributions of respondents (N=100)**

**Analysis:** From the above table, it is clear that 49 respondents are students, 32 are service persons, and 19 are professionals.

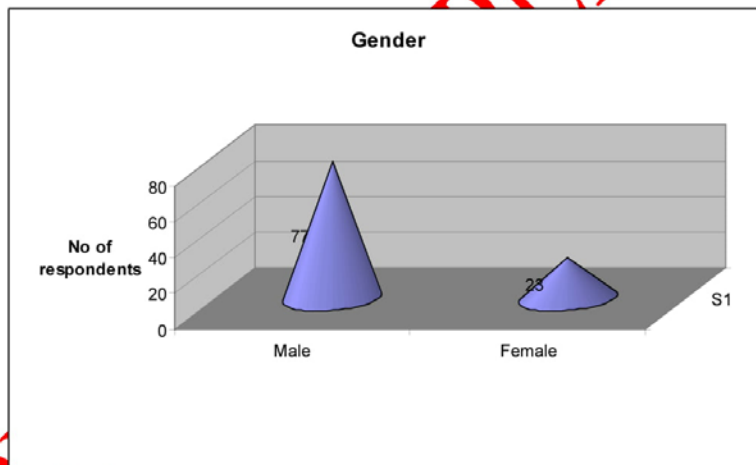
**Interpretation:** Most of the internet users are youngsters' i.e. students which are followed by servicemen & professionals.

### 6.1.3 Gender wise distribution of respondents

This part shows the distribution of all respondents according to their gender. The distribution is given in the following table.

**Table 6.1.3 Gender wise distribution of respondents (N=100)**

Gender	Number of respondents	Percentage
Male	77	77%
Female	23	23%
<b>Total</b>	<b>100</b>	<b>100</b>



**Figure 6.1.3 Gender wise distribution of respondents (N=100)**

**Analysis & Interpretation:** From above table, it is clear that approximately 73% of respondents are male while the rest 23% are female.

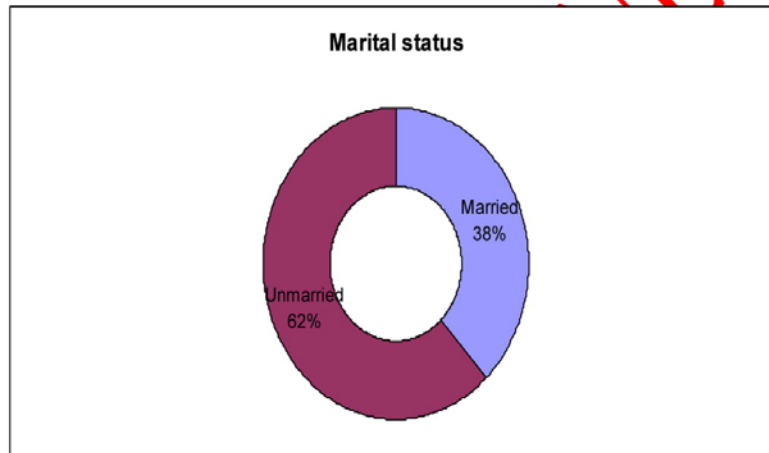
#### 6.1.4 Marital status wise distribution of respondents

This part shows the distribution of all respondents according to their marital status.

The distribution is given in the following table.

**Table 6.1.4 Marital status wise distribution of respondents (N=100)**

Marital status	Number of respondents	Percentage
Married	38	38%
Unmarried	62	62%
<b>Total</b>	<b>100</b>	<b>100</b>



**Figure 6.1.4 Marital status wise distribution of respondents (N=100)**

**Analysis & Interpretation:** From above table, it is clear that the majority of respondents i.e. 38 %are married while the rest 62% are unmarried.

## CHAPTER - 6

### FINDINGS AND RECOMMENDATION

#### **Findings:**

- Average age of the respondents is 28.5 years. This shows that most of the people are youngsters.
- Majority of the respondents are students i.e. 49%, 32% of the respondents are in services & 19% of the respondents are professionals.
- 77% of the respondents are male & 23% are female. This shows that most of the people who use internet are males.
- 62% of the respondents are Post graduates or are pursuing PG, 34% of the respondents are graduates & rest 4% are undergraduate & Doctorate. This shows that people are highly literate.
- The average income of the respondents is Rs 19650/month.
- 24% of respondents look internet advertisement several times in a week while 24 % look once a week & 22% of the respondents look only once a month. And 16% look internet advertisement several times a month. But 14% of the respondents look internet advertisement everyday. This shows that people look at internet advertisement several times a week.
- 26% of the respondents study contents of advertisement once a month while 25% of the respondents study the content once a week & 19% of the respondents study contents several times a week. And 11% of the respondents study the content everyday. This shows that most of the people study the content of internet advertisement at least once a week.



**Recommendations for internet advertisers:-**

- The advertiser should prefer animated advertisement & personalized advertisement due to its creativity. Animated advertisements have the ability to attract everyone due to differentiation. And personalized advertisements boost the confidence of the viewer and give feel of 'I' attitude.
- The advertiser should avoid pop up advertisement, portion of personnel mail advertisement because sometimes someone is working on a very important project et al on internet. It diverts & interrupts their work.
- Advertiser should not use advertisements which block the web page.

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## **CHAPTER - 7**

### **CONCLUSION**

In the present business scenario of cutthroat competition, customer attitude has become the prime concern of each and every kind of industry. Companies are increasingly becoming customer focused. Companies can win customers and surge ahead of competitors by changing the customers' attitude. World over businesses have realized that marketing is not the only factor in attracting and retaining customers. Other major factors responsible for the same are attitude through service quality and value. Even the best marketing companies in the world fail to sell products and services that fail to retain the customers' attitude. So customer attitude is the keyword in today's fiercely competitive business environment.

## **CHAPTER - 8**

### **LIMITATIONS OF THE STUDY**

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## QUESTIONNAIRE

I ..... is studying the “Internet Users’ attitude towards internet advertisement; A study with reference to Divine Softtech in Dehradun” With this study it is analyzed that what people like & look at internet advertisements in regular intervals of time. To check the various lacking points in the internet advertisements. So this **schedule** is designed by considering certain factors.

- 1) Name of the respondent \_\_\_\_\_  
Address \_\_\_\_\_  
Ph-No. \_\_\_\_\_
- 2) Age \_\_\_\_\_
- 3) Occupation (Please tick)
- |                  |                          |               |                          |               |                          |
|------------------|--------------------------|---------------|--------------------------|---------------|--------------------------|
| (a) Professional | <input type="checkbox"/> | (b) Service   | <input type="checkbox"/> | (c) Retired   | <input type="checkbox"/> |
| (d) Student      | <input type="checkbox"/> | (e) Housewife | <input type="checkbox"/> | (f) Any other | <input type="checkbox"/> |
- 4) Gender
- |          |                          |            |                          |
|----------|--------------------------|------------|--------------------------|
| (a) Male | <input type="checkbox"/> | (b) Female | <input type="checkbox"/> |
|----------|--------------------------|------------|--------------------------|
- 5) Marital Status
- |             |                          |               |                          |
|-------------|--------------------------|---------------|--------------------------|
| (a) Married | <input type="checkbox"/> | (b) Unmarried | <input type="checkbox"/> |
|-------------|--------------------------|---------------|--------------------------|
- 6) Income (Rs. Per month) (Please tick)
- |                     |                          |                     |                          |                     |                          |
|---------------------|--------------------------|---------------------|--------------------------|---------------------|--------------------------|
| (a) < 15,000        | <input type="checkbox"/> | (b) 15,000 – 30,000 | <input type="checkbox"/> | (c) 30,000 – 45,000 | <input type="checkbox"/> |
| (d) 45,000 – 60,000 | <input type="checkbox"/> | (e) > 60,000        | <input type="checkbox"/> |                     |                          |
- 7) Education (Please mention the highest qualification you have)
- |                          |                          |                |                          |                      |                          |
|--------------------------|--------------------------|----------------|--------------------------|----------------------|--------------------------|
| (a) Less than Graduation | <input type="checkbox"/> | (b) Graduation | <input type="checkbox"/> | (c) Post- Graduation | <input type="checkbox"/> |
| (d) Doctorate            | <input type="checkbox"/> | (e) Any other  | <input type="checkbox"/> |                      |                          |