

Chapter II

Review of Literature

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REVIEW OF LITERATURE

The review of literature is an overview of the relevant studies in the research areas which helps to enlighten the knowledge in the selected area and provides a pedestal for a new research. The base of any research is to identify the research gap and articulates to address the gap. Previous articles content have been examined and summarized to develop the new framework of research in this area. In this backdrop, this chapter presents the chronological order of reviews, based on the concept of the study, namely, consumer awareness, consumer perception, consumer attitude and impact of internet advertisements, which are classified into Indian and foreign reviews.

2.1 INDIAN REVIEWS

Consumer Awareness

Palak Gupta (2012)¹ has made a study on “A study of new technologies innovations in digital marketing and its awareness and usage level in the organization at Delhi –NCR”. The main aim of the study is to study the awareness level of marketing executives and new IT software used for digital marketing. A sample of 100 marketing executives from 28 organizations have been selected by applying a convenient sampling technique. They have applied simple percentage analysis, chi-square and ANOVA to analyze the data. The findings of the study have shown that the latest technology helps the advertiser to promote the products in the market place, and it also improves consumer retention. The study has concluded that digital marketing is an important medium to understand the direct consumer response and it also influences the consumer to take effective purchase decisions.

Jnaneshwar Pai Maroor (2015)² “Study of awareness and perception of rural women towards advertisement”. The main aim of the study is to identify the advertisement which induces rural women in purchase decision. A sample size of 100 respondents has been chosen for the study. The statistical tools, such as simple percentage analysis and chi-square test have been applied to analyze the data. The findings of the study have shown that female consumers have believed that advertisements are trustworthy and it does not

influence the purchase decision of rural women. The study has concluded that women consumers have a positive perception and favorable impact on advertisements. Rural women have stated that the advertisement is waste of time and money.

Vijayalakshmi and Nandhini (2016)³ have made a study on “Awareness and usage of social media among the college students”. A sample of 50 college students has been taken for the study. The data have been collected through questionnaire by applying a convenient sampling technique. The statistical tools, such as simple percentage analysis, mean ranking, Kendall’s Coefficient of Concordance and ANOVA have been applied to analyze the data. The study has revealed that the students are aware of social media sites through friends and relatives and they are using social networking sites to obtain academic information. The study has concluded that the students are accessing social media sites to view advertisements and to make a prominent purchase decision.

Consumer Perception

Syed Rajab Nikhashemi, Laily Paim and Saeideh Sharifi fard (2013)⁴ in their study on “The effectiveness of e-advertisement towards customer purchase intention: Malaysian perspective” have identified the impact of e- advertisement on consumer purchase intention. The data have been collected from 570 respondents by using a convenient sampling technique. The tool, namely, factor analysis has been applied to analyze the data. The findings of the study have shown that service quality, social network and brand recognition have highly influenced the consumer perception towards e advertisement. The study has concluded that online advertisement creates an interactive platform for consumers to build a corporate image among consumers.

Tripti Dhote, Yatin Jog, Nutan Gavade and Gesu Shrivastava (2015)⁵ have analysed the “Effectiveness of digital marketing in education: an insight into consumer perceptions”. The main aim of the study is to analyze the consumer perception of digital marketing. A sample of 110 respondents has been taken for the study by using a convenient sampling technique. The statistical tools, namely, percentage analysis and ANOVA have been applied to analyze the data. The findings of the study have shown that the consumers are highly aware of digital marketing and it has been used to reach the target consumer.

The study has concluded that digital marketing is an effective medium to communicate the consumer directly about the products by identifying their needs and wants.

Krishnamurthy and Rehana Banu (2015)⁶ have conducted a study on “Customer perception and response towards online marketing in Chennai city”. The main aim of the study is (i) To study the awareness and perception of the customers towards online marketing (ii) To understand the factors influencing the perception of online marketing among the customers (iii) To identify the security and problems regarding risk in online marketing. The data have been collected from 600 customers by using a proportionate random sampling technique. The statistical tools, such as percentage analysis, descriptive analysis, independent samples t-test, one way ANOVA, correlation analysis, regression and factor analysis have been applied to analyze the data. The findings of the study have shown that many consumers have viewed online advertisements to compare prices and features of products and it has created a positive perception towards the consumers. The study has concluded that online marketing is very useful for the company to understand the customer perception towards online marketing while taking a product purchase decision.

Saravanan and Sajitha (2016)⁷ have made a study on “Consumer perception towards online advertisement”. The main aim of the study is to examine the consumer perception towards online advertisement and its impact on the consumer purchase behaviour. The data have been collected from 50 respondents using convenient sampling technique. The statistical tools, namely, simple percentage analysis and ANOVA have been applied to analyse the data. The findings of the study have shown that the consumers have felt that online advertisements are very effective in making best decision regarding product purchase. The study has concluded that the factors, such as, transparency and feel of the products have been changed with the advancement in digital technologies and it induces the consumer to watch internet advertisement for products purchase decision.

Shakir Shaik and Sameera Shaik (2017)⁸ have conducted a research on “A study on perceptions of marketing professionals towards digital marketing in India”. The main aim of the study is to analyse the consumer perception towards digital marketing in India. The data have been collected from 200 respondents using simple

random sampling technique. The tool, namely descriptive statistics has been applied to analyse the data. The findings of the study have shown that the concept of digital marketing is used to measure the awareness and effectiveness of digital advertisement among the marketing professionals. The study has concluded that the digital marketing tools and concepts are widely used by the marketers to promote products globally and nationally.

Consumer Attitude

Morteza Jamalzadeh, Navid Behravan and Roozbeh Masoudi (2012)⁹ have conducted a research on “An empirical study of email-based advertisement and its influence on consumers’ attitude”. The objective of the study is to discuss the e-mail advertising characteristics and its influences on customers' attitude about email based advertisement. The study has explained the conceptual framework which influences the consumer attitude. The statistical tools, such as, descriptive analysis and multiple regression analysis have been applied to analyse the data. The findings of the study have shown that the email advertisement provides continuous update about the products and it gives rich information about the products. The study has concluded that the e - mail advertisement has made a direct communication with their customers to survive in hyper competition.

Bibhas Chandra, Shubham Goswami and Vineet Chouhan (2012)¹⁰ have made a study on “Investigating attitude towards online advertising on social media - An empirical study”. The study has made an attempt to decipher the embedded attitude of the customers towards online advertising on the social community sites. The data have been collected from 100 respondents by using convenient sampling technique. The statistical tools, such as, cronbach's alpha test and reliability test have been used to analyse the data. The findings of the study have shown that the students have a strong favorable attitude towards online advertisement and trustworthiness of social media has induced the consumer in effective purchase decision. The study has concluded that the online advertisement helps the consumer in purchasing the affordable products.

Chandra Vathana Nila and Kalyana Raman (2013)¹¹ have undertaken a study on “Consumer attitude towards internet advertisement”. The main aim of the study is to know the consumer attitude towards internet advertisement. A sample of 100 respondents has been taken for the study by using convenient sampling technique. The statistical

tools, such as, percentage analysis, ANOVA and t- test have been applied to analyse the data. The findings of the study have shown that the internet advertisements have a significant influence on consumer attitude. The study has concluded that the advertisers have created a positive attitude among the consumers by providing rich content of information and it has created trust worthiness among the consumers.

Dharmesh Motwani, Devendra Shrimali and Khushbu Agarwal (2014)¹² in their article on “Customers’ attitude towards social media marketing in Udaipur” have studied the influence of social media on consumer buying behaviour. The data have been collected from 100 respondents using convenience sampling technique. The statistical tools, such as, percentage analysis, descriptive statistics and chi-square have been applied to analyse the data. The study has revealed that the majority of the respondents are aware of social media. Brand awareness and brand preference have no significant relationship in brand promotion. The study has concluded that the social media marketing has created a positive relationship with customer and it is more interesting, innovative, informative and interactive as compared to traditional advertising.

Nitin Srivastava, Sanatan Srivastava and Ajeet Kumar Rai (2014)¹³ have made a study on “Attitude and perception towards online advertising among students and young professionals: A study”. The main aim of the study is (i) To identify the consumer attitude and perception towards online advertising and (ii) To identify the factors that constitute online purchasing behavior. The data have been collected from 100 respondents through Google forms by using convenient sampling technique. The statistical tools, namely, simple percentage analysis and ANOVA have been applied to analyse the data. The findings of the study have shown that the students have preferred to make purchase after viewing online advertisement. The study has concluded that the consumer attitudes and perception towards online advertisement have created online promotions of the products to the consumers.

Ramyaprabha and Suganya (2015)¹⁴ have made a study on “Customers attitude towards advertising media with special reference to Coimbatore city”. The main aim of the study is to find out the impact of advertisement on product purchase decision. The data have been collected from 250 respondents using convenient sampling technique.

The statistical tools, namely, simple percentage analysis, chi-square, ANOVA, weighted average method, Garrett ranking scale and rank order method have been applied to analyse the data. The findings of the study have shown that the direct mail advertisement is mostly used by the consumers to take immediate products purchase decision. The study has concluded that the advertisement media has created a brand for the product through effective communication among the consumers.

Mudasra Amjad, Raashid Javed and Nadia Hassan Jaskani (2015)¹⁵ have made a study on “Examining attitudes and beliefs towards online advertising in Pakistan”. The main aim of the study is to analyze the customers perception towards the internet advertisement. The data have been collected from 280 respondents by using probability sampling technique. The tools, such as, regression analysis and ANOVA have been applied to analyse the data. The findings of the study have shown that the various factors, such as, entertainment, informative, usability, trust and credibility have a significant influence on consumers’ attitude toward online advertising. The study has concluded that the students have positive mind set towards online advertisement.

Amilia Haida and Hardy Loh Rahim (2015)¹⁶ have made a study on “Social media advertising value: A study on consumers’ perception”. The study has investigated the relationship of entertainment, informative and irritation of social media advertising towards product awareness and advertising values. A sample of 253 respondents has been taken for the study. The data have been collected through questionnaire through convenient sampling technique. The statistical tools, such as, percentage analysis, correlation and multiple regression analysis have been used to analyze the data. The findings of the study have shown that the social media advertisement has created a positive perception among the consumer and it has influenced them in the decision making process. The study has concluded that the social media advertisements are more informative to the consumers to analyse about the product details and to select the right product.

Ghulam Shabbir Khan Niazi, Javaria Siddiqui, Burhan Ali Shah and Ahmed Imran Hunjra (2012)¹⁷ have made a study on “Effective advertising and its influence on consumer buying behavior”. The main aim of the study is to identify the advertisement influences the consumer buying behaviour. The data have been collected from

150 respondents by using convenient sampling technique. The findings of the study have shown that the advertisement has created a positive impact in the minds of consumer and it influences their buying behavior. The study has concluded that advertisements capture the attention of the consumer and it induces them to purchase the products.

Dino Pavlic, Mario Jadric and Maja Cukusic (2012)¹⁸ have made a study on “Influence of various factors on the intended use of mobile marketing services”. The main aim of the study is to explore the usage potential of mobile marketing. The data have been collected from 45 business organizations based on random sampling technique and 118 consumers based on convenient sampling technique. The various theoretical concepts used in the mobile marketing are perceived usefulness, perceived risk, normative beliefs motivational factors and subjective norms. The statistical tools, such as, descriptive statistics and regression analysis have been applied to analyse the data. The findings of the study have shown that the perceived usefulness has influenced the mobile marketing services. The study has concluded that the mobile marketing has induced the consumers to take effective products purchase decision.

Harshini (2015)¹⁹ has conducted a study on “Influence of social media advertisement on consumer’s purchase intention”. The objective of the study is to know the influence of social media advertisement on consumer purchase decision. A survey has been conducted with the theoretical framework based on the consumer purchase decision. The factors influencing the consumers to use social media sites are informative, interactivity, entertainment and credibility. The findings of the study have shown that the social media advertisement has influenced the consumer purchase intention. The study has concluded that social media advertisement is more effective in identifying the immediate response from consumers.

Impact of internet advertisement

Gaurav Baksh and Surender Kumar Gupta (2013)²⁰ have made a study on “Online advertising and its impact on consumer buying behavior”. The main aim of the study is to explore the factors that contribute to the effectiveness of online advertisements and affect consumer purchasing intention. The statistical tools, namely, simple percentage analysis and ANOVA have been applied to analyse the data. The findings of the study have

shown that the online advertisement is the most effective way in promotion of products through online with detailed specification of the products. The study has concluded that the online advertisement has reached target consumer to understand their needs and wants and this strategy has gained more important to maximize the output through new media.

Geetanjali Naidu and Sunil Agrawal (2013)²¹ in their paper on “A study on impact of social media on buying behavior of consumer/customer with special reference to Raipur city” have identified the impact of social media on consumers buying behaviour. A sample of 30 respondents has been taken for the study. The data have been collected through questionnaire by using random sampling method. The findings of the study have shown that the social media has played a vital role in promotion of products in the markets. The study has concluded that the social media has influenced the consumer buying behaviour directly or indirectly.

Funde Yogesh and Mehta Yesha (2014)²² have made a study on “Effect of social media on purchase decision”. The main objective of the study is to examine the impact of social media on consumer purchase decision and their post purchase behavior. The questionnaires were widely circulated to 134 customers via the internet using convenient sampling technique. They have applied percentage analysis, descriptive statistics, t-test and ANOVA to analyse the data. The findings of the study have shown that the previous customers social media review and opinion have induced the consumer to choose the product. The study has concluded that the social media has shared valuable information about products which influenced the consumer in purchase decision.

Nufazil Altaf (2014)²³ has conducted a study on the “Impact of social media on consumer’s buying decision”. He has made an attempt to understand the impact of social media on consumer behaviour. A sample size of 100 respondents has been taken for the study. The data have been collected through questionnaire by using convenient sampling technique. The statistical tools, such as, percentage analysis and mean score have been applied to analyse the data. The findings of the study have shown that the consumers provide effective feedback to the manufacture through social media and it has created a brand reputation for the products. He has concluded that the transparency and accessibility through social media is a powerful weapon to reach the consumers and to create position in the today’s market.

Sathya (2015)²⁴ in her study on “A study on digital marketing and its impact” have focused on effectiveness of digital marketing among the consumers in product purchase. A sample of 100 respondents has been taken for the study. The data have been collected through questionnaire using convenient sampling technique. The statistical tools, such as, simple percentage analysis has been applied to analyse the data. The findings of the study have shown that the digital marketing provides detailed information regarding products and the consumer can get previous user comment and feedback. The study has concluded that the consumers are giving top priority for the digital marketing compared to other traditional media.

Sunderaraj and Loheswari (2015)²⁵ have made a study on “A study on internet marketing and its impact on buying behaviour of traders in Sivakasi”. The main aim of the study is to evaluate the impact of internet marketing and to know the perception of traders using the Online Marketing. A sample of 200 respondents has been taken for the study. The data have been collected through questionnaire by using simple random sampling technique. The statistical tools, such as, simple percentage analysis, chi-square and multiple regression analysis have been applied to analyse the data. The findings of the study have shown that the the internet marketing has a positive relationship with the buying behaviour. The study has concluded that the internet marketing is a fast growing concept that makes consumer feel convenient and it can save a lot of time and energy. It also provides more variety of the products and it guides the consumer to be aware of online threats.

Vijayalakshmi and Nandhini (2016)²⁶ have made a study on “Effect of digital advertising on gen Y customers –A study on echo boomers (1980 -2000)”. The main aim of the study is to identify the consumer attitude, perception and the impact of digital advertising among echo boomers. The study is based on primary data collected from 50 women customers in Coimbatore city by using convenient sampling technique. They have applied simple percentage analysis, multiple response, descriptive statistics and ANOVA to analyse the data. The findings of the study have shown that women are balancing both home and work. They have less space for them to spend time to make purchases decision. Digital advertising helps the women consumers to simplify their shopping process and it is easier for them to take purchase decision. The study has concluded that the digital advertisement assist the consumer to know about previous consumers view about the products.

Mahalaxmi and Ranjith (2016)²⁷ have made a study on “Impact of digital marketing on customer purchase decision in Trichy”. They have focused on the impact of digital marketing in making consumer purchase decision. A sample size of 50 respondents has been taken for the study. The data have been collected through questionnaire by using convenient sampling technique. The statistical tools, such as, percentage analysis and Chi square test have been applied to analyse the data. The findings of the study have shown that the digital marketing has induced the consumer to make strong decision regarding products. The study has concluded that the digital marketing assist the manufacture to identify the needs and wants of the consumer.

Parul Deshwal (2016)²⁸ has performed a study on “Online advertising and its impact on consumer behavior”. The main aim of the study is to find out the effect of online advertisement on consumer behaviour. This study is a qualitative research. The results of the study have shown that the online advertisement is the most effective promotion technique used by the advertisers to reach the consumer directly to identify their needs and wants than traditional advertisement. The study has concluded that the consumers are more attracted towards online advertisements because it is more interactive and they can easily get the benefit of offers and discounts while purchasing the products.

Anusha (2016)²⁹ has made an attempt to know the “Effectiveness of online advertising”. The main aim of the study is to know the most effective media of advertisement. A sample size of 100 respondents has been taken for the study by using convenient sampling technique. The statistical tools, such as, percentage analysis and ANOVA have been applied to analyse the data. The findings of the study have shown that the online advertisements are mostly preferred by majority of the consumers. The study has concluded that the online advertisement helps to avoid the malpractice and fraud made by the manufacturers.

Manjeet Singh and Vikramjit Singh (2016)³⁰ have made a research on “The effectiveness of online advertising and its impact on consumer buying behaviour”. The main aim of the study is to examine the effect of online advertisement towards consumer buying behaviour. A sample size of 100 respondents has been selected using convenient sampling technique. The statistical tools, namely, percentage analysis and

descriptive statistics have been applied to analyse the data. The findings of the study have shown that the online advertisement has created trust in the minds of the consumers regarding purchase of products. The study has concluded that the online advertisement has played a vital role in capturing the attention of the consumers and it also influences the consumer in taking purchase decision.

Deekshith and Kinslin (2016)³¹ have conducted a research on “A study on digital marketing and its impact”. The main aim of the study is to identify the usefulness of digital marketing and its impact on the consumers. The data have been collected from 200 respondents by using convenient sampling method. The statistical tools, such as, percentage analysis and chi square analysis have been applied to analyse the data. The findings of the study have shown that the consumers are satisfied in purchasing the products through digital marketing. The study has concluded that the digital marketing has become the priority of the consumer in taking purchase decision.

Gitanjali Kalia and Ashutosh Mishra (2016)³² have made a study on “Effects of online advertising on consumers”. The main aim of the study is to identify the usefulness of online advertisement among consumers. The data have been collected from 500 respondents by using random sampling method. The statistical tools, such as, percentage analysis and ANOVA have been applied to analyse the data. The findings of the study have shown that the online advertisement helps the consumers to compare the price of the products in online sites to purchase affordable products. The study has concluded that the online advertisement has provided the details about the immediate offers related to product which induces the consumers to get interested products at fewer prices.

Pooja Jain, Muskan Karamchandani and Anubhuti Jain (2016)³³ in their research paper on “Effectiveness of digital advertising” have identified the effectiveness of online advertisement on purchasing behavior. The data have been collected from 113 respondents using convenient sampling technique. The statistical tools, namely, percentage analysis and chi square test have been applied to analyse the data. The findings of the study have shown that the digital advertisement creates awareness, interest and preference towards the products and it induces the consumer to purchase the products. The study has concluded that the digital advertisement is very useful and entertaining for the consumers in taking purchase decision.

Arvind Mallik and Shanker Narayan Rao (2017)³⁴ in their research paper on “Impact of digital marketing on youth buying behavior at big bazaar in Udupi” have analysed the impact of digital marketing on youth buying behaviour at big bazaar in Udupi. The data have been collected from 250 respondents by using convenient sampling technique. The statistical tools, such as, percentage analysis and factor analysis have been applied to analyse the data. The findings of the study have shown that big bazaar has been utilizing digital media to promote products and to inform the consumers about the offers and discounts. The study has concluded that the digital media has reached the younger audience to identify the market shares, growth and market potential of big bazaar.

Anjali (2017)³⁵ has made a research article entitled “A study on impact of digital marketing on customer buying behavior”. The main aim of the study is to explore the impact of digital marketing on consumer awareness and its influences on buying behaviour. The data have been collected from 50 respondents using convenient sampling technique. The statistical tools, such as, percentage analysis and chi square test have been applied to analyse the data. The findings of the study have shown that the educated consumers are highly aware of digital media and they prefer to buy the products after watching internet advertisement in digital media. The study has concluded that the consumer satisfaction is high for the products which they purchase after reading positive reviews from the previous customers.

Priya Kalyanasundaram (2017)³⁶ in her research paper on “A study on effect of internet advertising on consumer behaviour with special reference to Coimbatore” has analysed the awareness level of the consumers towards internet advertising. A sample of 100 respondents has been taken for the study. The data have been collected through questionnaire by using convenient sampling technique. They have applied simple percentage analysis, descriptive statistics and chi-square test to analyse the data. She has examined that the online advertisement is the least informative for the consumers to take decision. The study has concluded that the internet advertisement is the most effective way to reach the consumers and it helps them to take immediate decisions.

Sivasankaran (2017)³⁷ has made a study on “Digital marketing and its impact on buying behaviour of youth”. The main aim of the study is to examine the changing

buying behaviour of the youth and their impact on Digital marketing. The data have been collected from 100 respondents in kannyakumari district. Factor analysis has been used to analyse the data. The findings of the study have shown that the consumers take less time to purchase the products. He has concluded that the youngsters have to make use of digital media in the right way for effective purchase decision.

Tiffany, Santhana Kamala and Phorkodi (2018)³⁸ have a conducted a research on “A study on impact of digital marketing on customer purchase decision in Thoothukudi”. They have analysed the influence of digital marketing in purchase decision. The data have been collected from 50 respondents by using simple random sampling technique. The statistical tools, such as, percentage analysis and Chi- Square test have been applied to analyse the data. The findings of the study have shown that the digital marketing save time and money of the consumer while purchasing products after watching advertisements in online. The study has concluded that the digital marketing has influenced the consumers in decision making process and it has created the brand reputation among the consumers.

Nivethitha Victor and Renuga Devi (2018)³⁹ in their research article on “A study on the impact of social media on digital marketing” have identified the impact of social media on digital marketing. The data have been collected from 150 respondents by using simple random sampling technique. The statistical tools, such as, percentage analysis, chi square, ANOVA and kruskal wallis test have been applied to analyse the data. The findings of the study have shown that the digital marketing creates a major impact on consumer decision making through social media. The study has concluded that the social media is an effective platform to provide detailed information about the products through digital channels.

Prasanna Kumar, Surya Kumar and Asadi (2018)⁴⁰ have conducted a study on “Evaluation of customer perception towards online advertisement technology –An empirical study from Vijayawada”. The main objective of the study is to examine the impact of online advertisement on consumer awareness. A sample of 100 respondents has been taken for the study. The data have been collected through questionnaire by using judgment sampling technique. The statistical tools, such as, simple percentage analysis and descriptive statistics have been applied to analyse the data. The study has revealed

that the most of the consumers watch online advertisement to obtain information and to compare to other advertisements related to the products. The study has concluded that the consumers are attracted with the online advertisement to know about immediate offers regarding products.

Nandhini (2019)⁴¹ has conducted a study on “Power of digital technologies: a study on impact of internet advertisement on women’s consumer purchase decision”. The main focus of the study is to analyse the impact of internet advertisement on women consumer purchase decision. The statistical tools, such as, simple percentage analysis, multiple responses, mean rank, kendall’s co-efficient of concordance (W), ANOVA and t- test have been applied to analyse the data. The findings of the study have shown that the internet advertisement has a positive impact on women consumers purchase decision. The study has concluded that the marketers should take more efforts to increase the credibility of internet advertisement among women and they should use new promotional technique to enhance the women confident to purchase the product.

2.2 INTERNATIONAL REVIEWS

Consumer Perception

Kathleen Smith (2012)⁴² has conducted a study on “College students’ perceptions of aptitude and attitude toward social media technology and technical computer technology”. The purpose of the study is to investigate social media usage among college students. A sample of 1052 respondents has been taken for the study. The data have been collected through questionnaire by using purposive sampling technique. The statistical tools, such as, percentage analysis, ANOVA, t-test and correlation have been applied to analyse the data. The findings of the study have shown that the consumers should be aware of social networking sites key features before accessing social media advertisements. The study has concluded that the college students are widely using social media to communicate with the friends and relatives.

Foong Chee Haur, Ali Khatibi and Ferdous Azam (2017)⁴³ in their research paper on “The determinants of consumers’ perception towards online advertising in malaysia: a measurement model” have examined the determinants of consumer perception towards online advertisement in Malaysia. The data have been collected from

526 respondents. The data have been collected through questionnaire by using convenient sampling technique. The statistical tools, such as, descriptive statistics, ANOVA and SEM model have been applied to analyse the data. The findings of the study have shown that the positive consumer perception towards online advertisements have induced the consumers to take purchase decision. The study has concluded that the online advertisement provides detail information about the products to the consumers to take best decision among the alternatives.

Consumer Attitude

Kwek Choon Ling, Tan Hoi Piew and Lau Teck Chai (2010)⁴⁴ have made a study on “The determinants of consumers’ attitude towards advertising”. The main aim of the study is to examine the determinants of consumers’ attitude towards advertising. The data have been collected from 267 respondents by using convenient sampling technique. The statistical tools, such as, percentage analysis, kaiser-meyer-olkin and multiple regression analysis have been applied to analyse the data. The findings of the study have shown that the factors, such as, credibility, informative, hedonic/ pleasure and good for economy are influencing the consumers’ attitude towards advertising. The study has concluded that the advertisement messages and good for economy factors influences the consumer attitude towards advertisement.

Sevtap Unal, Aysel Erci and Ercan Keser (2011)⁴⁵ have conducted a study on “Attitudes towards mobile advertising – a research to determine the differences between the attitudes of youth and adults”. The purpose of the study is to investigate the behavioral differences between youth and adults towards mobile advertisement. The data have been collected from 380 respondents by using convenient sampling method. The statistical tools, such as, simple percentage analysis and t –test have been applied to analyse the data. The findings of the study have shown that the mobile advertisement has created a positive effect in the minds of the young consumers than adult consumers. The study has concluded that the young consumers are accessing internet frequently from their mobiles. So, they are watching mobile advertisement regularly than the adult consumers.

Jaya Krushna Panda and Aruna Kumar Mishra (2012)⁴⁶ have made a study on “Measuring internet user’s attitude towards internet advertising”. The main aim of the

study is to measure the attitude of the internet users towards internet advertising. The data have been collected from 100 respondents by using random sampling technique. The statistical tools, such as, percentage analysis and Fishbein's multi attribute attitude model were used to measure the attitude of the Internet users. The findings of the study have shown that the online advertisement affects the attitude of the internet user. The study has concluded that the internet advertisement don't create a positive attitude among the internet users.

Rashid Saeed, Rab Nawaz Lodhi, Ahmer Naeem, Ahsan Akbar, Amna Sami and Fareha Dustgeer (2013)⁴⁷ have made a study on "Consumer's attitude towards internet advertising in Pakistan". The main aim of the study is to explore the dimensions of internet advertisement on consumer attitude. A sample size of 150 respondents has been taken for the study by using convenient sampling technique. The statistical tools, such as, correlation and regression analysis have been applied to analyse the data. The findings of the study have shown that the attitude of the consumer is depending on the positive internet advertisements. The study has concluded that the internet advertisement has created the impact on the consumer behavior regarding the selection of products.

Erni Martini and Sri Widaningsih (2015)⁴⁸ have made a study on "Effect of online advertising towards online attitude of adolescents in Indonesia". They have analysed the impact of internet advertisement and to explore their adolescents' attitude. A sample of 111 respondents has been taken for the study by adopting convenient sampling technique. The statistical tools, such as, regression and correlation analysis have been applied to analyse the data. The findings of the study have shown that the factors, such as, advertisement utility, indignity and price have a positive effect on consumer attitude towards online advertisements. The study has concluded that the online consumer does not trust online advertisements because it sometimes provides false information about the products.

Sheikh Majedul Huq, Shahedul Alam, Nekomahmud, Shuly Aktar and Shamiul Alam (2015)⁴⁹ have made a study on "Customer's attitude towards mobile advertising in Bangladesh". They have examined the customer's attitude towards mobile advertising. The conceptual framework of five independent variables, such as,

entertainment, informative, irritation, credibility and incentive have influenced the customers' attitude towards mobile advertisement. The statistical tools, such as, percentage analysis, descriptive statistics and chi-square have been applied to analyse the data. The findings of the study have shown that the variables, such as, entertainment, informativeness, credibility and incentive have influenced the consumer attitude towards mobile advertisements. The study has concluded that the companies in Bangladesh have adopted the concept of mobile advertising to reach the consumers easily and it has increased the company's sales.

Selda Ene and Betul Ozkaya (2015)⁵⁰ have made a study on “The role of mobile advertising on consumers' purchase decisions: a research on consumer attitudes towards mobile advertising”. The data have been collected from 300 respondents by using convenience sampling technique. The objective of the study is to identify the consumer attitude towards mobile advertisement. The statistical tools, namely, factor analysis and ANOVA have been applied to analyse the data. Factor analysis has been used to categorized variable among five factors groups, namely, ‘Adopting mobile advertisements’, ‘Informativeness’, ‘Amusingness’, ‘Leadership in utilization of technology’ and ‘Annoyingness’. The findings of the study have shown that ‘Amusingness’ and ‘Leadership in utilization of technology’ variables have not influenced the consumer behavior. The study has concluded that the corporates would try to use mobile advertisement to capture the attention of the consumers.

Gokhan Aydin (2016)⁵¹ has conducted a study on “Attitudes towards digital advertisements: testing differences between social media advertisement and mobile advertisement” have examined the consumer attitude towards social media advertisement and mobile advertisement. A sample of 489 respondents who have viewed mobile application advertisement and 281 respondents who have viewed social media advertisement have been taken for the study by adopting convenient sampling technique. The statistical tools, such as, regression analysis and factor analysis have been applied to analyse the data. The study has revealed that the consumers' attitude towards mobile application advertisement and social media advertisements are not correlated with each other. Entertainment is the major factor in determining the consumer attitude. The study has concluded that the credibility of digital advertisement is very less among the consumers.

Impact of Internet Advertisement

Grishikashvili, Dibb and Meadows (2014)⁵² have made a study on “Investigation into big data impact on digital marketing”. The main aim of the study is to find difficulties during transformation digital revolution theory into practical and the challenges appears during this implementation. The study has explained the conceptual framework of digital marketing which include of relate, attract, engage and retain. These are the major factors used in promoting green marketing. The study has concluded that the industries have started using big data in the digital marketing to identify the needs and wants of the consumers.

Sangdow Alnahdi, Maged Ali and Kholoud Alkayid (2014)⁵³ have conducted a study on “The effectiveness of online advertising via the behavioural targeting Mechanism”. The study aims to examine the effectiveness of online behavioural advertising in four dimensions, such as, perception, privacy concerns, targeted visible advertisement and advertisement characteristics. A sample of 441 students have been selected from Europe and Asia. The study has revealed that the consumers have preferred online advertisement to obtain information and to promote products. The study has concluded that the online advertisements are used to promote products and it is used to analyse the consumer behavior for the products to make personalized advertisement to attract consumers and to satisfy their needs and wants.

Elisabeta Ioanas and Ivona Stoica (2014)⁵⁴ have made a research on “Social media and its impact on consumer behavior”. They have examined the impact of social media on consumer behaviour. A sample of 116 respondents has been selected for the study based on convenient sampling method. The statistical tools, such as, simple percentage analysis and factor analysis have been used in the study. The findings of the study have shown that the women are accessing social media to purchase product in online by viewing advertisement in social media sites. The women consumers are using the social media advertisements to take right decision regarding products but male consumers can’t trust social media advertisements to take right decision. The study has concluded that the awareness of social media among the rural consumers are less compared to urban consumers and it has influenced the behavior of the consumers.

Leonora Fuxman, Hilmi Elifoglu, Chiang-nan Chao and Tiger Li (2014)⁵⁵ have made a study on “Digital advertising: a more effective way to promote businesses’ products”. The main aim of the study is to analyse the effectiveness of digital advertisement vs traditional advertisement. The data have been collected from 573 respondents based on random sampling method. The statistical tools, such as, percentage analysis and ANOVA have been applied to analyse the data. The findings of the study have shown that the digital advertisement is the most effective way to send the message to the target customers as compared to traditional advertisement. The study has concluded that the digital advertisements are more efficient in targeting the consumers.

Felix Pratama Chianasta and Sandy Wijaya (2014)⁵⁶ in their study on “The impact of marketing promotion through social media on people’s buying decision of Lenovo in internet era: A survey of social media users in Indonesia” have identified the impact of social media on marketing promotion of Lenovo Company in Indonesia. The data have been collected from 200 respondents by using convenient sampling technique. The findings of the study have shown that the social media has created an effective platform for market promotion of Lenovo Company which influences consumer in decision making process and it has created a brand name for Lenovo product. The study has concluded that the twitter has a major impact on marketing promotion of Lenovo Products and Instagram has created the least impact on marketing promotion of Lenovo products.

Bamini Balakrishnan, Mohd Irwan Dahnil and Wong Jiunn Yi (2014)⁵⁷ have conducted a research on “The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y”. The main aim of the study is to identify the impact of social media marketing brand loyalty and purchase intention on Generation Y. A sample size of 200 respondents have been taken for the study. The statistical tool, such as, percentage analysis and regression analysis have been used in the study. The findings of the study have shown that the social media is an important media to reach the younger generation. The study has concluded that the social media marketing helps to enhance the purchase intention of the consumer.

Fusun Cizmeci and Tugce Ercan (2015)⁵⁸ have made a study on “The effect of digital marketing communication tools in the creation of brand awareness by housing

companies”. The main aim of the study is to explore the tendency of housing companies in using digital marketing communication tools. The study is based on theoretical framework of household companies’ tendency using digital marketing and delphi analysis technique. The findings of the study have shown that the panel participants are consensus in the creation of brand awareness and the digital marketing tools, such as, Facebook or Twitter have been considered as more important in the future. The study has concluded that the digital marketing communication tools are widely used by housing companies mainly for creating brand awareness and corporate identity.

Afrina Yasmin, Sadia Tasneem and Kaniz Fatema (2015)⁵⁹ in their article on “Effectiveness of digital marketing in the challenging age: An empirical study” have identified the effectiveness of digital marketing to survey in the competitive market. The study has explained the conceptual framework of Traditional Marketing vs Digital Marketing which ensures eco friendly environment. The data have been collected from 50 executives through random sampling technique. The findings of the study have shown that the digital marketing gives clear information about products according to their needs and wants. The study has concluded that the specific strategies are created to make innovative customer experiences and to identify the best path to increase the digital marketing performance.

Samar Fatima and Samreen Lodhi (2015)⁶⁰ have made a study on “Impact of advertisement on buying behaviours of the consumers: A study of cosmetic industry in Karachi city”. The main aim of the study is to analyse the effectiveness of advertisement among the consumer awareness. The data have been collected from 200 respondents using convenient sampling technique. The statistical tools, such as, percentage analysis, descriptive statistics, correlation and ANOVA have been applied to analyse the data. The findings of the study have shown that the consumer awareness and consumer perceptions are the two variables which influences the consumer buying decision and induce the consumer to purchase the product. The study has concluded that the cosmetic companies have created the strong impact in the mind of the consumers regarding their buying behavior.

Naser Zourikalatehsamad et al. (2015)⁶¹ have conducted a study on “The impact of online advertising on consumer purchase behavior based on Malaysian organizations”. The study is mainly focused on the effect of online advertisement on consumer purchase behaviour. The data have been collected from 160 respondents by using convenient sampling technique. The statistical tools, such as, percentage analysis and regression analysis have been applied to analyse the data. The findings of the study have shown that the online advertisements are created by considering the factors, such as, cost saving, convenience and customization which induces the consumers to get the right products. The study has concluded that the consumer purchasing behaviour is influenced based on the online advertisement.

Jenyo Gabriel and Soyoye Kolapo (2015)⁶² have made a study on “Online marketing and consumer purchase behaviour: A study of Nigerian firms”. The main aim of the study is to analyse the impact of online marketing on consumer purchase decisions. A sample of 120 respondents has been taken for the study. Cronbach’s Alpha is used to test the reliability of the questionnaire. The statistical tools, such as, percentage analysis, chi square test and regression analysis have been applied to analyse the data. The findings of the study have shown that the consumer purchase decisions are made with the influence of online marketing. The study has concluded that the online marketing has increased the internet security for the consumers to purchase the products.

Hamza Salim Khraim (2015)⁶³ has made a study on “The impact of search engine optimization dimensions on companies using online advertisement in Jordan”. He has explored the importance and benefits of Search Engine Optimization in marketing and also has examined the impact of SEO dimensions on online advertisement. 102 companies have been selected for collecting the data. The statistical tools, such as, simple percentage analysis, factor analysis and multiple regression analysis have been applied to analyse the data. The findings of the study have shown that, it is essential for the companies to choose the right tool for the effective use of Search Engine Optimization advertisement . The results of the study have shown that Search Engine Optimization (SEO) is an important tool to increase a site's visibility for advertisers who can afford to pay more. Bulk payment is not given for sponsored click for the advertisers.

Bandar Khalaf Alharthey (2015)⁶⁴ has made a study on “Understanding decision making of consumers through advertising strategy and integrated marketing”. The main aim of the study is to explore the effect of consumer decision making process through advertisements. The data have been collected from 200 respondents through random sampling technique. The statistical tools, such as, percentage analysis and correlation have been applied to analyse the data. The findings of the study have shown that the advertising and integrated marketing communication have a great impact on consumer decision making process. The study has concluded that the role of advertisement plays an important role in consumer purchase decision process.

Malik Shahzad Shabbir (2016)⁶⁵ has made a study on “The impact of advertisement on buying behavior of the children”. The main aim of the study is to analyze the effect of media on buying behaviour of the children. The data have been collected from 150 respondents using convenient sampling technique. The statistical tools, such as, percentage analysis, correlation and chi square test have been applied to analyse the data. The findings of the study have shown that the advertisement helps the parents to take purchase decision. The study has concluded that the childrens are seeking advice from the parents for taking each purchase decision.

Zulqurnain ali et al. (2016)⁶⁶ have made a study on “The impact of social media marketing on consumer perception”. The main aim of the study is to find the impact of social media marketing on consumer perception towards purchase of products. A sample of 145 respondents has been selected by using simple random sampling technique. The statistical tools, such as, percentage analysis, correlation and regression analysis have been applied to analyze the data. The findings of the study have shown that the impact of social media marketing has created a positive feeling among the consumers for decision making process. The study has concluded that the social media marketing influence the consumer perception regarding product purchase decision.

Fahed Khatib (2016)⁶⁷ has made a study on “The impact of social media characteristics on purchase decision – An empirical study of Saudi customers in Aseer Region”. The main aim of the study is to know the influence of social media on consumer purchase decision. The data have been collected from 310 respondents by

using convenient sampling techniques. The statistical tools, such as, percentage analysis and regression analysis have been applied to analyse the data. The findings of the study have shown that the consumer purchase decisions are influenced by social media advertisements. The study has concluded that the marketers have the opportunities to use social media to influence the consumers in decision making process.

Cho James, Luong Duy Binh and Vo Thi Huong Giang (2017)⁶⁸ have conducted a study on “The impact of mobile advertising on Vietnamese consumer buying decision”. They have identified the factors affecting Vietnamese consumer attitude toward mobile advertising and investigated the subsequent impact on consumer buying decision. The data have been collected from 293 respondents by using convenient sampling technique. The statistical tools, such as, factor analysis, regression, t-test, one way analysis of variance have been applied to analyse the data. The findings of the study have shown that the four factors related to attributes of advertising including entertainment, informativeness, irritation and credibility have a significant impact on consumer attitude toward mobile advertising. The study has concluded that the mobile advertisement do not affect the buying behavior of the Vietnam consumers.

James Mathew, Peter Ogedebe and Segun Ogedebe (2013)⁶⁹ have made a study on “Influence of web advertising on consumer behaviour in Maiduguri Metropolis, Nigeria”. They have investigated the influence of web advertising on consumers in Maiduguri Metropolis. The data have been collected from 139 respondents by using random sampling technique. The statistical tools, such as, simple percentage analysis and descriptive statistics have been applied to analyse the data. The findings of the study have shown that the website advertisements have influenced the consumer to use products. The study has concluded that the influence of web advertisement are more attractive than other forms of advertisements because it was interactive in nature and it showcase the products in the global platform for making effective product purchase decision.

Shaista Arshad (2019)⁷⁰ in her study on “Influence of social media marketing on consumer behavior in Karachi” have identified the influence of social media marketing on the consumer behavior. The data have been collected from 250 respondents by using convenient sampling method. The statistical tools, such as, percentage analysis, ANOVA and

regression analysis have been applied to analyse the data. The findings of the study have shown that the social media content, such as, post, picture and image of advertisement are highly influenced the consumer behavior. The study has concluded that the social media marketing has been highly influenced by the educated people to view advertisement for decision making process.

Several studies have been conducted by various researchers discretely on the topics, such as email advertisement, social media advertisement, display advertisement, search advertisement, website advertisement and mobile application advertisement. A very few studies have been conducted on two major advertisements, namely, social media advertisement and mobile advertisement. This has elicited the need for studying the product internet advertisement and service internet advertisement through different internet channel advertisements with a special focus on women consumer group. Hence the present study aims to fill this research gap, witnessing with more information.

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