

EXECUTIVE SUMMARY

Internet is fast emerging as a powerful medium of advertising in the new millennium. With the number of Internet users increasing manifold, the new medium is viewed as the advertiser's dream. The Internet is the fastest growing medium in the 2000's with millions of users and an average estimated growth of 124% annually.

Digital marketing is becoming a part of some companies marketing strategy- however it requires new strategies and thinking. The benefits of digital marketing are its ability to cover people from different geographical area with varied tastes and preferences.

This study is descriptive study and the sampling technique here used is convenience sampling. The sample size is 100 selected from the population of Bangalore City. The data is collected with the help of structured questionnaire, which includes open end and close-ended questions.

The next step in the research process is Analysis and Interpretation of the Data collected from the respondents. This Analysis and Interpretation is done with the help of pie charts, they are prepared with the help of MS Excel software.

With the help of Analysis and interpretation the findings are drawn which includes whether consumers are aware of online advertisement, do online advertisement effect their purchase behaviour.

With the critical Analysis and Interpretation, the Suggestions are drawn on how to improve Online Advertisement in order to attract much of the viewership and to increase the purchasing efficiency and also to improve the methods of online advertisement.