PREFACE

Advertising is a component of a marketing mix and powerful communication tool designed with a view to achieve specific objectives. Traditional media, in today's highly competitive world, has proved to be insufficient in fulfilling advertisers' expectations. Technological advancements have enabled the company to identify new ways of reaching the customers. The internet is the solution to the requirements, since it is a two-way interpersonal communication and cost effective medium. Now marketers consider internet as one of the important instruments to communicate with customers.

Internet advertising is becoming key tools for advertiser and the companies to attract the attention of target audience towards the advertised product or service. Internet users are able to choose whether to interact with the advertising or not by clicking, browsing or even ignoring it. To attract internet users, marketer/advertiser needs to understand their perception towards the internet advertising. Different forms of internet advertisements may have distinct impact on the users’ perception. The present study investigates the internet users’ perception towards the banner ads of internet advertising.

A web banner or banner ad is a form of advertising on the World Wide Web. It is one of the oldest online marketing techniques and closely related to conventional marketing. Virtually all banners are links to web sites. It is intended to attract traffic to a website by linking to the website of the advertiser. In Indian context very few publications threw light over the importance of the internet advertising with reference to banner ads. Therefore need was felt to identify the dimensions that effect internet users’ perception towards banner ads of internet advertising. Today’s millions of users are going online so it is essential to examine the effect of age and gender of internet users also on their perception towards banner ads of internet advertising to target specific customers.
The present study titled 'A Study of Internet Users’ Perception towards Internet advertising' is an exploratory research based on primary data collected from internet users’ of Indore city. The data analysis was done in accordance with research objective and paradigm. Four vital dimensions viz. Perceived Believability, Perceived Hedonism, Perceived Usefulness and Perceived Creativity have emerged out, as the indicators of internet users’ perception towards internet advertising with reference to banner ads. Study also identified that gender and age of internet users and their interaction have significant effect or not, on the users’ perception towards the banner ads of internet advertising and its dimensions.

An important direction, which has evolved out of the research, is that how internet advertising is likely to influence the perception of internet users. On the basis of the findings, it is identified that banner ads of internet advertising should design after considering internet user’s perception. The study will be helpful for the advertiser, ad-agencies and researchers. It will contribute to a better conceptual understanding of consumers’ perceptions by extending the existing frameworks. The study will guide the researchers to work further on the other aspects of the dimensions which remain unexplored.

RAKSHITA PURANIK