

ATTITUDE OF CUSTOMERS TOWARDS ONLINE ADVERTISEMENTS IN SIVAKASI: A CASE OF ONLINE STORES

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ABSTRACT

This Paper the researcher has made an attempt to analyse about Attitude of customers towards online advertisements. The customer today is more demanding with the growing, affluence, more leisure and the growing complexity of goods and services. Marketers are seeking to build a proper, fruitful and functional relationship with their customers. Attitudes are important determinants of behaviour. It is a state of ready for mental and physical action. An individual's attitude will determine what he/she will see and hear as well as what he/she will think and what he/she will do. Therefore, this study has made a clear insight about the attitude of customers towards online advertisements. The study concentrates on limited websites such as Amazon, Flipkart, Snapdeal, Paytm, Ebay, Jabong, Myntra, Shopclues Homeshop18 and Futurebazaar. The study is carried out in Sivakasi town only.

KEYWORDS: Online Stores, Online advertisements, Customers attitude.

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