

THE IMPACT OF ONLINE AND ITS EFFECTIVENESS ON ADVERTISEMENT IN BUYING BEHAVIOR

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ABSTRACT

This study examined the usage of internet with the general public in the central region. The study is based on primary source of data in the form of questionnaires based survey. The collected data were analyzed through Simple average, Anova, Regression and Garrett Ranking Technique. Results indicated that advertising has positive and statistically significant effects. Number of hours spending on Internet and Problem facing in online advertisement are statistically significant. Hence the study proves that the usage of internet has effectiveness on advertisement influences the buying behavior of the general public.

KEYWORD: Internet, Online advertisement, Buying behavior.

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