

The Impact of Online Advertising on Consumer Buying Behaviour

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Abstract: *The present research report is focused on measuring the impact of online advertising on consumer buying behaviour, which increases the consumers' intentions towards the product and buying behaviours. The purchasing behaviour is strongly influenced by the icon of the product which is made by the promoters. The primary data are collected through questionnaires and secondary data were collected through internet. The written report that online advertisement has always a great impact on the buying trends or purchasing behaviours of the consumers. At the same period ROI of the produce and best are also acknowledged with their significant impact on buying behaviour of consumers. Likewise, to some extent the online celebrity endorsement also substantiates in the purchasing behaviour. Thus, the study concludes that the helpful shock of all these aspects, on the buying behaviour of the purchaser improves the reliability of consumers towards brand which helps in progressing of the advertised produce.*

Keywords: Advertising.