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**" A STUDY ON CONSUMER AWARENESS AND SATISFACTION
TOWARDS ONLINE ADVERTISEMENT"**

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ABSTRACT

This study aims to find out the consumers awareness on online advertisement, to ascertain the consumer's level of opinion and the variables that are associated with consumer's opinion about online advertisement. To analyze the satisfaction level of the consumers in using the online advertisement, a sample of 120 respondents were selected and a structured questionnaire was issued and collected. The study reveals that most of the respondents are using online advertisement for promotion. Majority of the respondents are using online advertisement for the discount offers, designs and other offers. Majority of the respondents agree with the reliability of the online advertisement.

Introduction:

Online advertisements are also known as **online marketing or web advertising**. Online advertisements are very important these days as it is promotional marketing messages to consumers. Online advertisements' includes **search engine marketing, email marketing**, various types of display advertising, web banner marketing and mobile marketing or advertising. **Online advertisements** are extremely helpful in increasing revenues and also in spreading awareness about their particular product. Like other advertising media, online advertising frequently involves both a publisher, the one who integrates advertisements into online content and an advertiser who provides the advertisements to be displayed on publisher's content. Online advertising has become a crucial part of many business companies. Online advertisements are also much more interactive than offline advertising. While both online and offline advertising can be disruptive, interactive online advertising can be designed to be perceived as less so. Online display advertising began as simple hyperlinked images shown on a Web site and has since progressed