

INSIGHTS OF E-USERS TOWARDS DIGITAL ADVERTISING

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ABSTRACT

The present research paper is an effort to examine the insights of e-users towards digital Advertising. The research exercise was carried out on a sample of 209 respondents residing in and around Chennai city using non-probability convenience sampling method. Independent samples t- test and ANOVA were applied to answer research questions and it was established that the users are possessing favorable perception towards digital advertising and the role of gender is significant as far as the same is concerned. The results also exposed the fact that male respondents hold relatively favorable perception towards digital advertising than female respondents and perceptual differences between genders is also significant.

KEYWORDS: Digital Advertising, Perception, t- Test, ANOVA, e-Users

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