

ROLE OF ONLINE ADVERTISING IN PROMOTING AWARENESS



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CERTIFICATE

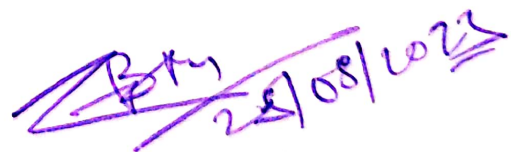
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This is to certify that **NIVED SAHU**, a student in the 4th semester of Master of Arts (M.A.) Journalism and Mass Communication at the department of Journalism and Mass Communication, Guru Ghasidas University, Bilaspur, (C.G.) has successfully completed his Dissertation on “ **Role of online advertising in promoting awareness**”



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Chapter. 1-

INTRODUCTION

Online advertising has become a potent and effective strategy for organizations in the current digital era to raise awareness. With the increasing usage of the internet and the expansion of digital platforms, online advertising has completely changed how businesses connect with their target audience and effectively convey their messages. In order to better understand how online advertising may be used to raise awareness, this dissertation will look at how it affects consumer behaviour, how well it works to do so, and what aspects make it successful.

Background

The advent of the internet has transformed the advertising landscape, shifting the focus from traditional mediums such as print and television to the vast potential of online platforms. Online advertising offers several advantages over traditional forms of advertising, including cost-effectiveness, global reach, real-time tracking, and personalized targeting. It provides organizations with the ability to tailor their messages to specific demographics, increasing the likelihood of reaching interested and relevant audiences. As a result, online advertising has become an integral part of marketing strategies for businesses across various industries.

Purpose and Objectives

The purpose of this dissertation is to delve into the role of online advertising in promoting awareness among consumers. By examining existing literature, conducting empirical research, and analyzing data, this study seeks to achieve the following objectives: