

Review of related literature essay sample

[Technology](#), [Internet](#)



The purpose of this study is to identify which works better, direct selling or online shopping. This chapter presents the review of related literature of the components of direct selling and online shopping. Foreign Literature

The growth of the internet has made direct selling easier and faster.

According to Frost (2004) the fascination with new technology has changed the way Avon dealers interact and trade with their customers. Direct selling has the product offered, investment plans can be devised and implemented, and trades are executed by the broker. The availability of online trading for traders and investors is one of the greatest advantages that have resulted from the development of the internet and the World Wide Web . Direct selling has the product offered, investment plans can be devised and implemented, and trades are executed by the broker.

Trading and investing in shares require the serviced of a broker to act as an intermediary between the two partied involved in any share, market transaction with whom buy and sell orders are placed. This book is all about setting up online trading account, configure our personal trading page, choose and implement a trading strategy, execute buy and sell orders, manage online paper works and protect our money through exit strategy and risk management (Kel Butcher).

The Influence of Online Advertisement

Introduction

Background of the Study

Does online advertising significantly influence students of the University of the East-Caloocan in patronizing local product? There have been many

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studies that focus on online advertisements in local products. 8 of these studies are examined by the group. 5 of these studies represent the growth of the online advertisements. 3 of these studies indicate the behavioural intention and negativity of online ad.

The studies of Ha (2008). Tang & Chi, (2005), Mccoy et al (2008), Galletta (2004) Goldfarb & Tucker (2010), represent the growth of the online advertisements. The studies of Kugel, Havlena, Graham (2004), Wu (2007), Carlon, Ryan, Weledniger (2000), indicate the behavioral intention and negativity of online ad. Exposure to an online advertisement has value that can be thought to the students of UE Caloocan.

Statement of the Problem

This study attempts to answer the question: Does online advertising significantly influence students of the University of the East-Caloocan in patronizing local product? Specifically, this study attempts to answer the following questions:

1. Does online advertising significantly influence students of the University of the East-Caloocan in patronizing local food?
2. Does online advertising significantly influence students of the University of the East-Caloocan in patronizing local clothing?
3. Does online advertising significantly influence students of the University of the East-Caloocan in patronizing local jewelry?
4. Does online advertising significantly influence students of the University of the East-Caloocan in patronizing local personal care?

Significance of the Study

This study is significant to the Academe, Advertisers, and Entrepreneur. It is Important to the Academe because the outcome of the study can be a source of information of the future students that will make a similar study.