# WOMEN IN DIGITAL ERA – A STUDY ON THE IMPACT OF INTERNET ADVERTISEMENTS ON WOMEN'S PURCHASE DECISIONS AND ACCESS OF SERVICES

Thesis submitted to the Bharathiar University for the award of the Degree of

### DOCTOR OF PHILOSOPHY IN COMMERCE

By

#### N. NANDHINI

Under the Guidance of

#### Dr. (Mrs.) D. VIJAYALAKSHMI M.Com., M.Phil., PGDCA., MBA., Ph.D., SET

Assistant Professor, Department of Commerce PSGR Krishnammal College for Women, Coimbatore



## DEPARTMENT OF COMMERCE PSGR KRISHNAMMAL COLLEGE FOR WOMEN

**College of Excellence – Awarded by UGC** 

An Autonomous Institution - Affiliated to Bharathiar University

Accredited with 'A' Grade by NAAC – Ranked 10<sup>th</sup> by NIRF 2020

An ISO 9001: 2015 Certified Institution

**COIMBATORE – 641 004** 

TAMIL NADU, INDIA

JANUARY 2021