

Bibliography

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Appendices

QUESTIONNAIRE

Women in Digital Era – A study on the Impact of Internet Advertisements on Women's Purchase Decisions and Access of Services

PERSONAL FACTORS

1. Name : _____
2. Age
 - a) 18 - 20 years
 - b) 21-30years
 - c) 31 – 40 years
 - d) 41-50 years
 - e) Above 50 years
3. Educational qualification
 - a) Higher secondary student
 - b) Graduate
 - c) Post Graduate
 - d) Professional
4. Marital status
 - a) Married
 - b) Unmarried
5. Occupation
 - a) College Student
 - b) Private Employee
 - c) Government Employee
 - d) Professional
 - e) Self-Employed
 - f) House wife
6. How many are earning members in your family?
 - a) One
 - b)Two
 - c)Three
 - d)Above Three
7. Family Monthly income
 - a) Upto Rs.20,000
 - b) Rs.20,001- Rs.40,000
 - c) Rs.40,001- Rs.60,000
 - d) Above Rs.60,000

I.(a) LEVEL OF USAGE OF INTERNET

8. From where do you access internet?
 - a) Home
 - b) College library
 - c)Internet center
 - d) Any time Any where
 - e) Working place

9. Which device do you use for accessing the internet?
 a) PC b) Tablet c) I pad d) Phone e) Laptop
9. (a) If phone,
 a) Windows Phone b) Android Phone c)I phone
10. How often do you use internet?
 a) Daily b) Weekly c) Fortnightly d) Monthly e) Very rarely
11. How long do you access internet in a day?
 a) Less than 1 hour b) 1 hour c) 2 hours
 d) 3 hours e) More than 4 hours
12. How many times do you access internet in a day?
 a) 1 to 5 times b) 6 to10 times c) 11to15 times
13. How is your internet speed?
 a) Super Fast b) Fast c) Moderate d) Low
14. What type of internet speed do you access?
 a)2G b)3G c)4G
15. What type of network do you use to access internet?
 If Phone/I Pad/ Tablet: a) BSNL b)Airtel c)AirCel d) Reliance
 e) MTS f)Vodafone g)DoCoMo h)Idea
 If PC/ laptop: a) BSNL b) Airtel c) AirCel d) Reliance
 e) MTS f)Vodafone g)DoCoMo h)Idea
16. What kind of internet connection do you have?
 a)Broadband b) Wi-Fi c)Mobile Data
 d) Wi-Fi Hotspot e) Wi-Fi router f) Data card

17. Which browser are you viewing most of the time?
 a) Google Chrome b) Mozilla Firefox c)Internet Explorer
 d) UC Browser
18. What are the popular search engines you are familiar with?(Multiple response)
 a) Google b) Yahoo c) MSN
 d) Bing e)Ask
19. How much do you spend for your internet connection in a month?
 a) Upto Rs.500 b) Rs.501-Rs.1000 c) Rs.1001-Rs.1500
 d) Rs.1501-Rs.2000 e) Above Rs.2000 f) Free connectivity

I.(b) AWARENESS LEVEL OF INTERNET CHANNEL ADVERTISEMENTS

20. Mention the source through which you came to know about the internet channel advertisements?
 a) Self b)Relatives c)TV/Radio
 d) Newspapers/Magazine e) Friends
21. For how long are you accessing the internet channel advertisements?
 a) Less than1 year b) 2 years c)3 years d)4 years
 e) More than 4 years
22. Which internet channel advertisements do you prefer?

S.No	Internet channel advertisements	Yes	No
1.	E-mail advertisement		
2.	Social Media advertisement		
3.	Display advertisement		
4.	Search advertisement		
5.	Website advertisement		
6.	Mobile application advertisement		

23. How frequently do you access various internet channel advertisements?

S.No	Internet channel advertisements	Frequency of Access			
		Daily	Weekly	Fortnightly	Monthly
1.	E-mail advertisement				
2.	Social Media advertisement				
3.	Display advertisement				
4.	Search advertisement				
5.	Website advertisement				
6.	Mobile application advertisement				

24. State the level of awareness towards various features offered under internet channel advertisements.

S.No.	Awareness about Internet Channel Advertisements	Internet Channel Advertisements	
		Aware	Not Aware
1.	Display of Promotional messages		
2.	Continuous updation of all notifications in the devices used		
3.	Immediate interaction with the seller		
4.	To share your feedback/ views		
5.	Intimation received often through keyword search		
6.	Immediate knowledge about new product launch		
7.	By clicking on ads, it goes to that relevant page		
8.	Easy identification of brand through short messages		
9.	Animated images, audio and video are displayed		
10.	Up to date offer and discount can be known easily		
11.	Easy access of information related to search		

II PERCEPTION AND ATTITUDE LEVEL OF THE CONSUMER

25. State the level of perception towards internet advertisements from the following statements.

(SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly Disagree)

S.No	Statements	SA	A	N	DA	SDA
1.	Internet advertisements are easy accessible					
2.	It determines the potential of the products and services					
3.	It clearly specifies terms and conditions about products and services					
4.	It is a valuable source of information about the latest fashion and it is interesting					
5.	Internet advertisements have attractive caption and presentation style					
6.	It creates global market for domestic products					
7.	It protects environment through green advertisement					
8.	It builds brand reputation					
9.	It is always pleasing and prominent					

26. State your attitude factor towards internet advertisements from the following statements.

(SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly Disagree)

S.No	Statements	SA	A	N	DA	SDA
1.	It makes me to access advertisement 24x7 for frequent update					
2.	It makes me aware about new products, services and their features					
3.	It is more interactive and keep me update about products and services					

S.No	Statements	SA	A	N	DA	SDA
4.	Any where any time accessing makes me more comfortable					
5.	It captures my attention and it is believable					
6.	It helps us to connect with global market					
7.	I trust and value the Internet advertisements for products and services					
8.	It creates positive attitude in my mind by providing rich content of the information					
9.	It makes me busy when I am alone					

III. (a) PURPOSE OF INTERNET ADVERTISEMENTS

27. State the purpose of watching **product** related internet advertisements.

S.No	Purpose	Product Advertisement	
		Yes	No
1.	To know information about the product		
2.	To view more variety of products		
3.	To see alternative products		
4.	To buy Product		
5.	To obtain expert opinion		
6.	To reduce risk		
7.	To read feedback		
8.	To fulfill my free time		

28. State the purpose of watching **service** related internet advertisements.

S.No.	Purpose	Service Advertisement	
		Yes	No
1.	To know information about the services		
2.	To view more services		
3.	To see alternative services		
4.	To avail services		
5.	To obtain expert opinion		
6.	To reduce risk		
7.	To read feedback		
8.	To fulfill my free time		

III. (b). FACTORS INFLUENCING THE PREFERENCE OF INTERNET ADVERTISEMENT

29. Rank (1 as the most influencing and 11 as the least influencing) the following factors which influence you to prefer internet advertisements.

S. No	Factors	Rank
1.	Detailed specification about products and services	
2.	Price discounts on special occasion are easily known	
3.	Reliable source of information	
4.	Animated images, audios and videos on advertisement	
5.	Previous customer reviews are valuable	
6.	Less time consumption	
7.	Easy comparison of prices	
8.	Guarantee about the product and services can be known easily	
9.	Internet channel encourages consumers to share their experience	
10.	Quick access of new arrivals	
11.	Repeatedly viewing advertisement	

30. Please tick the following **product** related internet advertisements which attract you the most.

S. No	Advertisements	Tick	S. No	Advertisements	Tick
1.	Jewellery		6.	Stationery	
2.	Garments		7.	Food and grocery	
3.	Automobiles		8.	Books and novels	
4.	Electronic goods		9.	Cosmetics	
5.	Household appliances				

31. Please tick the following **service** related internet advertisements which attract you the most.

S. No	Advertisements	Tick	S. No	Advertisements	Tick
1.	Education and training		8.	Job advertisements	
2.	Government services, Recruitment agencies and tenders		9.	Restaurant, leisure and hospitality	
3.	Insurance services		10.	Mobile network services	
4.	Hospital, health care, doctors' offices and nursing homes		11.	Amusement park, photography and Cinema hall	
5.	Financial and banking services		12.	Public welfare services	
6.	Matrimonial		13.	Beauty parlors	
7.	Transportation and accommodation				

IV. IMPACT OF INTERNET ADVERTISEMENTS ON PURCHASE DECISION

32. State your level of agreeability towards your purchase decision of product through internet advertisements.

(SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly Disagree)

S.No	Statements	SA	A	N	DA	SDA
1.	It creates knowledge about new product launched					
2.	It supports me to identify the best product					
3.	Most of my purchases are based on information available in internet advertisement					
4.	It changes the attitude towards a certain product after reading positive reviews from previous users					
5.	It influences my self esteem					
6.	It assists me to adopt new style of living					
7.	It is highly credible for me to take decision					
8.	It is time efficient to decide and purchase a product					
9.	It saves money and helps me in effortless shopping					
10.	It sometimes makes me to buy impulsively					
11.	It increases my frequency of purchase					

IV. IMPACT OF INTERNET ADVERTISEMENTS ON ACCESS OF SERVICES

33. State your level of agreeability towards access of service through internet advertisements.

(SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly Disagree)

S.No	Statements	SA	A	N	DA	SDA
1.	It creates awareness about various services					
2.	I get knowledge about various services available relating to my search					
3.	It gives me more information about services that are newly launched					
4.	It keeps me updated about various services					

S.No	Statements	SA	A	N	DA	SDA
5.	It helps me in accessing services at right time					
6.	It motivates me to access some of the services that suit my needs					
7.	It makes me to know special offers regarding various services					
8.	It makes my decision more easier about various services					
9.	It changes my mind towards some services relating to public welfare					
10.	It inspires me to do some service to the society					

V. (a) CONSUMER SATISFACTION

34. State your level of satisfaction towards internet advertisements on purchase decisions.

(HS-Highly Satisfied, S-Satisfied, N-Neutral, DS-Dissatisfied and HDS-Highly Dissatisfied)

S.No.	Statements	HS	S	N	DS	HDS
1.	It creates brand awareness through advertisements					
2.	It is more effective to identify more variety of the products					
3.	It helped me to identify the best products and make use of them					
4.	It creates loyalty among consumers					
5.	It creates trustworthiness about various products					
6.	It gives exact price for the product					
7.	It makes me to enjoy special discounts on special occasions					
8.	It builds online reputation					
9.	It saves my time, money and energy					

S.No.	Statements	HS	S	N	DS	HDS
10.	It highly influences the attitude of the consumers					
11.	Previous consumer feedback are more valuable					
12.	Expert advice helps me in decision making process					
13.	It encourages me to share my experience					
14.	It provides repurchase experience					

35. State your level of satisfaction towards internet advertisements in access of services.

(HS-Highly Satisfied, S-Satisfied, N-Neutral, DS-Dissatisfied and HDS-Highly Dissatisfied)

S.NO	STATEMENTS	HS	S	N	DS	HDS
1.	Immediate use of offers helps to access services easily					
2.	It reduces stress and risk in availing services					
3.	It gives exact fee for the services					
4.	Special discounts on fee for accessing services can be known immediately					
5.	It creates loyalty among consumers					
6.	It helps to enhance the quality of services offered and protects environmental health					
7.	It improves my experience towards certain services					
8.	It gives opportunities to share my experience					
9.	It saves my time, money and energy					
10.	Previous consumer feedback are more valuable					
11.	It creates positive attitude towards some of the services					
12.	It is a more powerful area for knowledge sharing and helps me to resolve all my queries					
13.	It makes me more efficient in making independent decisions towards access of services					
14.	It made me repeatedly access some of the services					

36. State your overall satisfaction level towards internet channel advertisements.

(HS-Highly Satisfied, S-Satisfied, N-Neutral, DS-Dissatisfied and HDS-Highly Dissatisfied)

S.No	Internet channel advertisements	Level of Satisfaction				
		HS	S	N	DS	HDS
1.	E-mail advertisement					
2.	Social Media advertisement					
3.	Display advertisement					
4.	Search advertisement					
5.	Website advertisement					
6.	Mobile application advertisement					

V.(b) DIFFICULTIES FACED BY THE CONSUMERS WITH ACCESSING AND WATCHING INTERNET ADVERTISEMENTS

37. Rank the difficulties faced by you while accessing and watching internet advertisements.

(1 as the Highest Difficult and 10 as the Least Difficult)

S.No	Particulars	Rank
1.	Network speed variation	
2.	Difficulty in loading web pages	
3.	Limited internet access	
4.	Server problem	
5.	Large advertisement message is irritating	
6.	It affects my freedom of choice	
7.	It sometimes provides false information	
8.	It sometimes manipulates me to buy product and access services	
9.	Incomplete description about advertisement	
10.	Unpleasant advertisements	

38. Give your precious feedback about various internet channel advertisements

THANK YOU

APPENDIX I

Correlation Matrix for Consumer Satisfaction on Purchase Decisions

	x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	x13	x14
x1	1.000	0.452	0.238	0.069	0.098	####	0.109	0.016	0.143	0.106	0.158	0.098	0.067	0.090
x2	0.452	1.000	0.236	0.251	0.069	0.184	0.231	0.170	0.216	0.242	0.071	0.213	0.090	0.210
x3	0.238	0.236	1.000	0.211	0.326	0.193	0.253	0.169	0.238	0.114	0.151	0.112	0.327	0.070
x4	0.069	0.251	0.211	1.000	0.456	0.157	0.096	0.183	0.031	0.276	0.144	0.127	0.210	0.306
x5	0.098	0.069	0.326	0.456	1.000	0.194	0.254	0.248	0.214	0.047	0.232	0.200	0.419	0.230
x6	####	0.184	0.193	0.157	0.194	1.000	0.316	0.330	0.244	0.314	0.311	0.279	0.204	0.157
x7	0.109	0.231	0.253	0.096	0.254	0.316	1.000	0.297	0.374	0.136	0.173	0.113	0.194	0.237
x8	0.016	0.170	0.169	0.183	0.248	0.330	0.297	1.000	0.427	0.312	0.211	0.347	0.463	0.437
x9	0.143	0.216	0.238	0.031	0.214	0.244	0.374	0.427	1.000	0.314	0.330	0.179	0.310	0.145
x10	0.106	0.242	0.114	0.276	0.047	0.314	0.136	0.312	0.314	1.000	0.287	0.306	0.143	0.243
x11	0.158	0.071	0.151	0.144	0.232	0.311	0.173	0.211	0.330	0.287	1.000	0.402	0.295	0.109
x12	0.098	0.213	0.112	0.127	0.200	0.279	0.113	0.347	0.179	0.306	0.402	1.000	0.447	0.341
x13	0.067	0.090	0.327	0.210	0.419	0.204	0.194	0.463	0.310	0.143	0.295	0.447	1.000	0.374
x14	0.090	0.210	0.070	0.306	0.230	0.157	0.237	0.437	0.145	0.243	0.109	0.341	0.374	1.000

Consumer Satisfaction towards Internet Advertisements on Purchase Decisions

x1	It creates brand awareness through advertisements
x2	It is more effective to identify more variety of the product
x3	It helped me to identify the best products and make use of them
x4	It creates loyalty among consumers
x5	It creates trustworthiness about various products
x6	It gives exact price for the product
x7	It makes me to enjoy special discounts on special occasions
x8	It builds online reputation
x9	It saves my time money and energy
x10	It highly influences the attitude of the consumers
x11	Previous consumer feedback are more valuable
x12	Expert advice helps me in decision making process
x13	It encourages me to share my experience
x14	It provides repurchase experience

APPENDIX II

Correlation Matrix for Consumer Satisfaction on Access of Services

	x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	x13	x14
x1	1.000	0.282	0.286	0.026	0.307	0.236	0.255	0.033	0.258	0.017	0.421	0.096	0.223	0.080
x2	0.282	1.000	0.329	0.134	0.290	0.217	0.204	0.185	0.088	0.175	####	0.015	0.195	0.153
x3	0.286	0.329	1.000	0.082	0.565	0.181	0.227	0.165	0.189	0.118	0.134	0.159	0.220	0.060
x4	0.026	0.134	0.082	1.000	0.122	0.147	0.191	0.169	0.139	0.268	0.181	0.230	0.140	0.065
x5	0.307	0.290	0.565	0.122	1.000	0.186	0.395	0.214	0.146	0.225	0.142	0.093	0.272	0.130
x6	0.236	0.217	0.181	0.147	0.186	1.000	0.238	0.150	0.250	0.208	0.104	0.089	0.032	0.212
x7	0.255	0.204	0.227	0.191	0.395	0.238	1.000	0.456	0.345	0.288	0.245	0.171	0.368	0.209
x8	0.033	0.185	0.165	0.169	0.214	0.150	0.456	1.000	0.206	0.361	0.084	0.081	0.305	0.151
x9	0.258	0.088	0.189	0.139	0.146	0.250	0.345	0.206	1.000	0.340	0.418	0.318	0.231	0.192
x10	0.017	0.175	0.118	0.268	0.225	0.208	0.288	0.361	0.340	1.000	0.203	0.189	0.235	0.145
x11	0.421	-0.029	0.134	0.181	0.142	0.104	0.245	0.084	0.418	0.203	1.000	0.309	0.386	0.079
x12	0.096	0.015	0.159	0.230	0.093	0.089	0.171	0.081	0.318	0.189	0.309	1.000	0.236	0.385
x13	0.223	0.195	0.220	0.140	0.272	0.032	0.368	0.305	0.231	0.235	0.386	0.236	1.000	0.278
x14	0.080	0.153	0.060	0.065	0.130	0.212	0.209	0.151	0.192	0.145	0.079	0.385	0.278	1.000

Consumer Satisfaction towards Internet Advertisements on Access of Services

x1	Immediate use of offers helps to access services easily
x2	It reduces stress and risk in availing services
x3	It gives exact fee for the services
x4	Special discounts on fee for accessing services can be known immediately
x5	It creates loyalty among consumers
x6	It helps to enhance the quality of services offered and protects environmental health
x7	It improves my experience towards certain services
x8	It gives opportunities to share my experience
x9	It saves my time money and energy
x10	Previous consumer feedback are more valuable
x11	It creates positive attitude towards some of the services
x12	It is a more powerful area for knowledge sharing and helps me to resolve all my queries
x13	It makes me more efficient in making independent decisions towards access of services
x14	It made me repeatedly access some of the services

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Research Article

POWER OF DIGITAL TECHNOLOGIES: A STUDY ON IMPACT OF INTERNET ADVERTISEMENT ON WOMEN'S CONSUMER PURCHASE DECISIONS

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ABSTRACT

Digital technologies and internet advertisement are a modern way to reach the potential consumer to satisfy their needs and to target the global market. Internet advertisement gives new track for women to make their shopping more easier. The main focus of the study is to analyse the impact of internet advertisement on women consumer purchase decision. The tools such as Simple percentage Analysis, Multiple responses, mean rank, Kendall's Co-Efficient of concordance (W), ANOVA and t- Test have been applied to analyse the data. The finding of the study shows that, internet advertisement has a positive impact on women consumers purchase decision. The study has concluded that marketers should take more effort to increase credibility of internet advertisement among women and they should use new promotional technique to enhance women confident to purchase product.

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INTRODUCTION

The Internet is a heart of digital age. In the internet era, digital innovation become a universal trend to connect the people with each other by adopting digital technologies and it induce people to change the way of communication between the peoples. Digital technologies and internet advertisement are a modern way to reach the potential consumer in satisfying their needs and to target the global markets. Now a day's women are equal to men and they are stepping with the men feet to pave way for development economy. "Dream is not what you see in sleep. Dream is something which doesn't let you sleep" with the quotes of Dr.APJ.Abdul kalam. Never stop dreaming it gets you success after too many failures with this line women are working to reach destiny. Internet advertisement gives new track for women to make their shopping more easier and it also helps them to get review from previous consumers. India moving to the goal of paper less economy the main aim is "Save the forest for trees" to protect the nature. Nature is essence of every person in the whole universe. In these days it is more possible to empower women and protect nature to create healthy environment for our future. Empowerment need for every single woman to make their own decision in the selection of product and services and it also create effortless

platform to balance their day to day works with digital technologies to empower themselves.

Statement of the Problem

Digitization pave way for advertiser to survey in market and it give new opportunities and challenges for the marketers to face competition. Internet is the heart of digital age, so the marketers choose internet as a platform to target their consumer with the new technology. Internet advertisement become most important source in choosing the product or service by viewing video, image and animated picture related to the consumer interest. In a rapid developing economy women become key of the nation to uplift economy by removing gender inequalities. Women become essence for the national growth. Every woman is a born decision makers by birth. In routine life women didn't have time to choose the product or services. Internet advertisement simplifies the work of the women and it also helpful in decision making process. The study focus to find out consumer level of knowledge in accessing internet, factor influence to prefer internet advertisement and to analyse the impact of internet advertisement on women purchase decision in Coimbatore city.

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Effect of Digital Advertising on Gen Y Customers – A study on Echo Boomers (1980 -2000)

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ABSTRACT: India's dream project is 'Digital India' this means everything in one touch and the main intension of Digital India is "Power to Empower". Digital advertising is become a new sensation to drag customer to the world of advertisement and companies have made changes in the products with help of feedback given by the customers. In this digital age, we have an opportunity to transform lives of people in the ways that was hard to imagine a couple of decade ago. The main aim of the study was to identify consumer attitude, perception and impact of digital advertising among echo boomers. The study is based on primary data collected from 50 women customers in Coimbatore city by adopting convenient sampling technique. The statistical tools such as Simple percentage Analysis, Multiple response, Descriptive statistics and ANOVA have been used to analyse the data. Now-a-days, women are balance both home and work like there are less space for them to spend time to make purchases decision. Digital advertising helps the women consumers to take decision regarding of purchase products & services.

Keyword: Digital advertisement, Women customers, attitude, perception and impact.

INTRODUCTION

India's dream project is 'Digital India' this means everything in one touch and the main intension of Digital India is "Power to Empower". It has been developed to bless the Indian citizen to Search globally. It creates universal trend through digital innovation and creates positive impact on the people living in both rural and urban area it benefits both young and old. India has tremendous growth and move ahead to the dream of digital transformation. Today advertising also transformed to digital advertising to reach all kinds of customers and to follow upcoming trend. In 2016 India has become the second largest internet users throughout the world. Now a days fresher's and professional have high pace in building their career towards digital advertising. Digital advertising is influencing the people to buy and sell online. Through tremendous growth in digital advertising. So companies have started spending more and more in Digital advertising as they are getting better Rate of Interest in Digital medium compare to traditional. Digital advertising channels classified in two types traditional advertising and internet advertising. Traditional advertising has been classified in to three types mobile advertising, television advertising and radio advertising. Future internet advertising channels further classified into social media advertising, e-mail advertising,

content advertising, display advertising and web advertising. Digital advertising is become a new sensation to drag customer to the world of advertisement and companies made changes in the products with help of feedback given by the customers. Now-a-days, digital advertising reach the customer very fast soon and assurance about the quality proved by user comment. In this digital age, we have an opportunity to transform lives of people in the ways that was hard to imagine a couple of decade ago.

STATEMENT OF THE PROBLEM

In the digital era, Internet becomes powerful medium of advertisement. Digital Advertising is a new form of communication intended to persuade an audience to purchase products, ideals or services. While advertising can be seen as necessary for economic growth, it is not without social costs. It frequently pressurise psychological on mind of consumer and intended to buy a product or services. This is main reason which influenced to carry out this study to identify the effect of digital advertising on Gen Y customers.

OBJECTIVES

- To study the socio economic profile of echo boomers.