

**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

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List of Abbreviations

LIST OF ABBREVIATIONS

GDP	Gross Domestic Product
IAMAI	Internet and Mobile Association of India
ANOVA	Analysis of Variance
SD	Standard Deviation
SE	Standard Error
No	Number
CMIN	Chi Square statistics
CMIN/DF	Relative Chi Square
GFI	Goodness of Fit Index
NFI	Normed Fit Index
CFI	Comparative Fit Index
RMSEA	Root Mean Square Error of Approximation
INTERNET CHANNEL ADVERTISEMENTS	Email Advertisement, Social Media Advertisement, Display Advertisement, Web Advertisement, Search Advertisement and Mobile Application Advertisement
INTERNET ADVERTISEMENTS	Product Internet Advertisements and Service Internet Advertisements