

Chapter I

Introduction and Design of the Study

CHAPTER 1

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Sustainability of any country is triggered by its Gross Domestic Product (GDP) growth which in turn is propelled by digitalization through the use of ‘technology’. India is one of the largest and fastest growing markets for digital consumers. India has started to accelerate its economic growth by providing most of its services to every citizen on web portal or electronically for making transactions smooth and transparent. Digital India concept has been launched by the Government of India to provide digital literacy to empower the society and it creates tremendous opportunities for the women to enhance their skills in adopting technology. Women in digital era resort to the application of digital technologies in their day to day life to meet the requirements of their family and work environment. The access of technological devices, such as, mobile phone, tablet, personal computer, I pad, I phone and laptop have enhanced the graph of internet usage. Internet advertisement plays a momentous role in digital environment. Low cost internet services offered by networking companies capture the women to watch the internet advertisements often.

The internet channel advertisements have been classified into six types, namely, email advertisement, social media advertisement, display advertisement, search advertisement, website advertisement and mobile application advertisement. Generally, women watch internet advertisements for two main purposes, namely, purchase decisions and access of services considering the time saving.

Advertisements on products, such as, jewellery, garments, automobiles, electronic goods, household appliances, stationery, food and grocery, books, novels and cosmetics are the familiar internet product advertisements. They provide detailed information about the product specification and new product launch, images of the product, price of the product, product demonstration, product availability, offers and discounts, mode of purchasing, guarantee for the product and availability of alternative products.

Advertisements on services, such as, education and training, government services, recruitment agencies, tender, insurance services, hospital, health care, doctors' offices and nursing homes, financial and banking services, matrimonial, job advertisements, restaurant, leisure and hospitality, mobile network services, amusement park, photography and cinema hall, transportation and accommodation, public welfare services and beauty parlors are the main service internet advertisements. They provide detailed information about the various plans and schemes offered by various service companies, image related to the services, price of the services, contact information, duration of services, place of services, offers and discounts on special occasions, benefit of accessing services, terms and conditions, mode of access, types of services, combo services offer, booking details, description of the services, membership details, health benefits, service assurance and guarantee of service.

Internet channel advertisements create awareness about the various features of advertisements, such as, display of promotional messages, continued update of notifications, immediate knowledge about new product launch, offers and discounts, the product link in each advertisements, short messages, easy access of information related to search and sharing feedback. They induce the people and women in particular, to watch advertisements very frequently in a day. They fascinate the women consumers to view and gain knowledge about various products and services at single point of time for taking immediate decisions. They assist the corporate to build strong brand image among the women consumers for their products and services.

1.2 STATEMENT OF THE PROBLEM

In the digital era, internet advertisement is a powerful medium of advertisement which plays a vital role in promoting the products and services and disseminating the information required for women consumers in particular, for taking immediate purchase decisions and access of services. It has a psychological influence on the women consumers' perception and attitude. The factors, such as, detailed specification of products and services, image of the products and services, product uses, audio and video on advertisements, price of the products and services, terms and conditions, quick access of new arrivals, guarantee period of the products and services, offers and discounts on

special occasions, easy comparison of prices, previous consumer reviews, availability of the products and services and mode of payment – all instigate the women consumers to watch the internet advertisement very often. Internet advertisements have a strong impact on women's self esteem, and their life style. The women consumers enjoy the benefit of watching internet advertisement but still there are some barriers in accessing and watching internet advertisements, such as, slow internet connection, network speed variation, server problem, limited internet access, difficulties in loading web pages, fake information about products and services, manipulation of the consumers to buy the products and access of services, incomplete description of products and services and unpleasant advertisements. The women consumers have to approach the right source to surmount the barriers to gain in-depth knowledge about products and services offered by the companies to satisfy their needs.

A number of studies have been conducted by various researchers at international level related to consumer perception and attitude towards internet advertisement and at national level related to consumer behavior, consumer buying behavior, consumer purchase decision and purchasing pattern with a specific and individual focus on one of the internet channel advertisements such as, email advertisement, social advertisement, display advertisement, search advertisement, website advertisement and mobile application advertisement. But very few studies have been conducted with a profound consideration on two major advertisements, namely, social media and mobile advertisement. There is a lack of empirical studies with a special focus on product internet advertisement and service internet advertisement as a separate category for a specific gender, namely, women consumers. Hence, this research gap has been identified for the study with a focus on internet usage by women consumers, the awareness level of women consumers on various internet advertisement channels, women's consumer perception and attitude, purpose of watching internet advertisements, factors influencing the internet advertisements, impact of internet advertisements on purchase decisions and access of services along with satisfaction level.

1.3 OBJECTIVES OF THE STUDY

The study focuses on the following objectives

- To study the level of usage of internet by women consumers and their awareness level on features of internet channel advertisements.
- To analyse the women consumers' perception and attitude towards internet advertisements and the factors influencing them to prefer internet advertisements.
- To examine the impact of internet advertisements on purchases decisions and access of services, to study the satisfaction level of consumers towards internet advertisements and the challenges faced by the women consumers in accessing and watching internet advertisements.
- To analyse the relationship *inter se* of women consumers' perception and attitude towards internet advertisements, impact of internet advertisements on purchase decisions and access of services and their satisfaction towards internet advertisements.

1.4 HYPOTHESES

The following research hypotheses have been framed and tested:

- ❖ The select demographic factors do not have a significant association with the level of usage of internet among the women consumers.
- ❖ Consumers' awareness towards internet channel advertisements does not differ among demographic factors and the level of usage of internet.
- ❖ Women consumers' perception, attitude, impact of internet advertisements and consumer satisfaction towards internet advertisements do not have a significant difference among demographic factors and the level of usage of internet.

1.5 SCOPE OF THE STUDY

The digital advertisements are classified into two types, namely, traditional and internet channel advertisements. This study focuses only on internet channel advertisements, such as, email advertisement, social media advertisement, display advertisement, search advertisement, website advertisement and mobile application

advertisement. The study has considered internet advertisements which consist of product and service related advertisements and women consumer participation in watching internet advertisements. Hence, this study focuses on level of usage of internet by women consumer, level of awareness on the features of internet channel advertisements, women consumers' perception, attitude, purpose of watching internet advertisements, factors influencing the internet advertisements, impact of internet advertisements and their satisfaction towards internet advertisements and its channels. The study also identifies the problems faced by the women consumers while accessing and watching internet advertisements.

1.6 RESEARCH METHODOLOGY

(i) Period of study

The study has been undertaken from 2017 to 2018.

(ii) Area of the study

The study has been conducted in the Coimbatore city.

(iii) Criteria for data collection

Coimbatore is one of the biggest industrial cities in Tamil Nadu. The Coimbatore Corporation is the second largest corporation in Tamil Nadu next to Chennai. The following table shows the level of women population and women literate population in Coimbatore city.

Table 1.1

Total Number of Female Literate for Sample Determination

Name of the city	Female population	Total No of Female literate
Coimbatore	5,24,558	4,18,482

(Source: Coimbatore City Census 2011)

According to Census 2011, the women population in Coimbatore city is 5,24,558 and women literate in Coimbatore city is 4,18,482. The study has considered only the women literate who access internet and watch internet advertisements.

(iv) Sample determination

Taro Yamane method is used to determine the sample size of the respondents.

According to Taro Yamane method, the sample size is:

$$n = \frac{N}{(1 + N(e)^2)}$$
$$n = \frac{4,18,482}{(1 + 4,18,482 * (.05)^2)} = 400$$

where, n signifies the sample size

N signifies Population = 4, 18,482

e signifies the margin error = 5 per cent

Thus, the sample size prescribed is 400 respondents and the respondents are chosen by adopting convenient sampling method.

(v) Source of Data

The study is predominantly based on primary data. The data have been collected from the women consumers through structured questionnaire. The pilot study has revealed some queries raised by the respondents and necessary changes have been made based on the suggestion given by the respondents to get final structured questionnaire. Secondary data have been collected from different sources, such as, journals, articles, newspapers, magazines, internet, periodicals, books, reports and publication of associations related to internet advertisements.

Cronbach's alpha test has been applied to test the reliability of all the statements on awareness, perception and attitude, impact and satisfaction. The alpha values have been found to be ranging from 0.709 to 0.857 and all the statements have been approved and applied in this study. The final questionnaire has also been subject to validation with expertise.

(vi) Framework of analysis

The following statistical tools are used for analyzing the data.

- ♦ Percentage analysis
- ♦ Descriptive Statistics
- ♦ Kendall's co-efficient of concordance
- ♦ Chi Square test
- ♦ ANOVA
- ♦ t test
- ♦ Factor analysis
- ♦ Correlation
- ♦ Cluster analysis
- ♦ Path analysis

1.7 IMPORTANCE OF THE STUDY

The study helps to know the percentage of active women internet users among the women literate. It assists the women consumers to know about the different types of internet channel advertisements and their features. The internet advertisements direct the women consumers to know about the details of the products and services offered by the companies. They help the corporate to find the impact of internet advertisements on women consumers and the satisfaction level of the women consumers towards internet advertisements. The advertiser can take necessary steps to solve the problems faced by the women consumers in accessing and watching internet advertisements. The results of the study will be very useful for the women consumer to make effective use of internet advertisements for taking immediate decision regarding product purchase and access of services and it helps the mobile network companies to solve the network and server problem.

1.8 LIMITATIONS OF THE STUDY

The study is subject to the following limitations:

- ♦ The study has focused only on internet channel advertisements.
- ♦ The perception of the women consumers may vary from time to time.
- ♦ The results of the study will be applicable only to women literates in Coimbatore city.

1.9 CHAPTER SCHEME

The thesis has been presented in eight chapters

Chapter I encompasses introduction of the study, statement of the problem, objectives, scope of the study, research methodology, importance of the study, limitations and chapter scheme.

Chapter II presents the review of literature related to earlier studies.

Chapter III narrates the theoretical overview of internet channel advertisements and the role of women consumers in digital era.

Chapter IV deals with the level of usage of internet by women consumers and their awareness level on the features of internet channel advertisements.

Chapter V analyses the women consumers' perception and attitude towards internet advertisements, purpose of watching the internet advertisements and the factors influencing them to prefer internet advertisements.

Chapter VI examines the impact of internet advertisements on purchases and services, to study the satisfaction level of consumers towards internet advertisements and the challenges faced by the women consumers in accessing and watching the internet advertisements.

Chapter VII display the path model to analyse the relationship interse of women consumers' perception and attitude towards internet advertisements, impact of internet advertisements on product purchase decision and access of services and their satisfaction towards internet advertisements.

Chapter VIII summarizes the findings, offers suggestions and presents the conclusion.

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