

Chapter IV

Women Consumers - Level of Usage of Internet and Awareness Level on Various Features of Internet Channel Advertisements

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WOMEN CONSUMERS - LEVEL OF USAGE OF INTERNET AND AWARENESS LEVEL ON VARIOUS FEATURES OF INTERNET CHANNEL ADVERTISEMENTS

Women are accessing the internet to meet their day to day requirements in their life. According to the report of Internet and Mobile Association of India (IAMAI) 40 per cent of women from urban area are using internet daily. Internet usage has been increased due to fall in the cost of the internet and it encourages the women consumers to watch the internet advertisements for long time to take independent decision regarding purchase of products and access of services. Women consumers should be aware of the various features of internet channel advertisements for better access. Internet channel advertisements, namely, email advertisement, social media advertisement, display advertisement, search advertisement, website advertisement and mobile application advertisement are taken for the study. Hence, the first objective of the study deals with the demographic profile of the women consumers, the level of usage of internet by them and their level of awareness towards the various features of internet channel advertisements.

Demographic Factors

Demographic factors, such as, age, educational qualification, marital status, occupation, earning members in the family and family monthly income have been taken for the study.

Internet Usage

The internet usage factors, such as, place of internet access, frequency of internet access, frequency of internet access per day, number of times of internet access per day, internet speed, type of internet speed, network access in phone/ I pad / tablet, network access in personal computer/laptop, frequently used browsers, popularly used search engines and period of watching internet channel advertisement have been taken for the study.

Percentage Analysis

The percentage analysis has been applied to assess the distribution of the women consumers.

4.1 DEMOGRAPHIC PROFILE OF THE WOMEN CONSUMERS

The table 4.1 presents the demographic profile of the women consumers.

Table 4.1

Demographic Profile of the Women Consumers

Demographic Factors		No. of respondents	Per cent
Age	18 - 20 years	45	11.3
	21-30 years	150	37.5
	31-40 years	117	29.3
	41-50 years	69	17.3
	Above 50 years	19	4.8
Educational Qualification	Higher secondary	36	9.0
	Graduate	161	40.3
	Post Graduate	94	23.5
	Professional	109	27.3
Marital Status	Married	274	68.5
	Unmarried	126	31.5
Occupation	College Student	93	23.3
	Private Employee	97	24.3
	Government Employee	71	17.8
	Professional	44	11.0
	Self-Employed	54	13.5
	House wife	41	10.3
Earning Members in the Family	One	138	34.5
	Two	176	44.0
	Three	64	16.0
	More than Three	22	5.5
Family Monthly Income	Upto Rs.20,000	66	16.5
	Rs.20,001- Rs.40,000	68	17.0
	Rs.40,001- Rs.60,000	134	33.5
	Above Rs.60,000	132	33.0
Total		400	100.0

(Source: Computed)

Age

Age is an important factor in determining the consumer preferences towards internet advertisements. Women consumers' behavior varies according to their age and their usage also differs. The table 4.1 shows that 37.5 per cent of the women consumers belong to the age group of 21 to 30 years, 29.3 per cent of the women consumers belong to the age group of 31 to 40 years, 17.3 percent of the women consumers belong to the age group of 41 to 50 years, 11.3 per cent of the respondents belong to the age group of 18 - 20 years and 4.8 per cent of the respondents belong to the age group of above 50 years. Hence, most of the young women consumers who belong to the age group of 21 to 30 years have widely used the internet to gather information related to products and services.

Educational Qualification

Educational qualification is an important factor that influences every woman to take right decision. It is cleared from the table 4.1 that 40.3 per cent of the respondents have completed their graduation, 27.3 per cent of the respondents have been professionally qualified, 23.5 per cent of the respondents have completed their post graduation and 9 per cent of the respondents have completed higher secondary education. Hence, most of the young women graduates have used the internet in their day to day life because educated consumers can better understand the terms and conditions about the products and services.

Marital Status

Married women are widely using the internet to take decisions regarding product and services compared to unmarried women. The table 4.1 shows that 68.5 per cent of the respondents are married and 31.5 per cent of the respondents are unmarried. Hence, majority of the consumers are married and they play a vital role in taking the purchase decision.

Occupation

It is inferred from the table 4.1 that 24.3 per cent of the respondents are working in private concerns, 23.3 per cent of the respondents are college students, 17.8 per cent of the respondents are government employees, 13.5 per cent of the respondents are

employed in their own business, 11 per cent of the respondents are professionals and 10.3 per cent of the women consumers are housewives. Hence, most of the women consumers are working in private concerns and they have forced to balance both work and family. Thus, the internet advertisements guides and facilitate them to take right decision regarding purchase of products and access of services.

Earning Members in the Family

The table 4.1 depicts that 44 per cent of the respondents have two earning members in their family, 34.5 per cent of the respondents have only one earning member in their family, 16 per cent of the respondents have three earning members in their family and 5.5 per cent of the respondents have more than three earning members. Hence, most of the respondents have two earning members in their family.

Family Monthly Income

Income of the family plays an important role in determining the purchasing power of the family. It is inferred from the table 4.1 that 33.5 per cent of the respondents have a monthly income between Rs.40,001 to Rs.60,000, 33 per cent of the respondents have a monthly income of above Rs.60,000, 17 per cent of the respondents have a monthly income between Rs.20,001 to Rs.40,000 and 16.5 per cent of the respondents have a monthly income up to Rs.20,000. Hence, most of the respondents have a family monthly income of Rs.40,000 to 60,000, because they have two earning members in their family.

4.2 LEVEL OF INTERNET USAGE

The factors, such as, place of internet access, device used to access internet (multiple responses), type of phone used, frequency of internet access, frequency of internet access per day and times of internet access have been presented in the table 4.2.

Table 4.2

Level of Internet Usage

Internet Usage	Description	No. of respondents	Per cent
Place of Internet Access	Home	126	31.5
	College library	11	2.8
	Internet center	13	3.3
	Any time Any where	240	60.0
	Working place	10	2.5
Device Used for Internet Access (Multiple Response)	Personal Computers	40	10.0
	Tablet	15	3.75
	I pad	9	2.25
	Phone	316	79.0
	Laptop	31	7.8
Type of Phone Used	Windows Phone	33	10.4
	Android Phone	264	83.5
	I phone	19	6.0
Total		316	100
Frequency of Internet Access	Daily	348	87.0
	Weekly	23	5.8
	Fortnightly	8	2.0
	Monthly	7	1.8
	Very rarely	14	3.5
Frequency of Internet Access per Day	Less than 1 hour	43	10.8
	1 hour	77	19.3
	2 hours	87	21.8
	3 hours	68	17.0
	More than 4 hours	125	31.3
No. of Times of Internet Access per Day	1 to5 times	148	37.0
	6to10 times	116	29.0
	11to15 times	136	34.0
Total		400	100

(Source: Computed)

Place of Internet Access

It is found from the table 4.2 that 60 per cent of the respondents have accessed the internet at anytime anywhere, 31.5 per cent of the respondents have accessed the internet at home, 3.3 per cent of the respondents have accessed the internet at internet cafe, 2.8 per cent of the respondents have accessed the internet at college library and 2.5 per cent of the respondents have accessed the internet at work place. Hence, majority of the respondents have accessed the internet at anytime anywhere, because they have used phone to access the internet.

Device Used for Internet Access

The table 4.2 shows that 79 per cent of the women consumers have used their mobile phone to access the internet, 10 per cent of the respondents have used personal computer to access internet, 7.8 per cent of the respondents have used laptop, 3.75 per cent of the respondents have used tablet and 2.25 per cent of the respondents have used I pad. It is inferred that the most of the respondents have used mobile phones to access the internet at anytime anywhere.

Type of Phone Used

Phone is widely used by the consumer to access the internet and they are classified into three types, such as, windows phone, android phone and I phone. It is found that, 83.5 per cent of the respondents have used android phones, 10.4 per cent of the respondents have used window phones and 6 per cent of respondents have used I phones. Hence, majority of the consumers have used android phones.

Frequency of Internet Access

It is observed from the table 4.2 that, 87 per cent of the respondents have accessed the internet daily, 5.8 per cent of the respondents have accessed the internet weekly once, 3.5 of the respondents have accessed the internet very rarely, 2 per cent of the respondents have used the internet 15 days once and 1.8 per cent of the respondents have used the internet monthly once. Majority of the respondents have accessed the internet daily. Consumers have accessed the internet daily to gather information about products and services

Frequency of Internet Access per Day

Among the respondents, 31.3 per cent of the respondents have accessed the internet more than four hours, 21.8 per cent of respondents have accessed the internet for two hours, 19.3 per cent of the respondents have accessed the internet for an hour, 17 per cent of the respondents have accessed the internet for three hours in a day and 10.8 per cent of the respondents have accessed the internet for less than an hour. Hence, most of the respondents have accessed the internet for more than four hours to save time in purchase of products and access of services.

Number of Times of Internet Access per Day

It is found from the table 4.2 that, 37 per cent of the respondents have accessed the internet for 1 to 5 times in a day, 34 per cent of the respondents have accessed the internet for 11 to 15 times in a day and 29 per cent of the respondents have accessed the internet for 6 to 10 times in a day. Hence, most of the consumers have accessed the internet for 1 to 5 times in a day with the support of good network connection.

4.3 INTERNET SPEED AND MOBILE NETWORKS

The factors, such as, internet speed, type of internet speed, network access in phone/ I pad / tablet and network access in personal computer/laptop have been presented in the table 4.3.

Table 4.3

Internet Speed and Mobile Networks

Internet Usage	Description	No. of respondents	Per cent
Internet Speed	Super Fast	100	25.0
	Fast	225	56.3
	Moderate	59	14.8
	Low	16	4.0
Total		400	100

Internet Usage	Description	No. of respondents	Per cent
Type of Internet Speed	2G	25	6.3
	3G	97	24.3
	4G	278	69.5
Total		400	100
Network Access in Phone, I pad and Tablet	BSNL	42	12.4
	Airtel	130	38.2
	AirCel	43	12.6
	Reliance	48	14.1
	MTS	12	3.5
	Vodafone	25	7.4
	DoCoMo	17	5.0
	Idea	23	6.8
Total		340	100
Network Access in Personal Computer & Laptop	BSNL	27	38.0
	Airtel	21	29.6
	AirCel	5	7.0
	Reliance	12	16.9
	MTS	2	2.8
	DoCoMo	4	5.6
Total		71	100

(Source: Computed)

Internet Speed

Among the respondents, 56.3 per cent of the respondents have accessed the internet at fast speed, 25 per cent of the respondents have accessed the internet at super fast speed, 14.8 per cent of the respondents have accessed the internet at moderate speed and 4 per cent of the respondents have accessed the internet at low speed. Hence, most of the respondents have accessed the internet at fast speed with the support of 4G network connection.

Type of Internet Speed

The table 4.3 clearly shows that 69.5 per cent of the respondents have used 4G (4th Generation) network, 24.3 per cent of the respondents have used 3G network and 6.3 per cent of the respondents have used 2G network. Hence, majority of the respondents have used 4th Generation (4G) network.

Network Access in Phone/ I Pad/Tablet

It is found from the table 4.3 that, out of 340 respondents, 38.2 per cent of the respondents have used Airtel network, 14.1 per cent of the respondents have used reliance network, 12.6 per cent of the respondents have used AirCel network, 12.4 per cent of the respondents have used BSNL network, 7.4 per cent of the respondents have used Vodofone network ,6.8 per cent of the respondents have used Idea network, 5 per cent of the respondents have used Tata DoCoMo network and 3.5 per cent of the respondents have used MTS network. Hence, most of the respondents have used Airtel network.

Network Access in Personal Computer and Laptop

Out of 71 respondents, 38 per cent of the respondents have used BSNL network to access the internet, 29.6 per cent of the respondents have used Airtel network, 16.9 per cent of the respondents have used reliance network, 7 per cent of the respondents have used Aircel network, 5.6 per cent of the respondents have used DoCoMo network and 2.8 per cent of the respondents have used MTS network. Vodofone and Idea networks are not accessed by the women consumers. Most of the consumers have accessed BSNL network broadband connection to access the internet in personal computer and laptop.

4.4 KINDS OF INTERNET CONNECTIVITY

Mobile\ I Pad \Tablet: Wi-Fi, Wi - Fi Hotspot, Mobile data and Wi-Fi router.

Personal Computer\Laptop: Broadband and data card. (Other connectivity also include Wi-Fi, Wi -Fi Hotspot and Wi-Fi router)

Internet connectivity is based on the mode of accessing the internet from their respective device. It is classified as Broadband, Wi-Fi, Mobile Data, Wi-Fi Hotspot, Wi-Fi router and Data card

Table 4.4

Kinds of Internet Connectivity

Kinds of Internet Connectivity	No. of respondents	Per cent
Broadband	35	8.8
Wi-Fi	74	18.5
Mobile Data	205	51.2
Wi – Fi Hotspot	19	4.8
Wi-Fi router	43	10.8
Data card	16	4.0
Broadband and Mobile Date	6	1.5
Wi-fi and Data card	2	0.5
Total	400	100.0

(Source: Computed)

The table 4.4 shows that 51.2 per cent of the respondents have used mobile data, 18.5 per cent of the respondents have used Wi-Fi connection, 10.8 per cent of the respondents have used Wi-Fi router to access the internet, 8.8 per cent of the respondents have used broadband, 4.8 per cent of the respondents have used Wi- Fi Hotspot, 4 per cent of the respondents have used data card, 1.5 per cent of the respondents have used both broadband and Mobile Data and 0.5 per cent of the respondents have used both Wi-Fi and data card. Majority of the respondents have used Mobile data in mobile phones to access the internet at anytime anywhere.

4.5 FREQUENTLY USED BROWSERS

The table 4.5 presents the browsers often used by the women consumers to search about the products and services offered by the company.

Table 4.5

Frequently Used Browsers

Browsers	No. of respondents	Per cent
Google Chrome	264	66.0
Mozilla Firefox	35	8.8
Internet Explorer	26	6.5
UC Browser	75	18.8
Total	400	100.0

(Source: Computed)

Among the respondents, 66 per cent of the respondents have used Google chrome, 18.8 per cent of the respondents have used UC browser, 8.8 per cent of the respondents have used Mozilla Firefox and 6.5 per cent of the respondents have used internet explorer. Hence, Majority of the respondents have used Google Chrome browser to watch internet advertisements

4.6 POPULARLY USED SEARCH ENGINES

Search engines are used to search the information related to products and services.

Table 4.6

Popularly Used Search Engines

Type of Search Engines	No. of respondents	Per cent
Google	343	85.8
Yahoo	25	6.3
MSN	12	3.0
Bing	8	2.0
Ask	12	3.0
Total	400	100.0

(Source: Computed)

It is inferred from the table 4.6 that, 85.8 per cent of the respondents have used Google search engine, 6.3 per cent of the respondents have used Yahoo search engine, 3 per cent of the respondents have used both MSN and Ask search engines and 2 per cent of the respondents have used Bing search engine. Hence, majority of the respondents have used Google search engine to collect information about the products and services.

4.7 AMOUNT SPENT FOR INTERNET CONNECTION PER MONTH

The table 4.7 presents the amount spent for internet connection per month.

Table 4.7

Amount Spent for Internet Connection per Month

Amount Spent	No. of respondents	Per cent
Upto Rs.500	211	52.8
Rs.501-Rs.1000	89	22.3
Rs.1001-Rs.1500	63	15.8
Rs.1501-Rs.2000	11	2.8
Above Rs.2000	14	3.5
Free connectivity	12	3.0
Total	400	100.0

(Source: Computed)

The table 4.7 shows that 52.8 per cent of the respondents have spent amount up to Rs.500 for internet connection per month, 22.3 per cent of the respondents have spent Rs.501 to Rs.1000 per month, 15.8 per cent of the respondents have paid Rs.1001 to Rs.1500 to access the internet, 3.5 per cent of the respondents have spent an amount of above Rs.2000, 3 per cent of the respondents have accessed free internet connection and 2.8 per cent of the respondents have paid Rs.1501 to Rs.2000 for internet usage. It is identified that the most of the respondents have spent an amount up to Rs.500 per month because they have used Airtel and Reliance network to access the internet.

4.8 SOURCE OF AWARENESS OF INTERNET CHANNEL ADVERTISEMENTS

Awareness about internet channel advertisements is essential to take any decision regarding purchase of products and access of services.

Table 4.8

Source of Awareness of Internet Channel Advertisements

Sources	No. of respondents	Per cent
Self	122	30.5
Relatives	56	14.0
TV/Radio	90	22.5
Newspapers/Magazine	28	7.0
Friends	104	26.0
Total	400	100.0

(Source: Computed)

It is observed from the table 4.8 that, 30.5 per cent of the respondents have known about the internet channel advertisements by themselves, 26 per cent of the respondents have known about the internet channel advertisements through their friends, 22.5 per cent of the respondents have known about the internet channel advertisements through TV / Radio, 14 per cent of the respondents have known through relatives and 7 per cent of the respondents have known through newspapers and magazines. Hence, most of the respondents are aware of internet channel advertisements by themselves by spending more than four hours in a day in the internet.

Table 4.9

Period of Watching Internet channel Advertisements

Number of years	No. of respondents	Per cent
Less than 1 year	80	20.0
2 years	154	38.5
3 years	99	24.8
4 years	33	8.3
More than 4 years	34	8.5
Total	400	100.0

(Source: Computed)

The table 4.9 shows that 38.5 per cent of the respondents have watched internet channel advertisements continuously for two years, 24.8 per cent of the respondents have viewed internet channel advertisements regularly for three years, 20 per cent of the respondents have watched internet channel advertisements for less than 1 year, 8.5 per cent of the respondents have watched internet channel advertisements for more than 4 years and 8.3 per cent of the respondents have watched internet channel advertisements regularly for 4 years. Hence, most of the respondents have watched internet channel advertisements for two years because they have used low cost data plans for last two years to access the internet.

4.9 KINDS OF INTERNET CHANNEL ADVERTISEMENTS

Internet channel advertisements have been classified into six types. The table 4.10 shows the consumer response to each internet channel advertisements.

Table 4.10

Kinds of Internet Channel Advertisements

Internet Channel Advertisement	Yes		No		Total	
	No	Per cent	No	Per cent	No	Per cent
E-mail Advertisement	301	75.3	99	24.8	400	100.0
Social Media Advertisement	382	95.5	18	4.5	400	100.0
Display Advertisement	214	53.5	186	46.5	400	100.0
Search Advertisement	252	63.0	148	37.0	400	100.0
Website advertisement	263	65.8	137	34.3	400	100.0
Mobile application advertisement	277	69.3	123	30.8	400	100.0

(Source: Computed)

The table 4.10 shows that, out of 400 respondents, 95.5 per cent of the respondents have preferred social media advertisement, 75.3 per cent of the respondents have preferred E-mail advertisement, 69.3 per cent of the respondents have preferred

mobile application advertisement, 65.8 per cent of the respondents have preferred website advertisement, 63 per cent of the respondents have preferred search advertisement and 53.5 per cent of the respondents have preferred display advertisement. Hence, majority of the respondents have preferred social media advertisement than other internet channel advertisements because; it provides easy access of information regarding products and services.

4.10 FREQUENCY OF WATCHING INTERNET CHANNEL ADVERTISEMENTS

Internet channel advertisements are frequently watched by the women consumers on daily, weekly, fortnightly and monthly basis. Response rate is measured for all 400 consumers for each internet channel advertisement.

Table 4.11

Frequency of Watching Internet Channel Advertisements

Internet Channel Advertisement	Never		Daily		Weekly		Fortnightly		Monthly		Total	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
E-Mail Advertisement	99	24.7	188	47.0	87	21.8	11	2.7	15	3.8	400	100
Social Media Advertisement	18	4.5	332	83.0	33	8.3	9	2.2	8	2.0	400	100
Display Advertisement	186	46.5	160	40.0	40	10.0	7	1.8	7	1.8	400	100
Search Advertisement	148	37	166	41.5	57	14.2	14	3.5	15	3.8	400	100
Website Advertisement	137	34.3	172	43.0	55	13.8	24	6.0	12	3.0	400	100
Mobile Application Advertisement	123	30.7	221	55.3	38	9.5	6	1.5	12	3.0	400	100

(Source: Computed)

Email Advertisement

Out of 400 respondents, 47 per cent of the respondents have viewed email advertisement daily, 21.8 per cent of the respondents have watched weekly once, 2.7 per cent of the respondents have watched fortnightly, 3.8 per cent of the respondents have watched monthly once and 24.7 per cent of the respondents have never viewed email advertisement.

Social Media Advertisement

Out of 400 respondents, 83 per cent of the respondents have viewed social media advertisement daily, 8.3 per cent of the respondents have watched weekly once, 2.2 per cent of the respondents have watched fortnightly, 2.0 per cent of the respondents have watched monthly once and 4.5 per cent of the respondents have never viewed social media advertisement.

Display Advertisement

Out of 400 respondents, 40 per cent of the respondents have viewed display advertisement daily, 10 per cent of the respondents have watched weekly once, 1.8 per cent of the respondents have watched fortnightly, 1.8 per cent of the respondents have watched monthly once and 46.5 per cent of the respondents have never viewed display advertisement.

Search Advertisement

Out of 400 respondents, 41.5 per cent of the respondents have viewed search advertisement daily, 14.2 per cent of the respondents have watched weekly once, 3.5 per cent of the respondents have watched fortnightly, 3.8 per cent of the respondents have watched monthly once and 37 per cent of the respondents have never viewed search advertisement.

Website Advertisement

Out of 400 respondents, 43 per cent of the respondents have viewed website advertisement daily, 13.8 per cent of the respondents have watched weekly once, 6.0 per cent of the respondents have watched fortnightly, 3.0 per cent of the respondents have watched monthly once and 34.3 per cent of the respondents have never viewed website advertisement.

Mobile Application Advertisement

Out of 400 respondents, 55.3 per cent of the respondents have viewed search advertisement daily, 9.5 per cent of the respondents have watched weekly once, 1.5 per cent of the respondents have watched fortnightly, 3.0 per cent of the respondents have watched monthly once and 30.7 per cent of the respondents have never viewed search advertisement.

It is shown that the majority of the respondents have viewed social media advertisement daily.

4.11 LEVEL OF AWARENESS ABOUT INTERNET CHANNEL ADVERTISEMENTS

Level of awareness towards six internet channel advertisements has been presented in the table 4.12.

Table 4.12

Level of Awareness of the features of Internet Channel Advertisements

Features	Aware		Not Aware		Total	
	No.	Per cent	No.	Per cent	No.	Per cent
Display of Promotional messages	339	84.8	61	15.3	400	100
Continuous update of all notifications in mobile, PC or other devices	367	91.8	33	8.3	400	100
Immediate interaction with the seller	227	56.8	173	43.3	400	100
To share your feedback/ views	309	77.3	91	22.8	400	100
Intimation received often through keyword search	245	61.3	155	38.8	400	100
Immediate knowledge about new product launch	285	71.3	115	28.7	400	100
By clicking on ads, it goes to that relevant page	317	79.3	83	20.8	400	100
Easy identification of brand through short messages	284	71.0	116	29.0	400	100
Animated images, audio and video are displayed	287	71.8	113	28.2	400	100
Up to date offer and discount can be known easily	324	81.0	76	19.0	400	100
Easy access of information related to search	344	86.0	56	14.0	400	100

(Source: Computed)

Out of 400 respondents, 84.8 per cent of the respondents have been aware of promotional message displayed in the internet, 91.8 per cent of the respondents have been aware of continuous update of all notification in mobile, PC and other device, 56.8 per cent of the respondents have been aware of immediate interaction with the seller, 77.3 per cent of the respondents have shared their feedback or views, 61.3 per cent of the women consumers have been receiving alert through keyword search, 71.3 per cent of the respondents have been aware of gaining immediate knowledge about new product launch, 79.3 per cent of the respondents have been aware of clicking on ads which goes to relevant page, 71 per cent of the respondents have been aware of easy identification of brand through short message, 71.8 per cent of the respondents have been aware of animated image, audio and video displayed, 81 per cent of the respondents have known about offer and discount message, 86 per cent of the respondents have been aware of easy access of information related to search.

Chi Square

Demographic Factors Vs Place of Internet Access

Chi-Square test has been applied to find out the association between the demographic factors and the place of internet access.

Table 4.13

Demographic Factors Vs Place of Internet Access

Demographic Factors		Place of Internet Access										Total	
		Home		College library		Internet Center		Any time Any where		Working Place		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent		
Age	18 - 20 years	18	40.0	1	2.2	9	20.0	17	37.8			45	100
	21-30 years	37	24.7	7	4.7	1	0.7	101	67.3	4	2.7	150	100
	31-40 years	40	34.2	1	.9	3	2.6	67	57.3	6	5.1	117	100
	41-50 years	20	29.0	2	2.9			47	68.1			69	100
	Above 50 years	11	57.9					8	42.1			19	100

Demographic Factors		Place of Internet Access										Total	
		Home		College library		Internet Center		Any time Any where		Working Place		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent		
Educational Qualification	Higher Secondary	16	44.4			1	2.8	19	52.8			36	100
	Graduates	55	34.2	4	2.5	12	7.5	87	54.0	3	1.9	161	100
	Post Graduates	25	26.6	4	4.3			58	61.7	7	7.4	94	100
	Professionals	30	27.5	3	2.8			76	69.7			109	100
Marital Status	Married	92	33.6	5	1.8	3	1.1	166	60.6	8	2.9	274	100
	Unmarried	34	27.0	6	4.8	10	7.9	74	58.7	2	1.6	126	100
Occupation	College Students	23	24.7	5	5.4	10	10.8	55	59.1			93	100
	Private Employees	36	37.1					57	58.8	4	4.1	97	100
	Government Employees	20	28.2	1	1.4	2	2.8	45	63.4	3	4.2	71	100
	Professionals	4	9.1	3	6.8			37	84.1			44	100
	Self-Employed	19	35.2					32	59.3	3	5.6	54	100
	Housewives	24	58.5			3	7.3	14	34.1			41	100
Earning Members in the Family	One	51	37.0	4	2.9	2	1.4	79	57.2	2	1.4	138	100
	Two	45	25.6	5	2.8	7	4.0	113	64.2	6	3.4	176	100
	Three	24	37.5	2	3.1	2	3.1	35	54.7	1	1.6	64	100
	More than three	6	27.3			2	9.1	13	59.1	1	4.5	22	100
Family Monthly Income	Up to Rs. 20,000	26	39.4	2	3.0	5	7.6	32	48.5	1	1.5	66	100
	Rs.20,001-Rs.40,000	25	36.8	3	4.4	1	1.5	37	54.4	2	2.9	68	100
	Rs.40,001-Rs.60,000	31	23.1	2	1.5	4	3.0	93	69.4	4	3.0	134	100
	Above Rs.60,000	44	33.3	4	3.0	3	2.3	78	59.1	3	2.3	132	100

(Source: Computed)

It is observed from the table 4.13 that, among 150 respondents who belong to the age group of 21 to 30 years, 67.3 per cent of the respondents have used the internet at Anytime Anywhere, Home (24.7 per cent), College Library (4.7 per cent), Working Place (2.7 percent) and Internet Cafe (0.7 per cent). Among 19 respondents who belong to the age group of above 50 years, 57.9 per cent of the respondents have accessed the internet at Home and Anytime Anywhere (42.1 per cent). Hence, majority of the respondents have accessed the internet at 'Anytime and Anywhere'

Out of 161 Graduates, 54 per cent of the respondents have accessed the internet at Anytime Anywhere, Home (34.2 per cent), Internet Center (7.5 per cent), College Library (2.5 per cent) and Working Place (1.9 per cent). Among 36 Higher Secondary Students, 52.8 per cent of the respondents have accessed the internet at Anytime Anywhere and Home (44.4 per cent). It is inferred that the most of the respondents have accessed the internet at 'Anytime and Anywhere'.

Among 274 married respondents, 60.6 per cent of the respondents have accessed the internet at Anytime Anywhere, Home (33.6 per cent), Working place (2.9 per cent), College Library (1.8 per cent) and Internet Center (1.1 per cent). Among 126 unmarried respondents, 58.7 per cent of the respondents have accessed the internet at Anytime Anywhere, Home (27 per cent), Internet Center (7.9 per cent), College Library (4.8 per cent) and Working Place (1.6 per cent). It is shown that the majority of the respondents have accessed the internet at 'Anytime and Anywhere'.

Among 97 Private Employees, 58.8 per cent of the respondents have accessed the internet at Anytime Anywhere, Home (37.1 per cent) and Working Place (4.1 per cent). Among 41 Housewives, 58.5 per cent of the respondents have accessed the internet at Home, Anytime Anywhere (34.1 per cent) and Internet Center (7.3 per cent). It is inferred that the majority of the respondents have accessed the internet at 'Anytime and Anywhere'.

Among 176 respondents who have two earning members in their family, 64.2 per cent of the respondents have accessed the internet at Anytime Anywhere, Home (25.6 per cent), Internet Center (4.0 per cent), Working Place (3.4 per cent) and College Library (2.8 per cent). Among 22 respondents who have more than three earning

members in their family, 59.1 per cent of the respondents have accessed the internet at Anytime Anywhere, Home (27.3 per cent), Internet Center (9.1 per cent) and Working Place (4.5 per cent). It is observed that the majority of the respondents have accessed the internet at ‘Anytime and Anywhere’.

Among 134 respondents who have a monthly income between Rs. 40,001 to Rs.60, 000, 69.4 per cent of the respondents have accessed the internet at Anytime Anywhere, Internet Center and Working Place (3.0 per cent) and College Library (1.5 per cent). Among 66 respondents who have a family monthly income up to Rs.20,000, 48.5 per cent of the respondents have accessed the internet at Anytime Anywhere, Home (39.4 per cent), Internet Center(7.6 per cent), College Library (3.0 per cent) and Working Place(1.5 per cent). Hence, majority of the respondents have accessed the internet at ‘Anytime and Anywhere’.

The following null hypothesis has been tested for each of the demographic variables separately and the results are exhibited in the table 4.13(a)

H₀: The demographic factors, such as, age, educational qualification, marital status, occupation, earning members in the family and family monthly income have no significant association with the place of internet access.

Table 4.13(a)

Chi Square test - Demographic Factors Vs Place of Internet Access

Demographic Factors	Calculated Value	Table value	Sig
Age	70.467	32.000	**
Educational qualification	36.840	26.217	**
Marital status	16.991	13.277	**
Occupation	69.512	37.566	**
Earning members in the family	11.538	21.026	Ns
Family monthly income	15.679	21.026	Ns

(Ns – Not Significant) (** - Significant at 1 per cent level)

The chi square table reveals that the age, educational qualification, marital status and occupation have a significant association with the place of internet access at 1 per cent level. Hence, the null hypothesis is rejected. The earning members in the family and family monthly income have no significant association with the place of internet access. Hence, the null hypothesis is accepted. The demographics factors, such as, age, educational qualification, marital status and occupation have influenced the women consumers regarding the place of internet access. They have accessed to the internet at anytime anywhere to collect more information about the products and services.

Demographic Factors and Internet Speed

Chi – square test has been applied to find the association between the demographic factors and the internet speed.

Table 4.14

Demographic Factors Vs Internet Speed

Demographic Factors		Internet speed								Total	
		Super Fast		Fast		Moderate		Low		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent		
Age	18 - 20 years	6	13.3	19	42.2	13	28.9	7	15.6	45	100
	21-30 years	31	20.7	91	60.7	25	16.7	3	2.0	150	100
	31-40 years	32	27.4	70	59.8	13	11.1	2	1.7	117	100
	41-50 years	23	33.3	35	50.7	7	10.1	4	5.8	69	100
	Above 50 years	8	42.1	10	52.6	1	5.3			19	100
Educational Qualification	Higher secondary	2	5.6	24	66.7	10	27.8			36	100
	Graduates	33	20.5	90	55.9	29	18.0	9	5.6	161	100
	Post Graduates	32	34.0	50	53.2	6	6.4	6	6.4	94	100
	Professionals	33	30.3	61	56.0	14	12.8	1	.9	109	100
Marital Status	Married	70	25.5	169	61.7	28	10.2	7	2.6	274	100
	Unmarried	30	23.8	56	44.4	31	24.6	9	7.1	126	100

Demographic Factors		Internet speed								Total	
		Super Fast		Fast		Moderate		Low		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent		
Occupation	College Students	18	19.4	44	47.3	23	24.7	8	8.6	93	100
	Private Employees	18	18.6	66	68.0	10	10.3	3	3.1	97	100
	Government Employees	26	36.6	38	53.5	5	7.0	2	2.8	71	100
	Professionals	11	25.0	25	56.8	8	18.2			44	100
	Self-Employed	14	25.9	33	61.1	7	13.0			54	100
	Housewives	13	31.7	19	46.3	6	14.6	3	7.3	41	100
Earning Members in the Family	One	20	14.5	80	58.0	29	21.0	9	6.5	138	100
	Two	42	23.9	107	60.8	23	13.1	4	2.3	176	100
	Three	29	45.3	27	42.2	7	10.9	1	1.6	64	100
	More than three	9	40.9	11	50.0			2	9.1	22	100
Family Monthly Income	Up to Rs.20,000	8	12.1	40	60.6	10	15.2	8	12.1	66	100
	Rs.20,001-40,000	20	29.4	39	57.4	9	13.2			68	100
	Rs.40,001-60,000	34	25.4	74	55.2	19	14.2	7	5.2	134	100
	Above Rs.60,000	38	28.8	72	54.5	21	15.9	1	.8	132	100

(Source: Computed)

Among 150 respondents who belong to the age group of 21 to 30 years, 60.7 per cent of the respondents have used the internet at 'Fast' speed, followed by 20.7 per cent of the respondents have accessed the internet at 'Super Fast' speed, 16.7 per cent of the respondents have used the internet at 'Moderate' speed and 2.0 per cent of the respondents have accessed the internet at 'low' speed. Among 19 respondents who belong to the age group of above 50 years, 52.6 per cent of the respondents have accessed the internet at 'Fast' speed,

42.1 per cent of the respondents have accessed the internet at 'Super Fast' speed and 5.3 per cent of the respondents have used the internet at 'Moderate' speed. Hence, majority of the respondents have accessed the internet at 'Fast' speed.

Among 161 Graduates, 55.9 per cent of the respondents have used the internet at 'Fast' speed, followed by 20.5 per cent of the respondents have accessed the internet at 'Super Fast' speed, 18.0 per cent of the respondent have used the internet at 'Moderate' speed and 5.6 per cent of the respondents have accessed the internet at 'Low' speed. Among 36 Higher Secondary Students, 66.7 per cent of the respondents have accessed the internet at 'Fast' speed, 27.8 per cent of the respondents have accessed the internet at 'Moderate' speed and 5.6 per cent of the respondents have accessed the internet at 'Super Fast' speed. Hence, it is cleared that, majority of the respondents have accessed the internet at 'Fast' speed.

Among 274 married respondents, 61.7 per cent of the respondents have accessed the internet at 'Fast' speed, followed by 25.5 per cent of the respondents have accessed the internet at 'Super Fast' speed, 10.2 per cent of the respondent have used the internet at 'Moderate' speed and 2.6 per cent of the respondents have accessed the internet at 'Low' speed. Among 126 unmarried respondents, 44.4 per cent of the respondents have accessed the internet at 'Fast' speed, followed by 24.6 per cent of the respondent have used the internet at 'Moderate' speed , 23.8 per cent of the respondents have accessed the internet at 'Super Fast' speed and 7.1 per cent of the respondents have accessed the internet at 'Low' speed. It is observed that the majority of the respondents have accessed the internet at 'Fast' speed.

Among 97 Private Employees, 68 per cent of the respondents have accessed the internet at 'Fast' speed , followed by 18.6 per cent of the respondents have accessed the internet at 'Super Fast' speed, 10.3 per cent of the respondents have used the internet at 'Moderate' speed and 3.1 per cent of the respondents have accessed the internet at 'Low' speed. Among 41 Housewives, 46.3 per cent of the respondents have accessed the internet at 'Fast' speed, 31.7 per cent of the respondents have accessed the internet at 'Super Fast' speed, 14.6 per cent of the respondents have used the internet at 'Moderate'

speed and 7.3 per cent of the respondents have accessed the internet at 'Low' speed. Hence, majority of the respondents have accessed the internet at 'Fast' speed.

Among 176 respondents who have two earning members in their family, 60.8 per cent of the respondents have used the internet at 'Fast' speed, followed by 23.9 per cent of the respondents have accessed the internet at 'Super Fast' speed, 13.1 per cent of the respondents have used the internet at 'Moderate' speed and 2.3 per cent of the respondents have accessed the internet at 'Low' speed. Among 22 respondents who have more than three earning members in their family, 50 per cent of the respondents have used the internet at 'Fast' speed, followed by 40.9 per cent of the respondents have used the internet at 'Moderate' speed and 9.1 per cent of the respondents have used the internet at 'Low' speed. It is found that the majority of the respondents have accessed the internet at 'Fast' speed.

Among 134 respondents who have a monthly income between Rs.40,001 to Rs. 60,000, 55.2 per cent of the respondents have used the internet at 'Fast' speed, followed by 25.4 per cent of the respondents have accessed the internet at 'Super Fast' speed, 14.2 per cent of the respondents have used the internet at 'Moderate' speed and 5.2 per cent of the respondents have accessed the internet at 'Low' speed. Among 66 respondents who have a family monthly income up to Rs.20,000, 60.6 per cent of the respondents have used the internet at 'Fast' speed, followed by 15.2 per cent of the respondents have used the internet at 'Moderate' speed and 'Low' speed. 12.1 per cent of the respondents have accessed the internet at 'Super Fast' speed and 'Low' speed. Hence, majority of the respondents have accessed the internet at 'Fast' speed

The following null hypothesis has been tested for each of the demographic variables separately and the results are displayed in the table 4.14(a).

H₀: The demographic factors, such as, age, educational qualification, marital status occupation, earning members in the family and family monthly income have no significant association with the internet speed.

Table 4.14 (a)

Chi Square test - Demographic Factors Vs Internet Speed

Demographic Factors	Calculated Value	Table value	Sig
Age	39.803	26.217	**
Educational qualification	28.309	21.666	**
Marital status	21.311	11.345	**
Occupation	33.471	30.578	**
Earning members in the family	35.864	21.666	*
Family monthly income	23.840	21.666	**

(** - Significant at 1 per cent level) (*- significant at 5 per cent level)

The chi-square test results reveals that the demographic factors, such as, age, educational qualification, marital status, occupation and family monthly income have a significant association with the internet speed at 1 per cent level. Hence, the null hypothesis is rejected. The earning members in the family have a significant association with the internet speed at 5 per cent level of significance. Hence, the null hypothesis is rejected. It is inferred that the demographic factors have influenced the women consumers in the selection of network plan to access high speed internet.

Demographic Factors Vs Network Access in Phone\ I Pad\Tablet

Chi – square test has been applied to find out the association between the demographic factors and the network access in Phone\ I Pad\Tablet.

Table 4.15

Demographic Factors Vs Network Access in Phone/ I Pad/Tablet

Demographic Factors		Network access in Phone/ I Pad/Tablet																Total	
		BSNL		Airtel		AirCel		Reliance		MTS		Vodafone		DoCoMo		Idea		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent				
Age	18 - 20 years	6	23.1	6	23.1	3	11.5	3	11.5			1	3.8	5	19.2	2	7.7	26	100
	21-30 years	19	14.5	57	43.5	19	14.5	13	9.9			8	6.1	7	5.4	8	6.1	131	100
	31-40 years	10	10.0	41	41.0	13	13.0	12	12.0	7	7.0	12	12.0	2	2.0	3	3.0	100	100
	41-50 years	6	9.2	18	27.7	7	10.8	15	23.1	4	6.2	3	4.6	4	6.2	8	12.3	65	100
	Above 50 years	1	5.6	8	44.4	1	5.6	5	27.8			1	5.6			2	11.1	18	100
Educational Qualification	Higher secondary	5	15.2	11	33.3	7	21.2	7	21.2					3	9.1			33	100
	Graduate	16	12.5	46	35.9	12	9.4	20	15.6	6	4.7	11	8.6	7	5.5	10	7.8	128	100
	Post Graduate	12	15.2	37	46.8	9	11.4	6	7.6	4	5.1	7	8.9	3	3.8	1	1.3	79	100
	Professional	9	9.0	36	36.0	15	15.0	15	15.0	2	2.0	7	7.0	4	4.0	12	12.0	100	100
Marital Status	Married	27	11.0	90	36.6	28	11.4	36	14.6	11	4.5	23	9.3	10	4.1	21	8.5	246	100
	Unmarried	15	16.0	40	42.6	15	16.0	12	12.8	1	1.1	2	2.1	7	7.4	2	2.1	94	100
Occupation	College Student	12	17.6	25	36.8	13	19.1	8	11.8	1	1.5	1	1.5	6	8.8	2	2.9	68	100
	Private Employee	9	10.2	28	31.8	8	9.1	15	17.0	7	8.0	14	15.9	4	4.5	3	3.4	88	100
	Government Employee	7	10.4	27	40.3	3	4.5	9	13.4	3	4.5	6	9.0	2	3.0	10	14.9	67	100
	Professional	1	2.6	20	51.3	5	12.8	4	10.3			1	2.6			8	20.5	39	100
	Self-Employed	5	10.4	18	37.5	12	25.0	6	12.5	1	2.1	3	6.3	3	6.3			48	100
	House wife	8	26.7	12	40.0	2	6.7	6	20.0					2	6.7			30	100
Earning Members in the Family	One	20	18.3	33	30.3	12	11.0	20	18.3	4	3.7	3	2.8	8	7.3	9	8.3	109	100
	Two	11	7.2	61	39.9	25	16.3	20	13.1	5	3.3	15	9.8	5	3.3	11	7.2	153	100
	Three	10	16.9	23	39.0	4	6.8	8	13.6	3	5.1	4	6.8	4	6.8	3	5.1	59	100
	More than Three	1	5.3	13	68.4	2	10.5					3	15.8					19	100
Family Monthly Income	Up to Rs.20000	9	19.1	14	29.8	6	12.8	9	19.1	2	4.3	3	6.4	4	8.5			47	100
	Rs.20001-40000	7	13.0	32	59.3	4	7.4	5	9.3			2	3.7	2	3.7	2	3.7	54	100
	Rs.40001-60000	19	16.1	33	28.0	21	17.8	13	11.0	7	5.9	9	7.6	7	5.9	9	7.6	118	100
	Above Rs.60000	7	5.8	51	42.1	12	9.9	21	17.4	3	2.5	11	9.1	4	3.3	12	9.9	121	100

(Source: Computed)

Among 131 respondents who belong to the age group of 21 to 30 years, 43.5 per cent of the respondents have used 'Airtel' network for fast internet access, followed by 14.5 per cent of the respondents have used both 'BSNL' and 'AirCel' networks, 9.9 per cent of the respondents have used 'Reliance' network, 6.1 per cent of the respondents have used both 'Vodafone' and 'Idea' networks and 5.4 per cent of the respondents have used 'DoCoMo' network. Among 18 respondents who belong to the age group of above 50 years, 44.4 per cent of the respondents have used 'Airtel' network for fast network access, 27.8 per cent of the respondents have used 'Reliance' network, 11.1 per cent of the respondents have used 'Idea' network and 5.6 per cent of the respondents have used 'BSNL', 'AirCel' and 'Vodafone' networks. Hence, most of the respondents have used 'Airtel' network.

Among 128 Graduates, 35.9 per cent of the respondents have used 'Airtel' network for fast internet access, followed by 15.6 per cent of the respondents have used 'Reliance' network, 12.5 per cent of the respondents have used 'BSNL' network, 9.4 per cent of the respondents have used 'AirCel' network, 8.6 per cent of the respondents have used 'Vodafone' network, 7.8 per cent of the respondents have used 'Idea' network, 5.5 per cent of the respondents have used 'DoCoMo' network and 4.7 per cent of the respondents have used 'MTS' network. Among 33 Higher secondary students, 33.3 per cent of the respondents have used 'Airtel' network for fast internet access, 21.2 per cent of the respondents have used both 'AirCel' and 'Reliance' networks, 15.2 per cent of the respondents have used 'BSNL' network and 9.1 per cent of the respondents have used 'DoCoMo' network. It is observed that, most of the respondents have used 'Airtel' network.

Among 246 married respondents, 36.6 per cent of the respondents have used 'Airtel' network for fast internet access, followed by 14.6 per cent of the respondents have used 'Reliance' network, 11.4 per cent of the respondents have used 'AirCel' network, 11 per cent of the respondents have used 'BSNL' network, 9.3 per cent of the respondents have used 'Vodafone' network, 8.5 per cent of the respondents have used 'Idea' network, 4.5 per cent of the respondents have used 'MTS' network and 4.1 per cent of the respondents have used 'DoCoMo' network. Among 94 unmarried respondents, 42.6 per cent of the respondents have used 'Airtel' network for fast internet access,

followed by 16 per cent of the respondents have used both 'BSNL' and 'AirCel' networks, 12.8 per cent of the respondents have used 'Reliance' network, 7.4 per cent of the respondents have used 'DoCoMo' network, 2.1 per cent of the have used both 'Vodafone' and 'Idea' networks and 1.1 per cent of the respondents have used 'MTS' network. Hence, it is observed that, most of the respondents have used 'Airtel' Networks.

Among 88 Private Employees, 31.8 per cent of the respondents have used 'Airtel' network for fast internet access, followed by 17 per cent of the respondents have used 'Reliance' network, 15.9 per cent of the respondents have used 'Vodafone' network, 10.2 per cent of the respondents have used 'BSNL' network, 9.1 per cent of the respondents have used 'AirCel' network, 8.0 per cent of the respondents have used 'MTS' network, 4.5 per cent of the respondents have accessed 'DoCoMo' network and 3.4 per cent of the respondents have accessed 'Idea' network. Among 30 Housewives, 40 per cent of the respondents have used 'Airtel' network for fast internet access, 26.7 per cent of the respondents have accessed 'BSNL' network, 20 per cent of the respondents have used 'Reliance' network and 6.7 per cent of the respondents have accessed both 'AirCel' and 'DoCoMo' networks. Hence, it is cleared that, most of the respondents have used 'Airtel' Network.

Among 153 respondents who have the two earning members in their family, 39.9 per cent of the respondents have used 'Airtel' network for fast internet access, followed by 16.3 per cent of the respondents have used 'Aircel' network, 13.1 per cent of the respondents have used 'Reliance' network, 9.8 per cent of the respondents have used 'Vodafone' network, 7.2 per cent of the respondents have accessed both 'BSNL' and 'Idea' networks and 3.3 per cent of the respondents have accessed both 'MTS' and 'DoCoMo' networks. Among 19 respondents who have more than three earning members in their family, 68.4 per cent of the respondents have used 'Airtel' network for fast internet access, followed by 15.8 per cent of the respondents have used 'Vodafone' network, 10.5 per cent of the respondents have used 'AirCel' network and 5.3 per cent of the respondents have used 'BSNL' network. It is inferred that, majority of the respondents have used 'Airtel' network.

Among 121 respondents who have a family monthly income of above Rs.60,000, 42.1 per cent of the respondents have used ‘Airtel’ network for fast internet access, followed by 17.4 per cent of the respondents have used ‘Reliance’ network, 9.9 per cent of the respondents have used both ‘AirCel’ and ‘Idea’ networks, 9.1 per cent of the respondents have used the ‘Vodafone’ network, 5.8 per cent of the respondents have accessed ‘BSNL’ network, 3.3 per cent of the respondents have accessed ‘DoCoMo’ network and 2.5 per cent of the respondents have accessed ‘MTS’ network. Among 47 respondents who have earned family monthly income upto Rs.20,000, 29.8 per cent of the respondents have used ‘Airtel’ network for fast internet access, followed by 19.1 per cent of the respondents have used both ‘BSNL & Reliance’ networks, 12.8 per cent of the respondents have used ‘AirCel’ network, 8.5 per cent of the respondents have used ‘DoCoMo’ network, 6.4 per cent of the respondents have accessed ‘Vodafone’ network and 4.3 per cent of the respondents have accessed ‘MTS’ network. Hence, most of the respondents have used ‘Airtel’ network.

The following null hypothesis has been tested for each of the demographic variables separately and the results are presented in the table 4.15(a).

H₀: The demographic factors, such as, age, educational qualification, marital status occupation, earning members in the family and family monthly income have no significant association with the network access in Phone\ I pad\Tablet.

Table 4.15 (a)

Chi Square test - Demographic Factors Vs Network Access in Phone\ I Pad\Tablet

Demographic Factors	Calculated Value	Table value	Sig
Age	51.350	48.278	**
Educational qualification	28.440	32.671	Ns
Marital status	16.041	14.067	*
Occupation	83.229	57.342	**
Earning members in the family	35.186	32.671	*
Family monthly income	39.914	38.932	**

(Ns – Not Significant)(** - Significant at 1 per cent level) (*- significant at 5 per cent level)

It is inferred from the chi square test that the age, occupation and family monthly income have a significant association with the network access in Phone\I Pad\Tablet at 1 per cent level of significance. Hence, the null hypothesis is rejected. The marital status and earning members in the family have a significant association with the network access in Phone\I Pad\Tablet at 5 per cent level. Hence, the null hypothesis is rejected. The educational qualification has no significant association with the network access in Phone\I Pad\Tablet. Hence, the null hypothesis is accepted. Age, marital status, occupation, earning members in the family and family monthly income have played a significant role in selecting their network for their Phone/ I pad /Tablet.

Demographic Factors Vs Network Access in Personal Computer\Laptop

Chi – square test has been applied to find out the association between the demographic factors and the network access in Phone/I Pad/Tablet.

Table 4.16

Demographic Factors Vs Network Access in Personal Computer\Laptop

Demographic Factors		Network Access in Personal Computer\Laptop										Total			
		BSNL		Airtel		AirCel		Reliance		MTS		DoCoMo		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent		
Age	18 - 20 years	5	26.3	7	36.8	2	10.5	1	5.3			4	21.1	19	100
	21-30 years	6	26.1	8	34.8	3	13.0	4	17.4	2	8.7			23	100
	31-40 years	11	45.8	6	25.0			7	29.2					24	100
	41-50 years	4	100											4	100
	Above 50 years	1	100											1	100
Educational Qualification	Higher secondary			1	25.0			3	75.0					4	100
	Graduates	15	36.6	14	34.1	2	4.9	5	12.2	1	2.4	4	9.8	41	100
	Post Graduates	6	40.0	5	33.3	1	6.7	2	13.3	1	6.7			15	100
	Professionals	6	54.5	1	9.1	2	18.2	2	18.2					11	100

Demographic Factors		Network Access in Personal Computer\Laptop											Total		
		BSNL		Airtel		AirCel		Reliance		MTS		DoCoMo		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent		
Marital Status	Married	20	55.6	5	13.9	1	2.8	9	25.0	1	2.8			36	100
	Unmarried	7	20.0	16	45.7	4	11.4	3	8.6	1	2.9	4	11.4	35	100
Occupation	College Students	6	22.2	11	40.7	3	11.1	3	11.1			4	14.8	27	100
	Private Employees	5	38.5	3	23.1	2	15.4	2	15.4	1	7.7			13	100
	Government Employees	2	50.0					2	50.0					4	100
	Professionals	3	50.0	1	16.7			2	33.3					6	100
	Self-Employed	3	33.3	3	33.3			3	33.3					9	100
	House wife	8	66.7	3	25.0					1	8.3			12	100
Earning Members in the Family	One	14	45.2	7	22.6	2	6.5	5	16.1	1	3.2	2	6.5	31	100
	Two	11	37.9	11	37.9	3	10.3	3	10.3	1	3.4			29	100
	Three	1	14.3	2	28.6			4	57.1					7	100
	More than three	1	25.0	1	25.0							2	50.0	4	100
Family Monthly Income	Upto Rs.20000	6	31.6	1	5.3	5	26.3	3	15.8			4	21.1	19	100
	Rs.20001-40000	10	45.5	9	40.9			2	9.1	1	4.5			22	100
	Rs.40001-60000	7	43.8	3	18.8			5	31.3	1	6.3			16	100
	Above Rs.60000	4	28.6	8	57.1			2	14.3					14	100

(Source: Computed)

Among 24 respondents who belong to the age group of 31 to 40 years, 45.8 per cent of the respondents have used 'BSNL' network, followed by 29.2 per cent of the respondents have accessed 'Reliance' network and 25 per cent of the respondents have used Airtel' network. Among the respondents who belong to the age group of above 50 years, 100 per cent of the respondents have used 'BSNL' network. Hence, majority of the respondents have used the 'BSNL' and 'Airtel' networks.

Among 41 Graduates, 36.6 per cent of the respondents have used 'BSNL' network, followed by 34.1 per cent of the respondents have accessed 'Airtel' network, 12.2 per cent of the respondents have accessed 'Reliance' network, 9.8 per cent of the respondents have used 'DoCoMo' network, 4.9 per cent of the respondents have used 'AirCel' network and 2.4 per cent of the respondents have accessed 'MTS' network. Among 4 Higher Secondary Students, 75 per cent of the respondents have accessed 'Reliance' network and 25 per cent of the respondents have used 'Airtel' network. It is inferred that, majority of the respondents have used 'BSNL' and 'Reliance' networks.

Among 36 Married respondents, 55.6 per cent of the respondents have used 'BSNL' network for fast internet access, followed by 25 per cent of the respondents have used 'Reliance' network, 13.9 per cent of the respondents have used 'Airtel' network and 2.8 per cent of the respondents have used both 'AirCel' and 'MTS' networks. Among 35 Unmarried respondents, 45.7 per cent of the respondents have used 'Airtel' network for fast internet access, followed by 20 per cent of the respondents have used 'BSNL' network, 11.4 per cent of the respondents have used both 'AirCel' and 'DoCoMo' networks, 8.6 per cent of the respondents have used 'Reliance' network and 2.9 per cent of the respondents have used 'MTS' network. Hence, it is observed that majority of the respondents have used 'Airtel' network.

Among 27 College Students, 40.7 per cent of the respondents have accessed 'Airtel' network for fast internet access, followed by 22.2 per cent of the respondents have used 'BSNL' network, 14.8 per cent of the respondents have accessed 'DoCoMo' network and 11.1 per cent of the respondents have used both 'AirCel' and 'Reliance' network. Among 4 Government Employees, 50 per cent of the respondents have used both 'BSNL' and 'Reliance' networks. Hence, majority of the respondents have used 'BSNL', 'Airtel' and 'Reliance' Networks.

Among 31 respondents who have one earning member in their family, 45.2 per cent of the respondents have used 'BSNL' network for fast internet access, followed by 22.6 per cent of the respondents have used 'Airtel' network, 16.1 per cent of the respondents have used 'Reliance' network, 6.5 per cent of the respondents have accessed both 'Aircel' and 'DoCoMo' networks and 3.2 per cent of the respondents have accessed 'MTS' network.

Among 4 respondents who have more than three earning members in their family, 50 per cent of the respondents have accessed ‘DoCoMo’ network and 25 per cent of the respondents have used both ‘BSNL’ and ‘Airtel’ networks for fast internet access, Hence, it is found that the majority of the respondents have used ‘BSNL’, ‘Airtel’ and ‘DoCoMo’ networks.

Among 22 respondents who have earned family monthly income between Rs.20,001 to Rs.40,000, 45.5 per cent of the respondents have used ‘BSNL’ network , followed by 40.9 per cent of the respondents have accessed ‘Airtel’ network and 2.5 per cent of the respondents have used ‘MTS’ network. Among 14 respondents who have earned family monthly income of above Rs.60, 000, 57.1 per cent of the respondents have accessed ‘Airtel’ network, followed by 28.6 per cent of the respondents have used ‘BSNL’ network and 14.3 per cent of the respondents have used ‘Reliance’ network. Hence, majority of the respondents have used both ‘BSNL’ and ‘Airtel’ networks.

The following null hypothesis has been tested for each of the demographic variables separately and the results are depicted in the table 4.16 (a)

H₀: The demographic factors, such as, age, educational qualification, marital status occupation, earning members in the family and family monthly income have no significant association with the network access in Personal Computer\Laptop.

Table 4.16 (a)

**Chi Square Test - Demographic Factors Vs Network Access in
Personal Computer\Laptop**

Demographic Factors	Calculated Value	Table value	Sig
Age	51.350	48.278	**
Educational qualification	28.440	32.671	Ns
Marital Status	20.811	15.086	**
Occupation	83.229	57.342	**
Earning members in the family	28.639	24.996	*
Family monthly income	39.914	38.932	**

(Ns – Not Significant) (** - Significant at 1 per cent level) (*- significant at 5 per cent level)

The chi square test results reveals that the age, marital status, occupation and family monthly income have a significant association with the network access in Personal Computer/Laptop at 1 per cent level of significance. Hence, the null hypothesis is rejected. The earning members in the family have a significant association with the network access in Personal Computer/Laptop at 5 per cent level of significance. Hence, the null hypothesis is rejected. The educational qualification has no significant association with the network access in Personal Computer/Laptop. Hence, the null hypothesis is accepted. The demographic factors, such as, age, marital status, occupation, earning members in the family and family monthly income have highly influenced the women consumer in choosing network for their personal computer/ laptop.

Demographic Factors Vs Frequently Used Browsers

Chi – square test has been applied to find out the association between the demographic factors and the frequently used browsers.

Table 4.17

Demographic Factors Vs Frequently Used Browsers

Demographic Factors		Frequently Used Browsers								Total	
		Google Chrome		Mozilla Firefox		Internet Explorer		UC Browser		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent		
Age	18 - 20 years	25	55.6	4	8.9	7	15.6	9	20.0	45	100
	21-30 years	108	72.0	10	6.7	5	3.3	27	18.0	150	100
	31-40 years	77	65.8	15	12.8	8	6.8	17	14.5	117	100
	41-50 years	40	58.0	5	7.2	5	7.2	19	27.5	69	100
	Above 50 years	14	73.7	1	5.3	1	5.3	3	15.8	19	100
Educational Qualification	Higher Secondary	28	77.8					8	22.2	36	100
	Graduates	99	61.5	18	11.2	16	9.9	28	17.4	161	100
	Post Graduates	66	70.2	8	8.5	5	5.3	15	16.0	94	100
	Professionals	71	65.1	9	8.3	5	4.6	24	22.0	109	100

Demographic Factors		Frequently Used Browsers								Total	
		Google Chrome		Mozilla Firefox		Internet Explorer		UC Browser		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent		
Marital Status	Married	185	67.5	26	9.5	13	4.7	50	18.2	274	100
	Unmarried	79	62.7	9	7.1	13	10.3	25	19.8	126	100
Occupation	College Students	62	66.7	4	4.3	10	10.8	17	18.3	93	100
	Private Employees	64	66.0	13	13.4	5	5.2	15	15.5	97	100
	Government Employees	46	64.8	9	12.7	3	4.2	13	18.3	71	100
	Professionals	30	68.2	4	9.1	3	6.8	7	15.9	44	100
	Self-Employed	38	70.4			3	5.6	13	24.1	54	100
	House wife	24	58.5	5	12.2	2	4.9	10	24.4	41	100
Earning Members in the Family	One	96	69.6	13	9.4	7	5.1	22	15.9	138	100
	Two	109	61.9	16	9.1	13	7.4	38	21.6	176	100
	Three	40	62.5	4	6.3	5	7.8	15	23.4	64	100
	More than three	19	86.4	2	9.1	1	4.5			22	100
Family Monthly Income	Upto Rs.20000	45	68.2	7	10.6	5	7.6	9	13.6	66	100
	Rs.20001-40000	52	76.5	9	13.2	1	1.5	6	8.8	68	100
	Rs.40001-60000	90	67.2	8	6.0	9	6.7	27	20.1	134	100
	Above Rs.60000	77	58.3	11	8.3	11	8.3	33	25.0	132	100

(Source: Computed)

Among 150 respondents who are in the age group of 21 to 30 years, 72 per cent of the respondents have used 'Google Chrome' browser, followed by 18 per cent of the respondents have used 'UC Browser', 6.7 per cent of the respondents have used 'Mozilla Firefox' and 3.3 per cent of the respondents have used 'Internet Explorer'. Among 19 respondents who are in the age group of above 50 years, 73.7 per cent of the

respondents have used 'Google Chrome' browser, followed by 15.8 per cent of the respondents have used 'UC Browser' and 5.3 per cent of the respondents have used 'Mozilla Firefox & Internet Explorer'. Hence, majority of the respondents have used 'Google Chrome' browser to access information related to products and services.

Among 161 Graduates, 61.5 per cent of the respondents have used 'Google Chrome' browser, followed by 17.4 per cent of the respondents have used 'UC Browser', 11.2 per cent of the respondents have used 'Mozilla Firefox' and 9.9 per cent of the respondents have used 'Internet Explorer'. Among 36 Higher Secondary Students, 77.8 per cent of the respondents have used 'Google Chrome' browser and 22.2 per cent of the respondents have used 'UC Browser'. It is inferred that the majority of the respondents have used 'Google Chrome' browser.

Among 274 Married respondents, 67.5 per cent of the respondents have used 'Google Chrome' browser, followed by 18.2 per cent of the respondents have used 'UC Browser', 14.7 per cent of the respondents have used 'Internet Explorer' and 9.5 per cent of the respondents have used 'Mozilla Firefox'. Among 126 Unmarried respondents, 62.7 per cent of the respondents have used 'Google Chrome' browser, 19.8 per cent of the respondents have used 'UC Browser', 10.3 per cent of the respondents have used 'Internet Explorer' and 7.1 per cent of the respondents have used 'Mozilla Firefox'. Hence, it is cleared that the majority of the respondents have used 'Google Chrome' browser.

Among 97 Private Employees, 66.0 per cent of the respondents have used 'Google Chrome' browser, followed by 15.5 per cent of the respondents have used 'UC Browser', 13.4 per cent of the respondents have used 'Mozilla Firefox' and 5.2 per cent of the respondents have used 'Internet Explorer'. Among 41 Housewives, 58.5 per cent of the respondents have used 'Google Chrome' browser, followed by 24.4 per cent of the respondents have used 'UC Browser', 12.2 per cent of the respondents have used 'Mozilla Firefox' and 4.9 per cent of the respondents have used 'Internet Explorer'. Hence, majority of the respondents have used 'Google chrome' browser.

Among 176 respondents who have two earning members in their family, 61.9 per cent of the respondents have used 'Google Chrome' browser, followed by 21.6 per cent of the respondents have used 'UC Browser', 9.1 per cent of the respondents have used 'Mozilla

Firefox’ and 7.4 per cent of the respondents have used ‘Internet Explorer’. Among 22 respondents who have more than three earning members in their family, 86.4 per cent of the respondents have used ‘Google Chrome’ browser, followed by 9.1 per cent of the respondents have used ‘Mozilla Firefox’ and 4.5 per cent of the respondents have used ‘Internet Explorer’. It is observed that the majority of the respondents have used ‘Google Chrome’ browser.

Among 134 respondents who have a family monthly income between Rs.40,001 to Rs.60,000, 67.2 per cent of the respondents have used ‘Google Chrome’ browser, followed by 20.1 per cent of the respondents have used ‘UC Browser’, 6.7 per cent of the respondents have used ‘Internet Explorer’ and 6 per cent of the respondents have used ‘Mozilla Firefox’. Among 66 respondents who have a family monthly income upto Rs.20,000, 68.2 per cent of the respondents have used ‘Google Chrome’ browser, followed by 13.6 per cent of the respondents have used ‘UC Browser’, 10.6 per cent of the respondents have used ‘Mozilla Firefox’ and 7.6 per cent of the respondents have used ‘Internet Explorer’. Hence, majority of the respondents have used ‘Google Chrome’ browser.

The following null hypothesis has been tested for each of the demographic variables separately and the results are exhibited in the table 4.17(a).

H₀: The demographic factors, such as, age, educational qualification, marital status occupation, earning members in the family and family monthly income have no significant association with the frequently used browsers.

Table 4.17 (a)

Chi Square test - Demographic Factors Vs Frequently Used Browsers

Demographic Factors	Calculated Value	Table value	Sig
Age	18.048	21.026	Ns
Educational qualification	13.275	16.919	Ns
Marital Status	5.088	7.815	Ns
Occupation	17.545	24.996	Ns
Earning members in the family	9.920	16.919	Ns
Family monthly income	16.253	16.919	Ns

(Ns – Not Significant) (* - Significant at 5 per cent level)

The chi square test reveals that the demographic factors, such as, age, educational qualification, marital status, occupation, earning members in the family and family monthly income have no significant association with the frequently used browser at 5 per cent level. Hence, the null hypothesis is accepted. It is inferred that the demographic factors do not play a significant role in selection of browser.

Demographic Factors Vs Popularly Used Search Engines

The chi – square test has been applied to find out the association between demographic factors and the popularly used search engines.

Table 4.18

Demographic Factors Vs Popularly Used Search Engines

Demographic Factors		Popularly Used Search Engines										Total	
		Google		Yahoo		MSN		Bing		Ask		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent		
Age	18 - 20 years	34	75.6	2	4.4	3	6.7	1	2.2	5	11.1	45	100
	21-30 years	139	92.7	3	2.0	3	2.0	3	2.0	2	1.3	150	100
	31-40 years	98	83.8	11	9.4	2	1.7	3	2.6	3	2.6	117	100
	41-50 years	59	85.5	5	7.2	3	4.3			2	2.9	69	100
	Above 50 years	13	68.4	4	21.1	1	5.3	1	5.3			19	100
Educational Qualification	Higher Secondary	35	97.2	1	2.8							36	100
	Graduate	134	83.2	12	7.5	5	3.1	2	1.2	8	5.0	161	100
	Post Graduate	80	85.1	5	5.3	4	4.3	2	2.1	3	3.2	94	100
	Professional	94	86.2	7	6.4	3	2.8	4	3.7	1	.9	109	100
Marital Status	Married	238	86.9	20	7.3	7	2.6	6	2.2	3	1.1	274	100
	Unmarried	105	83.3	5	4.0	5	4.0	2	1.6	9	7.1	126	100

Demographic Factors		Popularly Used Search Engines										Total	
		Google		Yahoo		MSN		Bing		Ask		No.	Per Cent
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent		
Occupation	College Student	76	81.7	4	4.3	4	4.3	2	2.2	7	7.5	93	100
	Private Employee	84	86.6	8	8.2	1	1.0	2	2.1	2	2.1	97	100
	Government Employee	59	83.1	5	7.0	4	5.6	3	4.2			71	100
	Professional	41	93.2			1	2.3	1	2.3	1	2.3	44	100
	Self-Employed	48	88.9	5	9.3	1	1.9					54	100
	House wife	35	85.4	3	7.3	1	2.4			2	4.9	41	100
Earning Members in the Family	One	114	82.6	12	8.7	5	3.6	2	1.4	5	3.6	138	100
	Two	152	86.4	10	5.7	6	3.4	3	1.7	5	2.8	176	100
	Three	57	89.1	3	4.7	1	1.6	2	3.1	1	1.6	64	100
	More than three	20	90.9					1	4.5	1	4.5	22	100
Family Monthly Income	Upto Rs.20,000	60	90.9	2	3.0	4	6.1					66	100
	Rs.20,001-40,000	57	83.8	7	10.3	1	1.5	1	1.5	2	2.9	68	100
	Rs.40,001-60,000	111	82.8	12	9.0	2	1.5	3	2.2	6	4.5	134	100
	Above Rs.60,000	115	87.1	4	3.0	5	3.8	4	3.0	4	3.0	132	100

(Source: Computed)

Among 150 respondents who belong to the age group of 21 to 30 years, 92.7 per cent of the respondents have used 'Google' Search engine, followed by 2.0 per cent of the respondents have used 'Yahoo, MSN and Bing' Search engine and 1.3 per cent of the respondents have used 'Ask' Search engine . Among 19 respondents who belong to the

age group of above 50 years, 68.4 per cent of the respondents have used 'Google' Search engine, followed by 21.1 per cent of the respondents have used 'Yahoo' Search engine and 5.3 per cent of the respondents have used 'MSN' and 'Bing' Search engine. Hence, majority of the respondents have used 'Google' search engine.

Among 161 Graduates, 83.2 per cent of the respondents have used 'Google' Search engine, followed by 7.5 per cent of the respondents have used 'Yahoo' Search engine, 5.0 per cent of the respondents have used 'Ask' Search engine, 3.1 per cent of the respondents have used 'MSN' Search engine and 1.2 per cent of the respondents have used 'Bing' Search engine. Among 36 Higher Secondary Students, 97.2 per cent of the respondents have used 'Google' Search engine and 2.8 per cent of the respondents have used 'Yahoo' Search engine. It is cleared that majority of the respondents have used 'Google' search engine.

Among 274 Married respondents, 86.9 per cent of the respondents have used 'Google' search engine, followed by 7.3 per cent of the respondents have used 'Yahoo' search engine, 2.6 per cent of the respondents have used 'MSN' search engine, 2.2 per cent of the respondents have used 'Bing' search engine and 1.1 per cent of the respondents have used 'Ask' search engine. Among 126 unmarried respondents, 83.3 per cent of the respondents have used 'Google' search engine, followed by 7.1 per cent of the respondents have used 'Ask' search engine, 4 per cent of the respondent have used both 'Yahoo' and 'MSN' search engines and 1.6 per cent of the respondents have used 'Bing' search engine. It is observed that the majority of the respondents have used 'Google' search engine.

Among 97 Private Employees, 86.6 per cent of the respondents have used 'Google' Search engine, followed by 8.2 per cent of the respondents have used 'Yahoo' Search engine, 2.1 per cent of the respondents have used both 'Bing' & 'Ask' Search engine and 1.0 per cent of the respondents have used 'MSN' Search engine. Among 41 Housewives, 85.4 per cent of the respondents have used 'Google' Search engine, followed by 7.3 per cent of the respondent have used 'Yahoo' Search engine, 4.9 per cent of the respondents have used 'Ask' Search engine and 2.4 per cent of the respondents have used 'MSN' Search engine. Hence, majority of the respondents have used 'Google' search engine.

Among 176 respondents who have two earning members in their family, 86.4 per cent of the respondents have used 'Google' Search engine, followed by 5.7 per cent of the respondents have used 'Yahoo' Search engine, 3.4 per cent of the respondents have used 'MSN' Search engine, 2.8 per cent of the respondents have used 'Ask' Search engine and 1.7 per cent of the respondents have used 'Bing' Search engine. Among 22 respondents who have more than three earning members in their family, 90.9 per cent of the respondents have used 'Google' Search engine and 4.5 per cent of the respondents have used 'Bing' and 'Ask' Search engines. Hence, it is inferred that the majority of the respondents have used 'Google' search engine.

Among 134 respondents who have a family monthly income between Rs.40,001 to Rs.60,000, 82.8 per cent of the respondents have used 'Google' Search engine, followed by 9.0 per cent of the respondents have used 'Yahoo' Search engine, 4.5 per cent of the respondents have used 'Ask' Search engine, 2.2 per cent of the respondents have used 'Bing' Search engine and 1.5 per cent of the respondents have used 'MSN' Search engine. Among 66 respondents who have a family monthly income upto Rs.20,000, 90.9 per cent of the respondents have used 'Google' Search engine, followed by 6.1 per cent of the respondents have used 'MSN' Search engine and 3.0 per cent of the respondents have used 'Yahoo' Search engine. However, it is shown that the majority of the respondents have used 'Google' search engine.

The following null hypothesis has been tested for each of the demographic variables separately and the results are depicted in the table 4.18 (a).

H₀: The demographic factors, such as, age, educational qualification, marital status occupation, earning members in the family and family monthly income have no significant association with popularly used search engines.

Table 4.18 (a)

Chi Square test - Demographic Factors Vs Popularly Used Search Engines

Demographic Factors	Calculated Value	Table value	Sig
Age	33.703	32.000	**
Educational qualification	10.942	21.026	Ns
Marital status	12.912	9.488	*
Occupation	23.863	31.410	Ns
Earning members in the family	6.944	21.026	Ns
Family monthly income	16.018	21.026	Ns

(Ns – Not Significant)(** - Significant at 1 per cent level) (* - Significant at 5 per cent level)

The chi square test reveals that the demographic factors, such as, educational qualification, occupation, earning members in the family and family monthly income do not have a significant association with the popularly used search engine at 5 per cent level of significance. Hence, the null hypothesis is accepted. However, in case of age, there is a significant association with the popularly used search engine at 1 per cent level of significance. Hence, the null hypothesis is rejected. The marital status has a significant association with the popularly used search engine at 5 per cent level of significance. Hence, the null hypothesis is rejected. It is found that the women consumers have used the search engine to gather more information about the products and service based on their age and marital status.

ANOVA – Demographic Factors Vs Awareness Score

ANOVA / t-test has been used to test whether the scores obtained for ‘Awareness level’ has differed significantly among the respondents classified based on ‘Demographic Factors’ with the following null hypothesis:

H₀: The awareness score on various features related to internet channel advertisements do not differ significantly among the demographic factors.

Table 4.19

ANOVA – Demographic Factors Vs Awareness Score

Demographic Factors	Classifications	Mean	S.D	No.	t	F	Table Value	Sig
Age	18 - 20 years	8.11	1.57	45	-	1.828	2.395	Ns
	21-30 years	8.35	1.82	150				
	31-40 years	8.63	2.00	117				
	41-50 years	7.91	1.88	69				
	Above 50 years	8.16	1.89	19				
Educational Qualification	Higher secondary	8.19	1.70	36	-	.762	2.627	Ns
	Graduates	8.48	1.76	161				
	Post Graduates	8.28	2.22	94				
	Professionals	8.16	1.76	109				
Marital Status	Married	8.43	1.87	274	1.689	-	1.966	Ns
	Unmarried	8.09	1.85	126				
Occupation	College Students	8.37	1.82	93	-	.911	2.237	Ns
	Private Employees	8.03	1.90	97				
	Government Employees	8.35	1.81	71				
	Professionals	8.23	1.54	44				
	Self-Employed	8.54	2.03	54				
	Housewives	8.66	2.15	41				
Earning Members in the Family	One	8.57	1.78	138	-	1.419	2.627	Ns
	Two	8.15	1.87	176				
	Three	8.34	1.90	64				
	More than three	8.05	2.30	22				
Family Monthly Income	Upto Rs.20,000	8.32	1.74	66	-	1.168	2.627	Ns
	Rs.20,001- Rs.40,000	8.57	1.86	68				
	Rs.40,001- Rs.60,000	8.10	1.98	134				
	Above Rs.60,000	8.42	1.82	132				

(Source: Computed) (Ns- Not Significant)

Age wise mean score reveals that the highest mean score of 8.63 has been found among the respondents who belong to the age group of 31 to 40 years and the lowest mean score of 7.91 has been found among the respondents who belong to the age group of 41 to 50 years.

With respect to the educational qualification, it is found that the Graduates have the highest mean score of 8.48 and the lowest mean score of 8.16 has been found among the Professionals.

The highest mean score of 8.43 has been found among the Married respondents and the least mean score of 8.09 has been found among the Unmarried respondents.

Among the occupational groups, the Housewives have been highly aware of various features in internet channel advertisements with the highest mean score of 8.66 and the lowest mean score of 8.03 has been identified among the Private Employees.

The respondents who have one earning member in the family have the highest mean score of 8.57. Whereas, the respondents who have more than three earning members in the family have the lowest mean score of 8.05.

The respondents who have a family monthly income between Rs.20,001 to Rs.40,000 have the highest mean score of 8.57 and the lowest mean score of 8.10 has been identified among the respondents who have a family monthly income between Rs.40,001 - Rs.60,000.

The ANOVA result has shown that the demographic factors, such as, age, educational qualification, occupation, earning members in the family and family monthly income have no significant difference with the level of awareness towards various features related to internet channel advertisements. Hence, the null hypothesis is accepted.

The t-test result shows that there is no significant difference in the awareness score between married and unmarried. Hence, the null hypothesis is accepted.

ANOVA – Internet Usage Vs Awareness Score

ANOVA has been used to test whether the scores obtained for ‘Awareness level’ has differed significantly among the respondents classified based on ‘Internet Usage’ with the following null hypothesis:

H₀: The awareness score on various features related to internet channel advertisements do not differ significantly among the internet usage.

Table 4.20

ANOVA – Internet Usage Vs Awareness Score

Internet Usage	Classifications	Mean	S.D	No.	F	Table Value	Sig
Place of Internet Access	Home	7.98	1.87	126	3.116	2.395	*
	College library	7.91	2.81	11			
	Internet center	7.38	1.71	13			
	Any time Any where	8.57	1.80	240			
	Working place	8.40	1.90	10			
Frequency of Internet Access	Daily	8.50	1.82	348	8.811	3.367	**
	Weekly	7.43	1.62	23			
	Fortnightly	8.25	.71	8			
	Monthly	5.86	2.48	7			
	Very rarely	6.57	1.55	14			
Frequency of Internet Access per Day	Less than 1 hour	7.35	1.76	43	4.441	3.367	**
	1 hour	8.10	1.66	77			
	2 hours	8.53	1.91	87			
	3 hours	8.72	1.82	68			
	More than 4 hours	8.42	1.94	125			
No. of Times of Internet Access per Day	1 to 5 times	7.93	1.81	148	6.187	4.659	**
	6 to 10 times	8.39	1.77	116			
	11to15 times	8.69	1.95	136			
Internet Speed	Super Fast	8.92	1.95	100	8.099	3.831	**
	Fast	8.31	1.79	225			
	Moderate	7.54	1.65	59			
	Low	7.56	2.10	16			

Internet Usage	Classifications	Mean	S.D	No.	F	Table Value	Sig
Network Access in Phone\ I Pad \Tablet	BSNL	8.07	1.67	42	2.439	2.037	*
	Airtel	8.38	1.95	130			
	AirCel	7.93	1.74	43			
	Reliance	8.25	1.66	48			
	MTS	8.50	1.98	12			
	Vodafone	9.68	1.63	25			
	DoCoMo	8.41	2.35	17			
	Idea	8.61	1.56	23			
Network Access in Personal Computer \Laptop	BSNL	8.15	2.27	27	.230	2.356	Ns
	Airtel	8.43	1.99	21			
	AirCel	8.20	1.64	5			
	Reliance	7.67	1.97	12			
	MTS	8.50	.71	2			
	DoCoMo	8.00	1.15	4			
Frequently Used Browsers	Google Chrome	8.27	1.88	264	3.205	2.627	*
	Mozilla Firefox	8.66	1.85	35			
	Internet Explorer	7.42	2.16	26			
	UC Browser	8.64	1.65	75			
Popularly Used Search Engines	Google	8.39	1.84	343	1.520	2.395	Ns
	Yahoo	7.84	2.08	25			
	MSN	8.42	1.78	12			
	Bing	8.38	1.41	8			
	Ask	7.25	2.45	12			
Period of Watching Internet Channel Advertisements	Less than 1 year	7.56	2.06	80	4.610	3.367	**
	2 years	8.42	1.77	154			
	3 years	8.52	1.53	99			
	4 years	8.61	1.97	33			
	More than 4 years	8.82	2.26	34			

(Source: Computed) (Ns- Not significant) (** - at 1 percent level) (*- at 5 per cent level)

The table 4.20 shows that the respondents who have accessed the internet at Anytime Anywhere have the highest mean score of 8.57 and the lowest mean score of 7.38 has been found among the respondents who have accessed the internet at Internet Center.

With respect to frequency of internet access, the highest mean score of 8.50 has been found among the respondents who have accessed the internet daily and the lowest mean score of 5.86 has been identified among the respondents who have accessed the internet monthly once.

It is found from the table 4.20 that the highest mean score of 8.72 has been found among the respondents who have accessed the internet continuously for 3 hours and the lowest mean score of 7.35 have been identified among the respondents who have accessed the internet for less than 1 hour.

With respect to number of times of internet access per day, the respondents who have accessed the internet for 11 to 15 times in a day have the highest mean score of 8.69. The lowest mean score of 7.93 has been found among the respondents who have accessed the internet for 1 to 5 times in a day.

Regarding the internet speed, the respondents who have accessed the internet at super fast speed have the highest mean score of 8.92 and the least mean score of 7.54 has been found among the respondents who have accessed the internet at moderate speed.

With respect to network access in Phone/ Ipad/ Tablet, it is clear that the highest mean score of 9.68 has been found among the respondents who have used Vodafone network and the lowest mean score of 7.93 has been found among the respondents who have used AirCel network.

It is observed that the respondents who have used MTS network have the highest mean score of 8.50 and the lowest mean score of 7.67 have been identified among the respondents who have used Reliance network.

Regarding frequently used browsers, the highest mean score of 8.66 has been found among the respondents who have used Mozilla Firefox browser. The lowest mean score of 7.42 has been found among the respondents who have used Internet Explorer browsers.

With respect to the popularly used search engine, the highest mean score of 8.42 has been identified among the respondents who have used MSN search engine and the lowest mean score of 7.25 have been found among the respondents who have used Ask search engine.

The respondents who have accessed internet channel advertisements for more than 4 years have the highest mean score of 8.82 and the lowest mean score of 7.56 has been found among the respondents who have accessed internet channel advertisements for less than a year. The respondents who have accessed the internet at anytime anywhere have regularly watched internet channel advertisements for more than 4 years.

The ANOVA result has indicated that the network access in personal computer/laptop and popularly used search engines have no significant difference with the level of awareness towards various features in the internet channel advertisements. Hence, the null hypothesis is accepted. However, in case of internet usage, such as, place of internet access, network accessed in phone\ I pad \Tablet and frequently used browsers have a significant difference with the level of awareness towards various features in the internet channel advertisements at 5 per cent level. Hence, the null hypothesis is rejected. The level of awareness towards various features in the internet channel advertisements have a significant difference with the internet usage, such as, frequency of internet access, frequency of internet access per day, number of times of internet access per day, internet speed and the period of watching internet channel advertisements at 1 per cent level. Hence, the null hypothesis is rejected.

In this chapter, the demographic profile of the women consumers and the level of awareness towards internet channel advertisements have been analysed using percentage analysis, Chi Square, ANOVA and t-test. The results have indicated that majority of the women belong to the age group of 21 to 30 years. Most of the respondents are graduates, married and private employees. They have two earning members in their family and family monthly income fall between Rs. 40,001 to 60,000 respectively.

It is inferred that the majority of the respondents have used the internet at anytime anywhere. The women consumers have used their phone to access the internet. Most of the women consumers have used Android phones. Majority of the respondents have used

the internet daily. Most of the respondents have used the internet for more than 4 hours in a day. Most of the respondents have access the internet 1 to 5 times in day.

The respondents have used the internet at fast speed. Most of the respondents have used 4G internet connection. Majority of the respondents have used Airtel Network in their phone/I pad / tablet and BSNL and Airtel Network in Personal Computer/ Laptop. Most of the respondents have used mobile data to access the internet. The Vodofone and Idea networks broadband connection are not used by the women internet users. Majority of the respondents have used Google chrome browser and Google search engine. The respondents have spent upto Rs.500 for internet connection per month.

The respondents have come to know about internet channel advertisements by themselves. Most of the respondents have accessed internet channel advertisement for 2 years. Majority of the respondents have preferred social media advertisement. The respondents have watched internet channel advertisement daily. Majority of the respondents have been aware of various interesting features in internet channel advertisements.

It is evident that the chi square result shows that, (i) the demographic factors, such as, age, educational qualification, marital status and occupation have a significant association with the place of internet access. Majority of the consumers have accessed the internet at anytime anywhere. (ii) Age, educational qualification, marital status, occupation, earning members in the family and family monthly income have a significant association with the internet speed. Majority of the respondents have accessed the internet at fast speed. (iii) Age, marital status, occupation, earning members in the family and family monthly income have a significant association with network access in phone\ I pad \Tablet. Majority of the respondents have used Airtel network. (iv) Age, marital status, occupation, earning members in the family and family monthly income have a significant association with the network access in personal computer/laptop. Majority of the respondents have used BSNL and Airtel network (v) Age and marital status have a significant association with the popularly used search engine. Majority of the respondents have used Google search engine.

Place of internet access, frequency of internet access, frequency of internet access per day, number of times of internet access per day, internet speed, network access in phone\ I pad\ tablet, frequently used browsers and period of watching internet channel advertisements have a significant difference with the level of awareness towards various features offered under internet channel advertisements.