Chapter V

Women Consumers - Perception and Attitude towards Internet Advertisements

CHAPTER V

WOMEN CONSUMERS – CONSUMER PERCEPTION AND ATTITUDE TOWARDS INTERNET ADVERTISEMENTS, PURPOSE AND FACTORS INFLUENCING THE PREFERENCE OF INTERNET ADVERTISEMENTS

The consumer perception and attitude play a momentous role in identifying the needs and wants of the women consumers to fulfill their necessity, based on information gathered through the internet advertisements. Due to an increase in the usage of digital technologies, the women consumers have started watching internet advertisements. It assists them to take immediate decisions regarding purchase of products and access of services. The purchasing behavior of the women consumers change based on their personal requirements. The second objective of the study deals with the women consumers' perception and attitude towards internet advertisements and the factors influencing them to prefer internet advertisements.

Level of Perception towards Internet Advertisements

Descriptive statistics has been applied to test the perception level of the consumers towards internet advertisements. The respondents have been asked to express their opinion on the five point Likert scale. The ratings have been assigned as ***5 - Strongly Agree, 4 - Agree, 3 - Neutral, 2 - Disagree and 1 - Strongly Disagree*** for all the statements. Higher score indicates the respondents have a high level of perception towards internet advertisements. Table 5.1 shows the mean rating for all the statements.

Table 5.1

Descriptive Statistics - Level of Perception towards Internet Advertisements

Statements	N	Minimum	Maximum	Mean	S.D
Internet advertisements are easy accessible	***400***	***2***	***5***	***4.23***	***.72***
It determines the potential of the products and services	400	2	5	3.90	.68
It clearly specifies terms and conditions about products and services	400	1	5	3.92	.75
It is a valuable source of information about the latest fashion and it is interesting	400	2	5	4.12	.61
Internet advertisements have attractive caption and presentation style	400	1	5	4.15	.72
It creates a global market for domestic products	400	1	5	4.03	.79
It protects environment through green advertisement	400	1	5	3.77	.87
It builds brand reputation	400	2	5	3.87	.81
It is always pleasing and prominent	400	1	5	3.77	.85

(**Source:** Computed)

The highest mean score of 4.23 has been found for the statement that 'Internet advertisements are easy accessible', followed by 'Internet advertisements have attractive caption and presentation style' (Mean 4.15), 'It is a valuable source of information about the latest fashion and it is interesting' (Mean 4.12), 'It creates a global market for domestic products' (Mean 4.03), 'It clearly specifies terms and conditions about products and services' (Mean 3.92), 'It determines the potential of the products and services (Mean 3.90), 'It builds brand reputation (Mean 3.87)' and the lowest mean score of 3.77 has been found for the statements 'It protects environment through green advertisement' and ' It is always pleasing and prominent'. Hence, with a high mean rating, it is evident that the most of the respondents have 'Agreed' with the statement internet advertisements are easy accessible.

ANOVA – Demographic Factors Vs Perception Score

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

H_0: The perception score towards internet advertisements do not differ significantly among the demographic factors.

Table 5.2

ANOVA –Demographic Factors Vs Perception Score

Demographic Factors	Classifications	Mean	S.D	No.	t	F	Table Value	Sig
Age	18 - 20 years	35.44	3.45	45	-	2.199	2.395	Ns
	21-30 years	36.09	3.45	150				
	31-40 years	35.60	3.52	117				
	41-50 years	35.07	3.87	69				
	Above 50 years	**37.47**	**4.09**	**19**				
Educational Qualification	Higher secondary	34.17	3.55	36	-	2.944	2.627	*
	Graduates	35.78	3.11	161				
	Post Graduates	35.86	3.89	94				
	Professionals	**36.19**	**3.93**	**109**				
Marital Status	Married	35.70	3.81	274	1.556	-	1.966	Ns
	Unmarried	**35.91**	**3.11**	**126**				
Occupation	College Students	35.62	3.09	93	-	0.802	2.237	Ns
	Private Employees	36.02	3.68	97				
	Government Employees	**36.25**	**3.64**	**71**				
	Professionals	35.70	3.29	44				
	Self-Employed	35.07	3.61	54				
	House wives	35.61	4.64	41				
Earning Members in the Family	One	35.88	3.57	138	-	9.580	3.831	**
	Two	35.69	3.78	176				
	Three	**36.92**	**2.80**	**64**				
	More than three	32.32	1.99	22				
Family Monthly Income	Upto Rs.20,000	35.64	3.43	66	-	0.103	2.627	Ns
	Rs.20,001- Rs.40,000	**35.90**	**3.59**	**68**				
	Rs.40,001- Rs.60,000	35.84	4.08	134				
	Above Rs.60,000	35.68	3.18	132				

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

It is observed from the table 5.2 that the respondents who belong to the age group of above 50 years have the highest level of perception (Mean 37.47) and the lowest level of perception (Mean 35.07) has been found for the respondents who belong to the age group of 41 to 50 years. It is inferred that the women consumers who are in the age group of above 50 years have used the internet advertisements to reduce their shopping time.

With respect to the educational qualification, the highest mean score of 36.19 has been found among the Professionals and the lowest mean score of 34.17 has been found among the Higher Secondary Students. Hence, it is found that the professionals have a higher level of perception towards internet advertisements because they are well educated and better understand about the internet advertisements.

Regarding the marital status, the unmarried respondents have a higher level of perception (Mean 35.91) towards internet advertisements than married respondents (Mean 35.70). It is shown that the unmarried respondents have a positive perception towards internet advertisements because they are regularly watching the internet advertisements during free time.

With respect to occupational status, it is found that the Government employees have the highest level of perception (Mean 36.25), whereas, Self Employed has the lowest level of perception (Mean 35.07) towards internet advertisements. It is shown that the Government Employees have a positive perception towards internet advertisements because they have used internet advertisements to get previous user reviews.

Regarding the earning members in the family, it is shown that the highest mean score of 36.92 has been found among the respondents who have three earning members in their family and the lowest mean score of 32.32 has been found for the respondents who have more than three earning members in their family. It is identified that the women consumers who have three earning members in the family have the highest perception score because they are unmarried.

The respondents who have a family monthly income between Rs.20,001 to Rs.40,000 have the highest mean score of 35.90. Whereas, the lowest mean score of 35.64 has been identified among the respondents who have a family monthly income up to Rs.20,000. Hence, it is inferred that the respondents have a family monthly income between Rs.20,001 to Rs.40,000 because they have three earning members in the family.

The ANOVA result has indicated that the demographic factors, such as, age, occupation and family monthly income do not have a significant difference with the level of perception towards internet advertisements. Hence, the null hypothesis is accepted. The educational qualification has a significant difference with the level of perception towards internet advertisements at 5 per cent level. Hence, the null hypothesis is rejected. The earning members in the family have a significant difference with the level of perception towards internet advertisements at 1 per cent level. Hence, the null hypothesis is rejected.

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

ANOVA – Internet Usage Vs Perception Score

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

H_0: The perception score towards internet advertisements do not differ significantly among the internet usage.

Table 5.3

ANOVA – Internet Usage Vs Perception Score

Internet Usage	Classifications	Mean	S.D	No.	F	Table Value	Sig
Place of Internet Access	**Home**	**36.29**	**3.76**	**126**	1.925	2.395	Ns
	College library	34.45	4.39	11			
	Internet center	34.77	3.30	13			
	Any time Any where	35.68	3.46	240			
	Working place	34.00	3.74	10			

Internet Usage	Classifications	Mean	S.D	No.	F	Table Value	Sig
Frequency of Internet Access	Daily	35.89	3.54	348	4.170	3.367	**
	Weekly	**36.09**	**3.69**	**23**			
	Fortnightly	33.75	1.67	8			
	Monthly	30.86	4.02	7			
	Very rarely	35.64	3.89	14			
Frequency of Internet Access per Day	Less than 1 hour	34.56	4.15	43	3.645	3.367	**
	1 hour	35.64	3.34	77			
	2 hours	36.32	2.95	87			
	3 hours	34.90	2.83	68			
	More than 4 hours	**36.34**	**4.14**	**125**			
No. of Times of Internet Access per Day	1 to5 times	35.52	3.32	148	3.922	2.627	*
	6 to10 times	35.28	3.47	116			
	11 to15 times	**36.45**	**3.91**	**136**			
Internet Speed	**Super Fast**	**36.45**	**3.11**	**100**	3.559	2.627	*
	Fast	35.79	3.71	225			
	Moderate	35.03	3.47	59			
	Low	33.88	4.44	16			
Network Access in Phone/ I Pad /Tablet	BSNL	43.02	5.99	42	1.103	2.037	Ns
	Airtel	43.74	4.93	130			
	AirCel	42.09	4.86	43			
	Reliance	42.27	4.09	48			
	MTS	41.33	5.80	12			
	Vodofone	43.04	5.72	25			
	DoCoMo	43.24	3.51	17			
	Idea	**44.00**	**3.45**	**23**			

Internet Usage	Classifications	Mean	S.D	No.	F	Table Value	Sig
Network Access in Personal Computer /Laptop	BSNL	42.33	4.70	27	1.277	2.356	Ns
	Airtel	43.81	5.61	21			
	AirCel	**47.60**	**1.34**	**5**			
	Reliance	41.75	5.33	12			
	MTS	40.00	5.66	2			
	DoCoMo	44.00	8.08	4			
Frequently Used Browsers	**Google Chrome**	**36.04**	**3.52**	**264**	1.707	2.627	Ns
	Mozilla Firefox	35.34	3.62	35			
	Internet Explorer	34.73	4.15	26			
	UC Browser	35.36	3.61	75			
Popularly Used Search Engines	Google	35.64	3.41	343	7.619	2.395	**
	Yahoo	**38.64**	**4.07**	**25**			
	MSN	34.25	4.41	12			
	Bing	38.38	1.30	8			
	Ask	33.25	4.16	12			
Period of Watching Internet Channel Advertisements	Less than 1 year	34.88	3.94	80	2.486	2.395	*
	2 years	35.95	3.47	154			
	3 years	35.75	3.57	99			
	4 years	**37.09**	**2.50**	**33**			
	More than 4 years	35.76	3.99	34			

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

It is observed from the table 5.3 that the respondents who have accessed the internet from home have a higher level of perception (Mean 36.29) and the lower level of perception (Mean 34.00) has been found among the respondents who have used the internet from their workplace. It is shown that the women respondents are interested to access the internet from their home because they want to utilize their free time to gather more information regarding the products and services.

The perception score of the respondents are classified based on the frequency of internet access. It is revealed that the respondents who have accessed the internet weekly once have the highest mean score of 36.09 and the least mean score of 30.86 has been identified among the respondents who have used the internet monthly once. It is found that the respondents who have accessed the internet weekly once have the highest perception score because they belong to the age group of 41 to 50 years.

With respect to frequency of internet access per day, the respondents who have accessed the internet continuously for more than 4 hours have a higher level of perception (Mean 36.34) and a lower level of perception (Mean 34.56) has been identified among the respondents who have used the internet for less than 1 hour. Hence, it is inferred that the women consumers have mostly used the internet weekly once or monthly once to watch internet advertisements. So, they have accessed the internet for more than 4 hours in a day.

The respondents who have accessed the internet 11 to 15 times in a day have the highest mean score of 36.45. Whereas, the lowest mean score of 35.28 has been found among the respondents who have accessed the internet 6 to 10 times in a day. It is found that the respondents who have accessed the internet at different network. Speed may be varying time to time. So, the internet may be disconnecting when the speed is low.

Regarding the internet speed, the respondents who have accessed the internet at super fast have a higher level of perception (Mean 36.45) and the lower level of perception (Mean 33.88) has been found among the respondents who have accessed the internet at low speed. However, it is evident that the respondents have accessed the internet at low speed have used 3G and 2G type of internet speed and the respondents who have used 4G networks have accessed the internet at super fast speed.

With respect to the network access in phone/ Ipad /tablet, the respondents who have used Idea network have the highest mean score of 44.00 and the lowest mean score of 41.33 has been found among the respondents who have used MTS network. It is shown that the respondents have selected Idea network because they have offered the internet services at low cost for internet usage and extended talk time.

Regarding network access in personal computer / laptop, the respondents who have used AirCel network have the highest mean score of 47.60 and the lowest mean score of 40.00 has been found among the respondents who have accessed MTS network. It is found that the respondents have chosen Airtel network because they have best network plan for the broadband and Wi-Fi users.

Regarding the frequently used browsers, the respondents who have used Google Chrome browser have the highest mean score of 36.04 and the least mean score of 34.73 has been found for the respondents who have used Internet explorer browser. Hence, it is evident that the respondents have used Google chrome browser, which helps the women consumers to sync between the devices for immediate information access at the short time.

Regarding popularly used search engines, the respondents who have used Yahoo search engine have the highest mean score of 38.64. Whereas, the respondents who have used Ask search engine have the lowest mean score of 33.25. It is found that, the respondents who belong to the age group of above 50 years prefer to use Yahoo search engine because, it is the old browser.

The respondents who have accessed the internet channel advertisements for 4 Years have the highest mean score 37.09 and the lowest mean score of 34.88 has been found for the respondent who have accessed the internet channel advertisements for less than 1 year. The respondents have accessed the internet at anytime anywhere because they are regularly watching internet channel advertisement for more than 4 years.

The ANOVA result has indicated that the level of perception towards internet advertisements have no significant difference among the respondents based on place of internet access, network access in phone/I pad/ tablet and network access in personal computer/ laptop and frequently used browsers. Hence, the null hypothesis is accepted. However, in case of the number of times of internet access per day, internet speed and the period of watching internet channel advertisements have shown a significant difference in the level of perception towards internet advertisements at 5 per cent level of significance. Hence, the null hypothesis is rejected. The level of perception towards internet advertisements have a significant difference among the respondents based on the frequency of internet access, frequency of internet access per day and popularly used search engine at 1 per cent level of significance. Hence, the null hypothesis is rejected.

Level of Attitude towards Internet Advertisements

Mean ratings have been found for the statements regarding the level of attitude towards internet advertisements. The respondents have been asked to express their opinion on a five point Likert scale. The ratings have been assigned as ***5 - Strongly Agree, 4 - Agree, 3 - Neutral, 2 - Disagree and 1 - Strongly Disagree*** for all the statements. Highest score indicates the respondents have a high level of attitude towards internet advertisements. The table 5.4 shows the mean rating for all the statements.

Table 5.4

Descriptive Statistics - Level of Attitude towards Internet Advertisements

Statements	N	Minimum	Maximum	Mean	S.D
It makes me to access advertisement 24x7 for frequent update	400	1	5	4.04	.89
It makes me aware about new products, services and their features	***400***	***2***	***5***	***4.11***	***.63***
It is more interactive and keep me update about products and services	400	2	5	4.01	.69
Any where any time accessing makes me more comfortable	400	1	5	4.00	.79
It captures my attention and it is believable	400	1	5	3.74	.84
It helps us to connect with global market	400	1	5	3.88	.79
I trust and value the Internet advertisements for products and services	400	1	5	3.55	.85
It creates positive attitude in my mind by providing rich content of the information	400	1	5	3.71	.81
It makes me busy when I am alone	400	1	5	3.88	.88

(**Source:** Computed)

It is inferred from the table 5.4 that the respondents have strongly agreed with the statement ‘It makes me aware about new products, services and their features’ (Mean 4.11) followed by, ‘It makes me to access advertisement 24x7 for frequent update’

(Mean 4.04), 'It is more interactive and keep me update about products and services' (Mean 4.01), 'Anywhere any time accessing makes me more comfortable' (Mean 4.00), 'It helps us to connect with global market and it makes me busy when I am alone' (Mean 3.88), 'It captures my attention and it is believable'(Mean 3.74), 'It creates positive attitude in my mind by providing rich content of the information' (Mean 3.71) and the lowest mean score of 3.55 has been found for the statement that 'I trust and value the Internet advertisements for products and services'. Hence, it is indicated that the respondents have 'Agreed' with all the statements regarding the level of attitude towards internet advertisements.

ANOVA – Demographic Factors Vs Attitude Score

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

H_0: The attitude score towards internet advertisements do not differ significantly among the demographic factors.

Table 5.5

ANOVA - Demographic Factors Vs Attitude Score

Demographic Factors	Groups	Mean	S.D	No.	t	F	Table Value	Sig
Age	18 - 20 years	34.00	5.56	45	-	4.657	3.367	**
	21-30 years	35.43	3.69	150				
	31-40 years	34.24	3.83	117				
	41-50 years	34.88	3.94	69				
	Above 50 years	**37.89**	**3.41**	**19**				
Educational Qualification	Higher secondary	32.86	2.89	36	-	6.787	3.831	**
	Graduates	34.42	4.24	161				
	Post Graduates	35.68	4.06	94				
	Professionals	**35.77**	**3.89**	**109**				

Demographic Factors	Groups	Mean	S.D	No.	t	F	Table Value	Sig
Marital Status	**Married**	**35.14**	**3.96**	**274**	1.374	-	1.966	Ns
	Unmarried	34.53	4.33	126				
Occupation	College Students	34.25	4.45	93	-	3.828	3.064	**
	Private Employees	35.02	4.31	97				
	Government Employees	**36.07**	**4.12**	**71**				
	Professionals	35.30	2.71	44				
	Self-Employed	33.44	3.21	54				
	House wives	36.00	4.14	41				
Earning Members in the Family	One	35.36	4.10	138	-	7.402	3.831	**
	Two	34.52	4.00	176				
	Three	**36.23**	**3.86**	**64**				
	More than three	32.00	3.53	22				
Family Monthly Income	Up to Rs.20,000	35.70	4.43	66	-	5.118	3.831	**
	Rs.20,001-Rs.40,000	34.29	4.14	68				
	Rs.40,001-Rs.60,000	**35.75**	**3.81**	**134**				
	Above Rs.60,000	34.09	3.96	132				

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

It is found from the age wise mean score that the highest mean score of 37.89 has been found for the respondents who belong to the age group of above 50 years and the lowest mean score of 34.00 has been found for the respondents who belong to the age group of 18 - 20 years. Hence, the respondents belong to the age group of above 50 years because, they are professionals.

With respect to the educational qualification, the professionals have the highest level of attitude (Mean 35.77) and the least level of attitude (Mean 32.86) has been found among the higher secondary students.

Regarding the marital status, the married respondents have the highest mean score of 35.14. Whereas, the unmarried respondents has been found with the lowest mean score of 34.53.

Hence, it is inferred that the married respondents have widely used the internet advertisements to use the immediate offers and discounts regarding products and services.

Regarding the occupation status, the Government Employees have the highest mean score of 36.07. Whereas, the least mean score of 33.44 has been identified among the respondents who are Self-Employed. It is found that the respondents are Government employees. So, they have accessed the internet in their working place.

With respect to the earning members in the family, it is found that the respondents who have three earning members in their family have the highest mean score of 36.23 .Whereas, the lowest mean score of 32.00 has been found among the respondents who have more than three earning members in the family. Hence, it is inferred that the respondents have three earning members in the family because they are married.

The respondents who have a family monthly income between Rs.40,001 to Rs.60,000 have the highest mean score of 35.75 and the lowest mean score of 34.09 has been identified among the respondents who have a family monthly income of above Rs.60, 000. Hence, the respondents have a family monthly income between Rs.40,001 to Rs.60,000 because they are Government employees.

The ANOVA result has indicated that the demographic factors, such as, age, educational qualification, occupation, earning members in the family and family monthly income have a significant difference with the level of attitude towards internet advertisements at 1 per cent level. Hence, the null hypothesis is rejected.

The t-test result shows that, there is no significant difference in the level of attitude towards internet advertisements between married and unmarried. Hence, the null hypothesis is accepted.

ANOVA –Internet Usage Vs Attitude Score

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

H_0: The attitude score towards internet advertisements do not differ significantly among the internet usage.

Table 5.6

ANOVA – Internet Usage Vs Attitude Score

Internet Usage	Classifications	Mean	S.D	No.	F	Table Value	Sig
Place of Internet Access	Home	34.67	4.54	126	.334	2.395	Ns
	College library	34.64	3.29	11			
	Internet center	34.46	5.09	13			
	Any time Any where	35.10	3.82	240			
	Working place	**35.50**	**4.12**	**10**			
Frequency of Internet Access	**Daily**	**35.13**	**4.04**	**348**	2.952	2.395	*
	Weekly	**35.13**	**4.31**	**23**			
	Fortnightly	31.75	4.23	8			
	Monthly	31.86	2.79	7			
	Very rarely	33.43	4.07	14			
Frequency of Internet Access per Day	Less than 1 hour	34.12	3.45	43	2.425	2.395	*
	1 hour	34.60	4.12	77			
	2 hours	35.28	3.84	87			
	3 hours	34.12	3.88	68			
	More than 4 hours	**35.66**	**4.42**	**125**			
No. of Times of Internet Access per Day	1 to5 times	35.20	3.74	148	4.811	4.659	**
	6 to10 times	33.98	3.18	116			
	11 to15 times	**35.49**	**4.93**	**136**			
Internet Speed	**Super Fast**	**35.84**	**4.11**	**100**	3.203	2.627	*
	Fast	34.88	4.14	225			
	Moderate	33.93	3.53	59			
	Low	33.94	4.22	16			

Internet Usage	Classifications	Mean	S.D	No.	F	Table Value	Sig
Network Access in Phone/ I Pad /Tablet	BSNL	35.57	4.27	42	1.186	2.037	Ns
	Airtel	34.96	4.23	130			
	AirCel	35.09	3.24	43			
	Reliance	**35.96**	**3.63**	**48**			
	MTS	35.83	3.88	12			
	Vodofone	33.60	5.28	25			
	DoCoMo	33.82	3.54	17			
	Idea	34.96	4.04	23			
Network Access in Personal Computer /Laptop	BSNL	34.19	3.34	27	3.162	2.356	*
	Airtel	32.52	3.36	21			
	AirCel	**38.80**	**2.86**	**5**			
	Reliance	34.00	2.92	12			
	MTS	33.00	5.66	2			
	DoCoMo	37.00	6.93	4			
Frequently Used Browsers	**Google Chrome**	**35.28**	**4.10**	**264**	1.856	2.627	Ns
	Mozilla Firefox	34.49	4.49	35			
	Internet Explorer	33.85	3.16	26			
	UC Browser	34.37	4.06	75			
Popularly Used Search Engines	Google	35.01	4.07	343	1.627	2.395	Ns
	Yahoo	**35.76**	**4.68**	**25**			
	MSN	34.67	4.42	12			
	Bing	34.00	3.07	8			
	Ask	32.33	2.46	12			
Period of Watching Internet Channel Advertisements	Less than1 year	34.04	4.39	80	1.899	2.395	Ns
	2 years	35.04	3.95	154			
	3 years	35.53	4.18	99			
	4 years	**35.58**	**3.21**	**33**			
	More than 4 years	34.35	4.21	34			

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

It is observed from the table 5.6 that the respondents who have accessed the internet from their workplace have the highest mean score of 35.50 and the least mean score of 34.46 has been found among the respondents who have accessed the internet at internet cafe. It is found that the respondents have widely used the internet from their workplace.

Regarding the frequency of internet access, the highest mean score of 35.13 has been found among the respondents who have accessed the internet daily and weekly and the lowest mean score of 31.75 has been identified among the respondent who have accessed the internet fortnightly. The respondents who are Government employees have accessed the internet daily and weekly for the official work purpose.

Mean score has been found among the respondents based on the frequency of internet access per day, the highest mean score of 35.66 has been found among the respondents who have accessed the internet continuously for more than 4 hours and the lowest mean score of 34.12 has been identified among the respondents who have accessed the internet for less than 1 hour and 3 hours. Hence, it is evident that the respondents have used the internet for more than 4 hours in a day because they have used the internet at their work place.

With respect to the number of times of internet access per day, the respondents who have access the internet for 11 to15 times in a day have the highest mean score of 35.49 and the lowest mean score of 33.98 has been found among the respondents who have accessed the internet 6 to 10 times in a day. Hence, it is found that the respondents have used the internet for 11 to 15 times in a day.

Regarding the internet speed, the respondents who have accessed the internet at super fast have the highest mean score of 35.84. Whereas, the lowest mean score of 33.93 has been found among the respondents who have accessed the internet at moderate speed. Hence, it is evident that the respondents have used the reliance network for the super fast internet speed.

With respect to network access in Phone/ I Pad /Tablet, the respondents who have used Reliance network have the highest mean score of 35.96 and the lowest mean score of 33.60 has been found among the respondents who have used Vodafone network. Hence, the respondents have accessed the internet at super fast speed because they have used the Reliance network.

The attitude score has been found regarding the network access in Personal Computer /Laptop , the respondents who have used AirCel network have the highest mean score of 38.80 and the lowest mean score of 32.52 has been found that respondents who have used Airtel network. It is found that the respondents have used AirCel network because it provides the best service at lowest cost. So, the respondents have spent around Rs.500 for the internet usage per month.

With respect to the frequently used browsers, the respondents who have used Google Chrome browser have the highest mean score of 35.28. Whereas, the lowest mean score of 33.85 has been found for the respondents who have used Internet Explorer. However, it is found that the respondents have used Google Chrome browser to get update information regarding the products and services.

Regarding the popularly used search engines, the highest mean score of 35.76 has been found among the respondents who have used Yahoo search engine and the lowest mean score of 32.33 has been found for the respondents who have used Ask search engine. It is inferred that the respondents have used Yahoo search engine to view advertisements related to the products and services.

The respondents who have accessed the internet channel advertisements for 4 Years have the highest mean score of 35.58 and the lowest mean score of 34.04 has been found among the respondents who have accessed internet channel advertisement for less than 1 year. Hence, the respondents have accessed the internet channel advertisements for 4 years to take decision regarding products and services and to receive the feedback from the previous users.

The ANOVA result has indicated that the place of internet access, network accessed in Phone/I pad /Tablet, frequently used browsers, popularly used search engines and period of watching internet channel advertisements do not have a significant difference in the level of attitude towards various internet advertisements. Hence, the null hypothesis is accepted. However, the frequency of internet access, frequency of internet access per day, internet speed and network access in personal computer /laptop have a significant difference in the level of attitude towards internet advertisements at 5 per cent level. Hence, the null hypothesis is rejected. The number of times of internet access per day has a significant difference with the level of attitude towards internet advertisements at 1 per cent level. Hence, the null hypothesis is rejected.

Table 5.7

Purpose of Watching Product Internet Advertisements

Purpose	Yes		No		Total	
	No	Per cent	No	Per cent	No	Per cent
To know information about the product	**397**	**99.3**	3	0.8	400	100
To view more variety of products	**380**	**95.0**	20	5.0	400	100
To see alternative products	**335**	**83.8**	65	16.3	400	100
To buy Product	**311**	**77.8**	89	22.3	400	100
To obtain expert opinion	**200**	**50.0**	200	50.0	400	100
To reduce risk	**230**	**57.5**	70	42.5	400	100
To read feedback	**297**	**74.3**	103	25.8	400	100
To fulfill my free time	**241**	**60.3**	159	39.8	400	100

(**Source:** Computed)

It is observed from the table 5.7 that 99.3 per cent of the respondents have watched internet advertisements to know information about the products, 95 per cent of the respondents have watched to view more variety of products, 83.8 per cent of the respondents see alternative products through internet advertisements, 77.8 per cent of the respondents have watched to buy products, 74.3 per cent of the respondents read feedback from the previous consumers,60.3 per cent of the respondents have watched internet advertisements to fulfill my free time,57.5 per cent of the respondents have watched internet advertisements to reduce risk while purchasing the products and 50 per cent of the respondents have watched internet advertisements to get expert opinion about the products. It is inferred that, majority of the respondents have watched the internet advertisements to know detailed information about the products and reviews to take immediate decisions about purchase of products

Table 5.8

Purpose of Watching Service Internet Advertisements

Purpose	Yes		No		Total	
	No	**Per cent**	**No**	**Per cent**	**No**	**Per cent**
To know information about the services	**384**	**96.0**	16	4.0	400	100
To view more services	**326**	**81.5**	74	18.5	400	100
To see alternative services	**315**	**78.8**	85	21.3	400	100
To avail services	**258**	**64.5**	142	35.5	400	100
To obtain expert opinion	**203**	**50.7**	197	49.3	400	100
To reduce risk	**258**	**64.5**	142	35.5	400	100
To read feedback	**293**	**73.3**	107	26.8	400	100
To fulfill my free time	**215**	**53.8**	185	46.3	400	100

(**Source:** Computed)

It is observed from the table 5.8 that 96 per cent of the respondents have watched internet advertisements to know information about the services , 81.5 per cent of the respondents have watched to view about more services, 78.8 per cent of the respondents see alternative services , 73.3 per cent of the respondents read feedback from the previous consumers, 64.5 per cent of the respondents have watched to avail services and to reduce risk while accessing services, 53.8 per cent of the respondents have watched to fulfill my free time and 50.7 per cent of the respondents have watched to obtain expert opinion about the products. It is inferred that, majority of the respondents have watched the internet advertisements to gather detailed information related to various services offered by the service providers.

Mean Ranking

Factors Influencing the Preference of Internet Advertisements

The table 5.9 shows the mean rank for the factors influencing the preference of internet advertisements. The most important item was given rank of 1 and the least important item was given rank of 11.

Table 5.9

Factors Influencing the Preference of Internet Advertisements

Factors	Mean Rank	Actual rank
Detailed specification about products and services	4.79	3
Price discounts on special occasion are easily known	5.14	4
Reliable source of information	4.52	2
Animated images, audios and videos on advertisement	7.40	10
Previous customer reviews are valuable	**4.34**	**1**
Less time consumption	5.49	5
Easy comparison of prices	6.09	6
Guarantee about the product and services can be known easily	7.25	9
Internet channel encourages consumers to share their experience	7.58	11
Quick access of new arrivals	6.52	7
Repeatedly viewing advertisement	6.90	8

(**Source:** Computed)

It is observed from the table 5.9 that, 'Previous customer reviews are valuable' is the most essential factor which influence the women consumers to prefer internet advertisements with the highest mean rank of 4.34, followed by 'Reliable source of information' (Mean 4.52), 'Detailed specification about products and services' (Mean 4.79) , 'Price discounts on special occasion are easily known' (Mean 5.14), 'Less time consumption'(Mean 5.49) , 'Easy comparison of prices'(Mean 6.09), 'Quick access of new arrivals' (Mean 6.52), 'Repeatedly viewing advertisement'(Mean 6.90), 'Guarantee about the products and services can be known easily'(Mean 7.25), 'Animated images, audios and videos on advertisement' (Mean 7.40) and 'Internet channel encourages consumers to share their experience' (Mean 7.58) .Hence, it is inferred that, 'Previous customer reviews are valuable' is the major factor which influences the women consumers preferences towards internet advertisements.

Kendall's Coefficient of Concordance

Kendall's Co-Efficient of Concordance has been used to find whether the ranks assigned by the respondents have any similarities. The Kendall's Co-Efficient of Concordance (W) varies between 0 and 1. Higher the value of (W), higher the similarity among the respondents in assigning ranks.

Table 5.9 (a)

Kendall's Coefficient of Concordance -

Factors Influencing the Preference of Internet Advertisements

Kendall's W	.132

(**Source:** Computed)

It is found from the table 5.9 (a) that Kendall's (W) is 0.132 shows that there is less similarity among the respondents in assigning of ranks for the factors which influence the respondents preference towards internet advertisements.

Table 5.10

Product Internet Advertisements (Multiple Responses)

Types of Internet Advertisements	No. of respondents	Per cent
Jewellery	289	72.3
Garments	**299**	**74.8**
Automobiles	143	35.8
Electronic goods	248	62.0
Household appliances	238	59.5
Stationery	134	33.5
Food and grocery	245	61.3
Books and novels	278	69.5
Cosmetics	291	72.8

(**Source:** Computed)

It is observed from the table 5.10 that 74.8 per cent of the respondents have preferred garment advertisement, 72.8 per cent of the respondents have preferred cosmetic advertisement, 72.3 per cent of the respondents have preferred jewellery advertisement, 69.5 per cent of the respondents have preferred books and novels advertisement, 62 per cent of the respondents prefer electronic goods advertisement, 61.3 per cent of the respondents have preferred food and grocery advertisement, 59.5 per cent of the respondents have preferred household appliances advertisement, 35.8 per cent of the respondents have preferred automobile advertisement and 33.5 per cent of the respondents have preferred stationery advertisement. It is identified that the majority of the respondents have preferred garment advertisement because the most of the women consumers are very much interested in choosing their garments. So, they have watched garment advertisements repeatedly to get the best garment based on their requirements.

Table 5.11

Service Internet Advertisements (Multiple Responses)

Types of Internet Advertisements	No. of respondents	Per cent
Education and training	276	69.0
Government services, Recruitment agencies, tenders	216	54.0
Insurance services	166	41.5
Hospital, health care, doctors' offices and nursing homes	164	41.0
Financial and banking services	265	66.3
Matrimonial	115	28.7
Transportation and accommodation	291	72.8
Job advertisements	252	63.0
Restaurant, leisure and hospitality	258	64.5
Mobile network services	**303**	**75.8**
Amusement park, photography and Cinema hall	234	58.5
Public welfare services	156	39.0
Beauty parlors	216	54.0

(**Source:** Computed)

It is identified from the table 5.11 that 75.8 per cent of the respondents have preferred mobile network services advertisement, 72.8 per cent of the respondents have preferred transportation and accommodation service advertisement, 69 per cent of the respondents have preferred education and training advertisement, 66.3 per cent of the respondents have preferred financial and banking services advertisement, 64.5 per cent of the respondents have preferred restaurant, leisure and hospitality services advertisement, 63 per cent of the respondents have watched job advertisement, 58.5 per cent of the respondents have preferred amusement park, photography and Cinema hall advertisement, 54 per cent of the respondents have preferred both government services, recruitment agencies and tender and beauty parlors advertisement,41.5 per cent of the respondents have preferred insurance services advertisement, 41 per cent of the respondents have preferred hospital, health care, doctors' offices and nursing homes advertisement, 39 per cent of the respondents have preferred public welfare services advertisement and 28.7 per cent of the respondents have preferred viewing matrimonial sites advertisement. It is inferred that the most of the respondents have preferred mobile network services advertisement because they have introduced new plan in the regular intervals to retain the consumers connected to their networks.

In this chapter, the consumer perception and attitude towards internet advertisements, the purpose of internet advertisements and the factors influencing the preference of the internet advertisement have been analysed using percentage analysis, descriptive statistics, ANOVA, t-test and Kendall's Coefficient of Concordance. The result shows that the women consumers have the highest mean rating for the statement 'internet advertisements are easy accessible'.

The demographic factors, such as, educational qualification and earning members in the family have significant difference with the level of perception towards internet advertisements. 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, popularly used search engine and period of watching internet channel advertisements have a significant difference with the level of perception towards internet advertisements.

The descriptive statistics reveals that the women consumers have a high mean rating for the statement that ‘internet advertisements makes me aware of new products, services and their features’. The ANOVA result shows that the demographic factors, such as, age, educational qualification, occupation, earning members in the family and family monthly income have a significant difference with the level of attitude towards internet advertisements. The internet usage, such as, the frequency of internet access, frequency of internet access per day, numbers of times of internet access per day, internet speed and network access in personal computer /laptop have a significant difference with the level of attitude towards internet advertisements. The t-test result shows that the demographic factor, namely, marital status has no significant difference with the level of perception and attitude towards internet advertisements.

The purpose of watching product internet advertisements have been categorized and the majority of the respondents have watched the internet advertisements to know information about the products and services.

The women consumers have given the highest mean rank for the factor ‘previous consumer reviews are valuable’. The Kendall's Coefficient of Concordance (W) result shows the less similarity among the respondents in assigning rank for the factor influencing the respondents’ preference towards internet advertisements.

The multiple response analysis has been used to identify the most preferred products and services internet advertisements. The garment internet advertisement and the mobile network have been highly watched by the women consumers with respect to products and services internet advertisements respectively.