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Research Article

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

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ABSTRACT

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

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INTRODUCTION

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

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

Statement of the Problem

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

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Objectives of the study

- To study the level of knowledge of women consumers in accessing internet.
- To identify the factors influencing the preference for internet advertisement.
- To explore the impact of internet advertisements on purchases decisions.

Review of Literature

“Effect of Digital Advertising on Gen Y Customers –A study on Echo Boomers (1980 -2000)” by Vijayalashmi and Nandhini(2016)¹.India’s dream project is ‘Digital India’ this means everything in one touch and the main intension of Digital India is “Power to Empower”. Digital advertisement is become a new sensation to drag customer to the world of advertisement and companies have made changes in the products with help of feedback given by the customers. It this digital age, we have an opportunity to transform lives of people in the ways that was hard to imagine a couple of decade age. The main aim of the study is to identify the consumer attitude, perception and impact of digital advertising among echo boomers. The study is based on primary data collected from 50 women customers in Coimbatore city by adopting convenient sampling technique. The statistical tools such as simple percentage Analysis, Multiple response, Descriptive statistics and ANOVA have been applied to analyse the data. Now-a-days, women are balancing both home and work they have less space for them to spend time to make purchases decision. Digital advertising helps the women consumers to simplify their shopping work more easier.

Vijayalakshmi and Nandhini (2016)² have conducted a study on “Awareness and Usage of Social Media among The College Students”. A sample of 50 college students have been taken for the by using convenient sampling technique. Statistical tools such as Simple percentage Analysis, Mean Ranking, Kendall’s Co-Efficient of Concordance (W) and ANOVA have been used to analyse the data. The findings of the study shows that, 30 per cent of the respondents are aware of social media sites through friends and relatives, all the respondents are aware of Face book, 44 per cent of the respondents are access social media sites through mobile phone and they are using daily. The study has concluded that, the student usage of social networking site has been increasing rapidly and they are mostly using for their academic performance.

Methodology

The data have been collected from 30 women consumers in Coimbatore by applying simple random sampling technique. Secondary data have been collected from various publications in journals, magazines, websites and books. The study is undertaken for a period of one month (April 2017).Statistical tools such as Simple percentage analysis, Multiple response, Mean rank, Kendall’s Co-Efficient of concordance (W), ANOVA and t- test have been applied to analyse the data.

Analysis and Interpretation

Simple Percentage Analysis

Table 1 Personal Profile of the Consumers

Particulars	No. of respondents	Per cent	
Age	18-25 years	5	16.7
	26 to 35 years	10	33.3
	36 to 45 years	12	40.0
	Above 45 years	3	10.0
Educational qualification	Higher secondary	3	10.0
	Graduate	9	30.0
	Post Graduate	6	20.0
Marital status	Professional	12	40.0
	Married	22	73.3
	Unmarried	8	26.7
Occupation	College Student	5	16.7
	Private Employee	5	16.7
	Government Employee	5	16.7
	Professional	5	16.7
	Self-Employed	5	16.7
	House wife	5	16.7
	One	9	30.0
Earning Members in Your Family	Two	8	26.7
	Three	10	33.3
	Above Three	3	10.0
Family monthly income	Upto Rs.20,000	2	6.7
	Rs.20001- Rs.40000	7	23.3
	Rs.40001- Rs.60000	9	30.0
	Above Rs.60000	12	40.0
	Total	30	100.0

(Source: Computed)

It is inferred from the above table that 40 per cent of the respondents are between 36 to 45 years, 40 per cent of the respondents are Professionals, 73.3 per cent of the respondents are married, 5 respondents have been taken for the study from each categories because usage of internet vary according to occupation of the respondent so respondents from each groups are equally divided to find their internet usage, 33.3 per cent of the respondents are have three earning member in their family and 40 per cent of the respondents Family monthly income ranges above Rs.60,000.

Table 2 Accessing level of the Internet Knowledge

Particulars	No. of respondents	Per cent	
Place of Internet Access	Home	14	28.0
	College library	1	2.0
	Internet center	0	0.0
	Any time Any where	2	4.0
Device used for internet access	Working place	8	16.0
	PC	12	21.1
	Tablet	3	5.3
	I pad	1	1.8
	Phone	30	52.6
Type of phone used	Laptop	11	19.3
	Windows Phone	4	13.3
	Android Phone	23	76.7
	I phone	3	10.0
Total	30	100	

(Source: Computed)

It is inferred from the above table that, 28 per cent of the respondents are accessing internet in their home, 52.6 per cent of the respondents are accessing internet in their phone and 76.7 per cent of the respondents using android phone to access internet.

Table 3 Frequency of Access of Internet

Particulars	No. of respondents	Per cent
Frequency of Internet Access	Daily	28 93.3
	Weekly	1 3.3
	Fortnightly	0 0.0
	Monthly	0 0.0
Frequency of Internet Access per day	Very rarely	1 3.3
	Less than 1 hour	3 10.0
	1 hour	4 13.3
	2 hours	11 36.7
	3 hours	2 6.7
Times of internet access per day	More than 4 hours	10 33.3
	1-5 times	15 50.0
	6-10 times	6 20.0
	11-15 times	9 30.0

(Source: Computed)

It is inferred from the above table that, 93.3 per cent of the respondents' accessing internet daily, 36.7 per cent of them is accessing internet daily for 2 hours and 50 per cent of the respondent frequently using internet 1- 5 times in a day.

Table 4 Kind of Internet Advertisement Channel Preferred by the Consumers (Multiple Response)

S.No	Internet advertisement channel	No. of Respondents	Per cent
1.	E-mail Advertisement	22	73.3
2.	Social Media Advertisement	28	93.3
3.	Display Advertisement	22	73.3
4.	Search Advertisement	23	76.7
5.	Website advertisement	26	86.7
6.	Mobile application advertisement	24	80.0

(Source: Computed)

It is inferred from the above table that 93.3 per cent of the respondents are attracted to social media advertisement, 86.7 per cent of the respondents are interested in watching website advertisement, 80 per cent of the respondents are in viewing mobile application advertisement, 76.7 per cent of the respondents are paying attention towards search advertisement and 73.3 per cent of the respondents are attracted towards e-mail advertisement and display advertisement.

Factors Influence the Consumer Preference towards Internet Advertisement

The table shows the mean rank obtained for the factors given under factors which influence the consumer preference towards internet advertisement. The most important item was given rank of 1 and least important item was given rank of 10.

Table 5 Factors Influence the Consumer Preference towards Internet Advertisement

Factors	Mean Rank	Actual rank
Detailed specification about products and services	4.53	2
Price discounts on special occasion are easily known	6.05	7
Reliable source of information	4.62	4
Animated images, audios and videos for advertisement	5.92	6
Previous customer reviews are valuable	4.07	1
Less time consumption	5.52	5
Easy comparison of prices	4.60	3
Guarantee about the product and services can be known easily	6.53	9
Internet channel encourages consumers to share their experience	6.95	10
Quick access of new arrivals	6.22	8

(Source: Computed)

'Previous customer reviews are valuable' has been found to be the most important factor which has made the consumer to prefer internet advertisement with a mean rank of 4.07 followed by factors of 'Detailed specification about products and services', 'Easy comparison of prices', 'Reliable source of information', 'Less time consumption', 'Animated images, audios and videos for advertisement', 'Price discounts on special occasion are easily known', 'Quick access of new arrivals', 'Guarantee about the product and services can be known easily' and 'Internet channel encourages consumers to share their experience' with mean rank of 4.08, 4.53, 4.60, 4.62, 5.52, 5.92, 6.05, 6.22, 6.53 and 6.95 respectively.

Hence it is inferred that 'Previous customer reviews are valuable' has been found to be the most important factor which has made the consumer to prefer internet advertisement.

Kendall's Coefficient of Concordance (W)

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

Kendall's (W) is found in the above table and it shows that there is less similarity in assigning of rank, for the factors influence the consumer to prefer internet advertisement.

Anova- Impact Score

NOVA has been employed to find out whether there is any significant difference in the impact scores of the respondents based on their personal factors.

H₀: The impact scores of digital advertisement do not differ significantly among respondents based on different age, educational qualification, occupation and family monthly income.

Table 6 Personal Factors Vs Impact Score

Particulars		Impact Mean Score			F	Sig	H0
		No.	Mean	S.D			
Personal Factors	Descriptions						
Age	18-25 years	5	4.8200	.46583	3.698	.024	Accepted
	26 to 35 years	10	4.6800	.43919			
	36 to 45 years	12	4.3250	.40028			
	above 45 years	3	3.9667	.47258			
Educational qualification	Higher secondary	3	4.2333	.41633	1.516	.234	Rejected
	Graduate	9	4.4778	.51181			
	Post Graduate	6	4.8333	.43665			
	Professional College Student	12	4.3917	.47186			
	Private Employee	5	4.4600	.39749			
Occupation	Government Employee	5	4.1400	.26077	.712	.620	Rejected
	Professional Self-Employed	5	4.5400	.57706			
	House wife	5	4.6400	.80498			
	Upto Rs.20,000	2	4.4000	.84853			
	Rs.20,001- Rs.40,000	7	4.4429	.32587			
Family Monthly Income	Rs.40,001- Rs.60,000	9	4.4778	.34921	.083	.969	Rejected
	Above Rs.60,000	12	4.5417	.63741			

(Source: computed)

It is evident from the above table that the highest mean value (4.82) has been found for the age group 18 to 25 years, which denotes that the consumers have high level of impact towards internet advertisement when compared to the other age groups. The ANOVA result shows that the significant value .024 is lesser than the 0.05 at 5 per cent level of significance. Hence, it is inferred that the level of impact of internet advertisement do not differ significantly among the respondents based on different age groups. Hence, the null hypothesis is accepted.

It is evident from the above table that the highest mean value (4.83) has been found for post graduate, which denotes that the consumers have high level of impact towards digital internet advertisement when compared other educational qualification groups. The result shows that the significant value 0.234 is greater than the 0.05 at 5 per cent level significant. It is inferred that the impact of internet advertisement differ significantly among the respondents based on their educational qualification. Hence, the null hypothesis is rejected.

It is evident from the above table that the highest mean value (4.66) has been found for the college students group, which denotes that the consumer have high level of impact towards internet advertisement when compared to other occupational groups. The result shows that the significant value 0.620 is greater than the 0.05 at 5 per cent level of significance. It is inferred that the impact of internet advertisement differ significantly among the respondents based on their occupation. Hence, the null hypothesis is rejected.

It is evident from the above table that the highest mean value (4.48) has been found for Rs.40, 001- Rs.60, 000, which denotes that the consumers have high level of impact towards internet advertisement when compared to the respondents of

other family monthly income groups. The result shows that the significance value .969 is greater than the 0.05. It is inferred that the level of impact of internet advertisement differ significantly among the family monthly income groups. Hence, the null hypothesis is rejected.

T -Test- Impact Score

t-test has been applied to find whether there is any significant difference in the impact scores assigned by the consumers based on their marital status.

H₀. The average impact score do not differ significantly between married and unmarried consumers.

Table No.7 – Marital status Vs Impact Score

Personal Factors	Classifications	Impact Mean Score			F	Sig	H ₀
		No.	Mean	S.D			
Marital status	Married	22	4.4000	.47909	.357	.555	Rejected
	Unmarried	8	4.7375	.44381			

(Source: Computed)

The highest mean value of 4.40 has been found for the consumers are married, which implies that the level of impact on consumers purchase decision is high among married consumers compared to unmarried consumers.

The significant value 0.555 is greater than the 0.05 at 5 per cent level of significance. Hence, it is inferred that the level of impact on consumers purchase decision do not differ significantly among married consumers compared to unmarried consumers. Hence, the null hypothesis is accepted.

Suggestions

1. Marketers should enhance look and feel of advertisement according to consumer needs.
2. Irrelevant advertisement should be stopped.
3. Difficulty in loading web page problem should be solved.
4. Unpleasant advertisement should be removed.

CONCLUSION

In the digital age, advertisement industry stepping in digitization era to survive in the market and to fight in competitive world. Internet become powerful medium for advertisement and it help the consumers to interact with the manufactures. This helps the manufacturers to enrich the quality of consumer as per consumer need. The study is undertaken to fill the gap in previous reviews and to give new dimension for Internet advertisement. Women are the decision making queen and they are capable to get product by their choice. The result shows that internet advertisement has a positive impact on women consumers purchase decision and women choose the product based upon previous customer reviews. Promotion about email and display advertisement should be increase and make the consumer to access those advertisements. Hence the study has concluded that women are the back bone of whole nation. Internet advertisement support women to take correct decision regarding product and services. Marketers should support women consumers by providing more guidance to view advertisement and they should create trust in the minds of consumers.

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