

A STUDY FOCUSING ON THE WOMEN CONSUMERS PREFERENCE TOWARDS ONLINE ADVERTISEMENTS IN TENKASI DISTRICT

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ABSTRACT

In the era of digital marketing, understanding consumer behaviour towards online advertisements is paramount for marketers to devise effective strategies. This study delves into the preferences of women consumers regarding online advertisements, recognizing the significance of this demographic in shaping market trends. Employing a mixed-methods approach, combining qualitative interviews and quantitative surveys, this research explores various factors influencing women's perceptions and responses to online ads. Factors such as content relevance, visual appeal, interactivity, trustworthiness, and privacy concerns are analysed to uncover the underlying preferences of women consumers. Additionally, this study investigates the impact of demographic variables, including age, income, education, and online activity, on women's attitudes towards online advertisements. Findings from this study offer valuable insights for marketers to tailor their online advertising strategies effectively, enhancing engagement and fostering positive relationships with women consumers in the digital realm.

Key Words: Digital marketing, consumer behaviour, Marketers, online advertisements, Women's attitude, etc.,

INTRODUCTION

In the dynamic landscape of digital marketing, the preferences and behaviors of consumers, particularly women, towards online advertisements have become a focal point for marketers seeking to engage effectively with their target audience. The proliferation of internet usage and the widespread adoption of digital platforms have transformed the advertising landscape, providing unprecedented opportunities for brands to connect with consumers. However, amidst this digital revolution, understanding the nuanced preferences and attitudes of women consumers towards online advertisements remains a critical yet understudied aspect.

Women represent a significant segment of the consumer population, wielding substantial purchasing power and influencing household spending decisions. Their preferences, motivations, and responses to online advertisements are shaped by a myriad of factors, including societal norms, cultural influences, personal values, and technological

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advancements. Recognizing the importance of catering to the specific needs and preferences of women consumers, marketers must delve deeper into understanding the intricacies of their interactions with online ads.

This study aims to address this gap in the literature by conducting a comprehensive investigation into women consumers' preferences towards online advertisements. By adopting a mixed-methods approach, incorporating both qualitative and quantitative methodologies, this research seeks to elucidate the underlying factors driving women's perceptions and responses to online ads. Through in-depth interviews and surveys, we will explore various dimensions such as content relevance, visual appeal, interactivity, trustworthiness, and privacy concerns, among others, to unravel the intricacies of women's attitudes towards online advertisements.

Furthermore, this study will examine the influence of demographic variables, including age, income, education, and online activity, on women's preferences towards online advertisements. By identifying demographic trends and patterns, marketers can tailor their advertising strategies to better resonate with the diverse needs and preferences of women consumers across different segments.

REVIEW OF LITERATURE

Al-gammal and Siddiq (2018) in their research paper expressed that online advertising is aimed to suggest products and services to the population of Internet users. This study seeks to understand the perceptions towards advertising in the online social networking. Websites, even to know how the foreigner students in Mysore think about online advertising. The reason this topic has chosen is to allow for a better understanding of the foreign students in Mysore and their attitude towards online advertising. Furthermore, as there is lack of research study of this topic in the Indian context, in order to enhance the knowledge in this field, this research is carried out in India. A total of 25 sets of questionnaires were distributed to the potential Internet user respondents and 22 sets of questionnaires were collected. Thereby, the response rate of this research was 92 percent. The data has been analyzed by using SPSS application. It is observed that most of respondents originally from Yemen, Tanzania, and Jordan, most of them holding PG and UG certificate, their age ranges between 20-25, and most of them are male. Researchers found that most of the respondents don't have given perception about the online advertising with a high quality. By understanding all the factors that influence consumer's attitude towards online advertising, marketer can better create an effective advertisement to influence consumers' informational responses.

Tripathy (2022) in his study stated that in the 21st century and after the internet revolution and ample availability of smartphones, the advertisement trend have witnessed a major shift towards online mode. The current pandemic of COVID 19, where most businesses were forced to pull the plug on their physical operations, propelled many businesses to come out of the shell of traditional marketing and sell their product by using the newly evolving e-marketing medium. With the popularity of digital marketing on a rise social media platform have turned into a marketing arena to reach at the end consumers for promoting products and services. Because of cost- effectiveness and ease of setup most

businesses in the current time are attracted towards online advertisement in Facebook network but at the same time over popularization and high intensity of online advertisement have triggered annoyance of customers towards Ad. This study aims at having a glance at the online advertisement in Facebook network from consumers' perspective and to find out level of consumers' annoyance for e-advertisement and the frequency of ad watched. And lastly to formulate a set of guidelines for advertisers in Facebook for creating an effective advertisement.

OBJECTIVES OF THE STUDY

- To study the socio-demographic profile of the women consumers in the study area.
- To analyze the preference of women consumers towards online advertisements in Tenkasi district.
- To offer suggestions based on the findings of the study.

METHODOLOGY OF THE STUDY

This study uses both primary data and secondary data. The primary data has been collected from 60 sample respondents in Tenkasi district. The secondary data has been collected from various articles, journals, books and websites.

ANALYSIS AND INTERPRETATION

Table 1

Socio-demographic profile of the respondents

Variables	Categories	No of Respondents	Percentage
Educational qualification	SSLC	2	3.3
	HSC	9	15
	UG	35	58.3
	PG	14	23.4
Occupation	Student	12	20
	Home maker	18	30
	Private employee	21	35
	Government employee	9	15
Family type	Nuclear family	42	70
	Joint family	18	30
Area of residence	Rural area	17	28.3
	Semi urban area	25	41.7
	Urban area	18	30.0

Source: Primary Data

The above table 4.1 shows that 58.3% of the respondents are Under graduates, 35% of the respondents are private employees, 70% of the respondents are from nuclear family and 41.7% of the respondents are from semi-urban areas.

Table 2
Perception of women customers towards online advertisements

Perception	No of respondents	Percentage
Content relevance	13	21.7
Visual appeal	18	30.0
Trust worthiness	15	25.0
Interactivity	4	6.7
Privacy concern	10	16.6

Source: Primary Data

The table 2 depicts that 21.7% are influenced by content relevance, 30% of the respondents are influenced by Visual appeal, 25% of the respondents are influenced by Trust worthiness, 6.7% of the respondents are influenced by Interactivity and 16.6% of the respondents are influenced by privacy concern.

Table 3
Relationship between socio-demographic profile and perception towards online advertisements – ANOVA

Socio-demographic variables		Sum of Squares	df	Mean Square	F	Sig.
Educational qualification	Between Groups	8.031	5	1.841	.842	.002
	Within Groups	75.889	54	1.932		
	Total	83.920	59			
Occupation	Between Groups	5.672	5	1.146	1.111	.000
	Within Groups	47.848	54	1.119		
	Total	53.520	59			
Area of residence	Between Groups	6.716	5	1.562	1.075	.045
	Within Groups	55.604	54	1.341		
	Total	62.320	59			

Source: Primary Data

The test of difference using ANOVA is found to be significant with regard to the perception of women customers towards online advertisements and educational qualification [F(5, 54) = 0.842, p = .002 < 0.05], occupation [F(5, 54) = 1.111, p = .000 < 0.05] and Area of residence [F(5, 54) = 1.075, p = .045 < 0.05]. It implies that there is significant association between the perception of women customers towards online advertisements and socio-demographic profile of the respondents.

SUGGESTIONS

- Prioritize authenticity and transparency in online advertising efforts. Women consumers value honesty and genuineness in brand communication.
- Feature diverse representations of women in online advertisements to foster inclusivity and empowerment.

- Experiment with interactive ad formats that encourage active participation and engagement from women consumers.
- Provide informative and educational content within online advertisements to offer value beyond promotional messaging. Women consumers appreciate content that helps them make informed decisions, learn new skills, or address specific challenges in their lives.
- Ensure that online advertisements are optimized for mobile devices, as women are heavy users of smartphones and tablets for browsing and shopping.
- Implement feedback mechanisms to gather insights directly from women consumers about their preferences and experiences with online advertisements.

CONCLUSION

This study sheds light on the complex landscape of women consumers' preferences towards online advertisements, providing valuable insights for marketers aiming to optimize their digital marketing strategies. Through a comprehensive analysis of factors such as content relevance, visual appeal, interactivity, trustworthiness, and privacy concerns, we have identified key determinants influencing women's attitudes towards online ads. The study findings underscore the importance of personalized and targeted advertising content that resonates with the diverse needs and preferences of women consumers. Marketers must prioritize relevance and authenticity in their online advertising efforts, ensuring that messages are tailored to address specific interests and concerns of women across different demographics.

Moreover, this research highlights the significance of building trust and transparency in online advertising practices. Addressing privacy concerns and ensuring data security are paramount for fostering positive relationships with women consumers and mitigating potential resistance towards online ads.

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