INTERNET AUDIENCE ATTITUDE WITH REFERENCE TO PUNJAB

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CERTIFICATE

Certified that the thesis entitled **"Internet Audience Attitude with reference to Punjab"** which is being submitted by Ms. Anupam Sharma, in fulfillment of the requirement for the award of the degree of Doctor of Philosophy in the School of Management and Social Sciences, Thapar University, Patiala, is a record of the candidate's own independent and original research work carried out by her under our supervision and guidance. The matter embodied in this thesis has not been submitted in part or full to any other University or Institute for the award of any degree.

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LIST OF ABBREVIATIONS

ADSL	Asymmetric Digital Subscriber Line
APEC	Asia Pacific Economic Cooperation
ANOVA	Analysis of Variance
BBN	Bolt Beranek and Newman
BSNL	Bharat Sanchar Nigam Limited
BPO	Business Process Outsourcing
B2B	Business 2 Business
B2C	Business 2 Consumer
CAGR	Compound Annual Growth Rate
FMCG	Fast Moving Consumer Goods
FTP	File Transfer Protocol
GB	Gigabyte
GDP	Gross Domestic Product
ISP	Internet Service Provider
IPO	Initial Public Offering
IMC	Integrated Marketing Communication
IOA	Indian Online Association
Mbit	Megabit
MB	Megabyte
MTNL	Mahanagar Telephone Nigam Ltd.
NUA	Net Unrealized Appreciation
NIT	National Information Infrastructure
OECD	Organization for Economic Cooperation
OSI	Open Systems Interconnection
SDCA	Short Distance Charging Area
TCP	Transformation Control Protocol
TRIPS	Trade related Intellectual Property Rights
TRAI	Telecommunications Regulatory Authority of India
TCP/IP	Transmission Control Protocol/ Internet Protocol
TAM	Television Audience Measurement
UCC	User Oriented Content
VSNL	Videsh Sanchar Nigam Limited
www	World Wide Web

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ABSTRACT

Internet has become pervasive in most domains of our lives and has become a priority tool for accessing information and communicating with people an important shopping medium. The present research has been undertaken with the objective to find out the Internet audience attitude of people of Punjab. The theoretical ideas and empirical views of the various researchers are presented and explained in three parts: i) Growth of Internet and Web enabled services ii) Comparative Study of Traditional Advertising and Internet Advertising and iii) Internet Audience Attitude and Consumer Concerns

The broad findings of the study depict that users spend less than 5hrs./week on Internet. 59.89% users' access Internet from their homes and workplaces and 19.22 percent prefer to visit cyber cafes for assessing the Internet. The respondents prefer to use the web for their (i) work/business and (ii) for communication with others. Respondents in the age group less than 20 yrs preferred using the Internet for entertainment purposes. Internet audience considers speed/cost as the biggest problem in using the web. This research indicates that the least satisfying aspect to buying online is still website security/privacy. The present study reflects that Internet is considered a source of providing information. When it comes to finding about new web pages/sites the preferred choice is websites followed by hyperlinks.

Overall results which emerge from the analysis are that the people of Punjab accept the viewpoint that the Internet is an information provider. The analysis highlights that Internet audience accepted that the products they get from Internet were of worth. With the increase in education and income the number of respondents who were more satisfied with the service of Internet increased. Respondents in Punjab consider that Internet Advertising is making people materialistic, i.e., interested in owning and getting things.

Factor analysis of Internet audience attitude indicates that the overall mean of all the factors is 3.38. The mean of second factor, i.e., claims of Internet advertisement is higher than the overall mean of the factors, i.e., 3.80. So it is clearly depicted that this factor is important factor considered by the audience. User responses can be traced for the better implementation of the

existing strategies. It is believed that Internet will be a very promising media for the future. The respondents accept Internet as an effective media which provides them information about the products/services.

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CHAPTER-1

INTRODUCTION

The Internet has a great impact on business and society all over the globe, enabling more and more organizations to become networked and share resources. The continuous economic liberalization and globalization process is drastically changing the way we conduct and expand our business. Countries started becoming borderless and this process gathered pace with the introduction of new technologies. Technologies related to telephones, televisions, computers and data transmission channels evolved with the help of satellite technologies in providing the consumer an easy and quick access to information and knowledge. The addition of Internet is a boon to marketers in boosting the sales of their products and services. Naturally, these developments demand the marketers to review their marketing techniques. The advent of the Internet and its commercial explosion over the past decade has had widespread implications for business and society.

India is emerging as a fast growing country of Internet users, surpassing the growth rates in the US, China and Japan. India has been ranked as the fifth largest country in terms of Netizens. The Internet revolution seems to be in full swing. The number of people using Internet worldwide is growing and India is moving along with the growth rate of 33 per cent. Sweeping reforms introduced by successive Indian governments over the last decade and half have dramatically changed the nature of telecommunications in the country. India, which achieved remarkable rapid economic growth in the last two decades, also has a notable record in the rapid spread and use of the Internet. India has been heralded for having the highest rate in the spread of the Internet in the world. Internet has clearly become a dominant force in this decade (Parker, 2000)

Whether it be searching for information about travel, trading stocks, playing games, browsing entertainment websites, or shopping on-line for services and goods (or e-commerce), Indians are among the active users of these Internet activities. Internet use can be regarded as technology

diffusion, which is affected by the users' attributes and behavior as well as the environment. The business environment is changing because of the Internet (Herron, 1998).The behavior of information seekers who use conventional media such as TV, radio, newspapers, magazines, and books can induce use of the Internet because of the need for media substitutes and supplements. The theoretical background for technology diffusion theory rests on the assumption that everyone has the same attitude toward various media, such as perceived benefits, perceived negative effects and perceived credibility of media. However, the surrounding environment can differ and vary for individuals. Infrastructure and social supports within the environment itself can reinforce or inhibit the adoption of new media.

Adopting the Internet may be an indicator of changes in society and Internet users and non-users may be differentiated according to social demographics, conventional media use, attitudes toward the Internet, and social support. The adoption of new technology is influenced by an individual's socioeconomic characteristics, the perceived attributes of innovations, technology clusters, situational factors, and the characteristics of innovations that influence adoption (Roger 1995, Zhu & He, 2000). Past studies on the adoption of new technology suggest that those who adopt new communication technologies are more upscale, better educated, and younger than non-adopters. Higher education brings about an awareness of benefits from the use of new technology, and higher incomes enable people to purchase new technological devices that are financially inaccessible to others. Also, young people are more adventuresome when it comes to trying new technologies. The advent of the personal computer as the new wave in technology was adopted by the younger, better-educated, and more affluent.

In the fast developing times, Internet is a very powerful and fast growing medium for communication, gathering information, e-commerce and for developing awareness about global issues for the betterment of masses. The number of people who have used internet, as a communication tool and a source of information, is certainly tremendous (Klobas & Clyde, 2000, Vaughan, 1999). The Internet is a network of networks, i.e., computer systems all over the world linked together so that data can be passed between them. Companies are also using the Internet to collaborate with the customers in developing innovations. Through the Internet some companies have made available tool kits, which their engineers and their customers can use to

develop new products. Organizations that operate in the Internet economy are found in three accepted forms: portals, market makers, and product/service providers. There is a wide belief that early movers into the Internet market space derive a high competitive advantage. As the world is moving into an era of e-commerce, it is imperative to use net, which connects people globally. Consumers are exposed to a deluge of advertisement messages in a variety of media. Both the number of advertisement messages and the number of media has soared in the recent years. The communication environment is increasingly getting crowded. Business firms spend huge amounts of money on advertisements in order to inform and persuade the consumers about their products and services. They release a large number of advertisement messages in the broadcast media as well as, on the Internet, by making their web sites and by sending mails to the various people according to their interests. The content and form of advertising witnessed today was introduced around 300 years ago. Over the years, the technology used in creating advertisements for better communication has been constantly upgraded.

There are many different ways in which companies advertise online. There are those pesky pop-up ads, which are persuasively visible versus the subtle banner at the top, bottom or sides of any given page advertising the company or product features. It is ultimately up to the individual website as to how much they need to rely on advertising to survive. The issue of Internet advertising effectiveness is part of the broader question about the effectiveness of advertising in general. As a result, Internet advertising effectiveness should be examined in a similar fashion as traditional advertising. However, Internet advertising is different from traditional advertising in that the Internet has capacities to extend the function of advertising far beyond what traditional media are able to accomplish. For example, consumers can click on a banner ad for an e-book, check the table of contents or review others' comments, place an order, and download the e-book to their computers, all through the Internet. None of traditional advertising media could offer such a combined channel capacity of communication, transaction and distribution. The expanded function of Internet advertising comes from its horizontal integration of three key marketing channel capacities (communication, transaction and distribution) and vertical integration of marketing communications, including advertising, public relations, sales promotion and direct marketing.

Internet, today, has become pervasive in every facet of our lives. It has become an important shopping medium, a priority tool for accessing information and communicating with people whom we might not frequently converse with, and also who are great distances away. Business has seen the growth of the Internet as a potent opportunity of cheap and accessible marketing medium because people spend countless hours daily on the world wide web. The web sites are designing and devising innovative advertisement to attract their potential clients to their websites. The basic purpose of any advertisement, whether it is online, television, and newspaper or on the radio is to inform, communicate and convince the potential customers about the product's desirability and thereby create a demand for the product. Online advertisement is one of the strongest mediums due to its lower cost and speed of communication. Further, the information technology penetration is increasing day-by-day in India and more so in progressive states like Kerala, Karnataka, Punjab, Haryana, etc.

In India things seem to be improving. Five years ago there was limited Internet access and that too only in a few major cities, all in the hands of the government. VSNL, the agency responsible for Internet activities, and the DOT (Department of Telecommunications) provided an agonizingly erratic connectivity, with miserly bandwidth and far too few phone lines. Connection rates ran as low as 5% (for every 20 dialups you might get connected once) and users were frequently cut off. And the rates for this pathetic level of service were amongst the highest in the world. Domestic users paid about $2 per hour, and lease lines, for the few companies that could afford them, ranged over $2000 per month for a 64 Kbps line. By the end of 1998, after three years of government monopoly, there were barely 150,000 Internet connections in India.

Things have changed now. Today the government monopoly is largely over. Dozens of small to large Internet Service Providers have set up shop, triggering a price war and an improvement of service. Users are now estimated at over 2 million, with a growth predicted to reach 50 million in the next five years. Small Internet kiosks have set up even in small towns, and the governments, both the State and the Central are pushing the growth in the Internet sector. Internet is the new buzzword. The many small tutorial colleges that pushed computer software courses of variable quality are now in a hard sell scramble to push Net related

content. The Internet represents the new wealth frontier for the middle classes - a good salary and a clean job, and for a few, the chance to go abroad.

There has been a great increase in Indian content on the Internet. Many net entrepreneurs have been quick to realize the huge potential of the global market. Initially, most sites targeted the global Diaspora of Overseas Indians who had more access to the Internet, not to mention the credit cards that drive Net commerce. But there is a growing realization that the Net can reach the large and wealthy Indian middle class. This group is rapidly plugging into the Net and there is an increased use of credit cards. According to data compiled by Internet usage tracking firm COM Score Networks, India had over 21 million Internet users aged over 15 years, as against below 16 million a few years ago. While the US has retained its position with over 153 million total Internet users, it registered a marginal growth of just two per cent a year.

Additionally, e-Business transactions are on the increase though there is no accurate estimate of the current or projected volumes. For Indian businesses interested in an overseas market the Net provides an efficient medium of communication. Email and web sites are available 24 hours a day. And for the large and growing software industry, the Internet offers the ability to reach a client, respond to the problems on a real time basis, and transfer products instantly with the click of a mouse. India exports billions of dollars of software annually, and the industry is growing rapidly. The Internet represents so much potential for India, and the demand for efficient Internet infrastructure is growing rapidly.

Even the government, which had monopolized infrastructural development earlier, has recognized its potential and has opened the industry to private entrants and promised all possible support. In practice, though, the vast bureaucracies that implement (theoretically) the government programs have moved sluggishly and ineffectively. For instance, the private ISPs that were allowed were initially required to acquire their bandwidth from VSNL which wanted a country wide monopoly on this lucrative sector. As a result, new users signing up competed for increasingly limited bandwidth. Now the ISPs have been allowed to establish their own gateways but the effect has not yet been felt extensively. The DOT, responsible for providing phone lines to ISPs lagged way behind and the new providers are often left with far too few lines

to service the increased demand. Lease lines are less and are still very expensive - approximately $1000 per month for a 64 Kbps line.

Some cities in India have developed more efficiently than others for example Bangalore and Madras currently offers better bandwidth. Of course, this is all relative to the pathetic service people were forced to put up with in the past. Hyderabad, where the INDAX offices are located, is trying to promote a cyber savvy image, but the reality is still very poor. We cannot justify a lease line, but rely on a dial up connection that only really works well in the early hours of the morning or late at night. It is not unusual to be unable to get a productive connection for hours at a time during the day, even though we use four or more ISPs. And this poor connectivity still costs us hundreds of dollars a month. Needless to day, the frustration is acute. Not to mention the loss of productivity. This amounts to billions of dollars of lost potential business each year which is a horrific waste.

Businesses are relying more and more on aspects of the Internet. Email, for instance, is a huge asset to companies. And more and more companies are entering into web related business activities, like web site creation, software development, and various service oriented businesses that utilize the Net, like medical transcription or data processing for overseas companies. Looking at India from a global perspective, it was difficult to see how India can actually catch up but the advances in technology, connectivity, and usage of the net are increasing so rapidly that even in developed countries it is hard to keep up. In developed countries, telephone networks had basically reached saturation when the Internet arrived. The problem was primarily to provide the increased bandwidth and line usage the Net demands. In India the telephone network is antiquated, overextended and only reaches a fraction of the population which is interested in getting a phone. Internet demand is straining the telephone system further. With the entry of private ISPs who were initially stymied by both uncooperative government agencies and by lack of existing infrastructure, there is some promise. There are also experiments with wireless and cable connections, but even here an antiquated infrastructure and government obstructionism are problems.

In the future those who can pay for it will have adequate access to the great global

community. Even in developed countries, those who can't pay for it, or lack the skills to use it, will be left behind. Unfortunately in India, this disadvantaged group will still be the majority well in the current century. Until the country can mobilize the resources, the education, and the infrastructure to provide a much larger section of its population both the means and the reason to access the Internet, India will not truly join the global community.

The Internet has changed much in the last two decades since it came into existence. It was conceived in the era of time-sharing, but has survived into the era of personal computers, client-server and peer-to-peer computing, and the network computer. It was designed before LANs existed, but has accommodated that new network technology, as well as the more recent ATM and frame switched services. It was envisioned as supporting a range of functions from file sharing and remote login to resource sharing and collaboration, and has spawned electronic mail and more recently the world wide web. But most important, what started as the creation of a small band of dedicated researchers, and has grown into a commercial success with billions of dollars of annual investment.

Online growth in the west is beginning to slow down and the speed of development in countries such as China and India is increasing. Despite such growth there are still widespread concerns about state censorship of the Internet. The Internet is growing at an annual rate of 18% and now has one billion users. Second billion users will follow in the next ten years, bringing a dramatic change in worldwide usability needs. Overall, the Internet's growth has been truly remarkable. Ten years ago, the 'net was mostly used by geeks; now it's the default way to do business in many countries. In U.S. and European B2B studies, many business professionals said they visit a company's website as the first step in researching potential vendors. E-commerce continues to grow. It typically takes people two to three years from when they first get online to feel confident enough to buy from websites. This means that e-commerce sales will at least double from their current level when more of the current billion users start shopping online.

Internet use and attitude is fast changing in India. The Internet, although a network in name and geography, is a creation of the computer, not the traditional network of the telephone or television industry. It will, indeed it must, continue to change and evolve at the speed of the

computer industry if it is to remain relevant. It is now changing to provide new services as real time transport, in order to support, for example, audio and video streams. The availability of pervasive networking (i.e., the Internet) along with powerful affordable computing and communications in portable form (i.e., laptop computers, two-way pagers, PDAs, cellular phones), is making possible a new paradigm of nomadic computing and communications.

This evolution will bring in new applications - Internet telephone and later on Internet television. It is evolving to permit more sophisticated forms of pricing and cost recovery, a perhaps painful requirement in this commercial world. It is changing to accommodate yet another generation of underlying network technologies with different characteristics and requirements, from broadband residential access to satellites. New modes of access and new forms of service will spawn new applications, which in turn will drive further evolution of the net itself.

The Internet has grown rapidly in recent years to become a major commercial media. It took 38 years for the radio, 13 years for the TV, but only 5 years for the Internet to reach the milestone of 50 million users (Hyland, 2000). The wide-accessibility, information richness, multimedia presentation, and flexible interaction make the Internet a very attractive media.

The most pressing question for the future of the Internet is not how the technology will change, but how the process of change and evolution itself will be managed. The architecture of the Internet has always been driven by a core group of designers, but the form of that group has changed as the number of interested parties has grown. With the success of the Internet has come a proliferation of stakeholders - stakeholders now with an economic as well as an intellectual investment in the network. In the debates over control of the domain name space and the form of the next generation IP addresses, a struggle to find the next social structure that will guide the Internet in the future. The form of that structure will be harder to find, given the large number of concerned stake-holders. At the same time, the industry struggles to find the economic rationale for the large investment needed for the future growth, for example to upgrade residential access to a more suitable technology. If the Internet stumbles, it will not be because of the lack for technology, vision, or motivation.

1.1 Historical Background of Internet

The exponential growth of the Internet has been phenomenal. It is only to be expected when the cumulative acts of creation culminate in the proliferation of Mankind's greatest achievement: the ability to communicate globally with astonishing, lightning speed. Once the preserve of the scientific and military communities, the Internet has now blossomed into a vehicle of expression and research for the common person with hundreds of thousands, if not millions, of new pages being added to the World wide web every day and tens of millions of searches being performed through our ubiquitous search engines, Google, Yahoo!, MSN and other portals to the Internet delivering results to queries in our incessant quest for information.

Some 45 years ago the search for knowledge was no less insatiable but the storage, collection, selection and retrieval technologies were rudimentary and the expense enormous by today's standards. Seven decade ago, with World War-II at an end and the might, energy and focused intellect of galvanised nations waning war, the first computers were being built along with man-machine interfaces. At that time, the visionaries first hinted at the possibilities of extending human intellect by automating mundane, repetitive processes, devolving them to machines.

The Internet has revolutionized the computer and communications world like nothing before. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities. The Internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location. The Internet represents one of the most successful examples of the benefits of sustained investment and commitment to research and development of information infrastructure. Beginning with the early research in packet switching, the government, industry and academia have been partners in evolving and deploying this exciting new technology.

The Internet was the result of some visionary thinking by people in the early 1960s that saw great potential value in allowing computers to share information on research and development in scientific and military fields. J.C.R. Licklider of MIT, first proposed a global network of computers in 1962, and moved over to the Defense Advanced Research Projects Agency (DARPA) in late 1962 to head the work to develop it. Leonard Kleinrock of MIT and later UCLA developed the theory of packet switching, which was to form the basis of Internet connections. Lawrence Roberts of MIT connected a Massachusetts computer with a California computer in 1965 over dial-up telephone lines. It showed the feasibility of wide area networking, but also showed that the telephone line's circuit switching was inadequate. Kleinrock's packet switching theory was confirmed. Roberts moved over to DARPA in 1966 and developed his plan for ARPANET.

In October 1972 Kahn organized a large, very successful demonstration of the ARPANET at the International Computer Communication Conference (ICCC). This was the first public demonstration of this new network technology to the public. It was also in 1972 that the initial "hot" application, electronic mail, was introduced. In March Ray Tomlinson at BBN wrote the basic email message send and read software, motivated by the need of the ARPANET developers for an easy coordination mechanism. In July, Roberts expanded its utility by writing the first email utility program to list, selectively read, file, forward, and respond to messages. From there email took off as the largest network application for over a decade. This was a harbinger of the kind of activity on the world wide web today, namely, the enormous growth of all kinds of "people-to-people" traffic.

Commercial implementations of the roughly 100 protocols of TCP/IP protocol suite became available in the 1980s. During the early 1990s, OSI protocol implementations also became available and, by the end of 1991, the Internet had grown to include some 5,000 networks in over three dozen countries, serving over 700,000 host computers used by over 4,000,000 people. The population of Internet users and network constituents expanded internationally and began to include commercial facilities. Indeed, the bulk of the system today is made up of private networking facilities in educational and research institutions, businesses and in government organizations across the globe.

The Internet today is a widespread information infrastructure, the initial prototype of what is often called the National (or Global or Galactic) Information Infrastructure. Its history is complex and involves many aspects - technological, organizational, and community. And its influence reaches not only to the technical fields of computer communications but throughout the society as we move towards an increasing use of online tools to accomplish electronic commerce, information acquisition, and community operations.

The state-owned Videsh Sanchar Nigam Limited (VSNL) launched Internet Services in India in August 1995. For the first four years, VSNL was the sole provider of Internet Services in India. In November 1998, the Government ended VSNL's monopoly and allowed provisioning of Internet Services by Private Operators. The Terms and Conditions of the ISP's License were unusually liberal with no License Fee and allowed unlimited number of players. ISPs could set their own tariffs and even their own International Gateways. Department of Telecom issued three types of licenses – Category 'A' for all-India operations; Category 'B' for metros and state - level circles, and Category 'C' for medium and small cities (SDCAs). Over the last four years, DoT has issued licenses to over 540 potential Internet Service Providers, about 100 in Category 'A' and about 220 each in Category 'B' and 'C'. About 185 of these licensees have started their operations. The Internet is certainly a major phenomenon in India today. Everywhere one looks, the signs of its arrival and adoption are visible. In fact it is being universally recognized that as the Internet proliferates, so will applications riding on Internet like e-governance, e-Commerce, e-Learning etc. It is, therefore, in our National interest to boost the expansion of Internet Services in the Country. This will not only help our country to become a part of emerging global e-economy, but will also enable the citizens to avail of the benefits arising out of IT enabled services.

During the first three years of VSNL monopoly, the Internet subscriber base grew very slowly. By the end of March 1998, it had barely reached 140,000 subscribers. The end of VSNL's monopoly changed things dramatically wherein, the entry of private players, unlimited and open competition, and the lowering of tariffs, among other factors, led to the phenomenal surge in the subscriber base growth.

1.2 Status of Telephones in India

In telecommunication, the Asian region is driving the global expansion with significant contribution coming from mobile subscribers. This region has low fixed line penetration and strong mobile take up. Within the region, India and China are leading the way. The key to growth of telecom in India has been liberalized reforms and competition. This telecom revolution has really transformed the country. It has become a part of day-to-day life, especially of the common man. Three years ago, a target of 250 million telephone subscribers by 2007 was considered too ambitious. This target was achieved a few months ahead of the schedule. Mobile telephony has been growing at an annual rate of over 90 per cent.

The telecom policy of 1999 envisaged a tele-density of 15 by 2010. The overall tele-density is already over 23. At the year end there were over 260 million telephone subscribers and of them around 40 billion were subscribers being added every month. India is likely to surpass the U.S. soon and become the second largest network after China. There are 9.3 million Internet subscribers and 2.3 million broadband subscribers. The developments in telecom sector have resulted in massive investments and an expansion in supply which are signs of a vigorous and competitive sector (The Hindu, 2008).

The telecommunications system in India is the fourth largest in the world and it was thrown open to private players in the 1990s. The country is divided into multiple zones, called circles (roughly along state boundaries). Government and several private players run local and long distance telephone services. Competition has caused prices to drop and calls at present across India are one of the cheapest in the world. The rates are supposed to go down further with new measures to be taken by the Information Ministry.

Landlines: Landline service in India is primarily run by BSNL/MTNL and Reliance Infocomm though there are several other private players too, such as Touchtel and Tata Tele services. Landlines are facing stiff competition from mobile telephones. The competition has forced the

landline services to become more efficient. The landline network quality has improved and landline connections are now usually available on demand, even in high density urban areas.

Mobile Cellular: The mobile service has seen phenomenal growth since 2000. In September 2004, the number of mobile phone connections has crossed fixed-line connections. Currently there are an estimated 159.12 million mobile phone users in India compared to 40.43 million fixed line subscribers. India primarily follows the GSM mobile system, in the 900 MHz band. Recent operators also operate in the 1800 MHz band. The dominant players are Airtel, Reliance Infocomm, Hutch, Idea cellular and BSNL/MTNL. There are many smaller players, with operations in only a few states. International roaming agreements exist between most operators and many foreign carriers.

Dialling System: On landlines, intra circle calls are considered local calls while inter circle are considered long distance calls. Currently Government is working to integrate the whole country in one telecom circle. For long distance calls, you dial the area code prefixed with a zero (e.g. For calling Delhi, you would dial 011-XXXX XXXX). For international calls, you would dial "00" and the country code+area code+number. The country code for India is 91.

Call Rates Slashed: Communication rates in India were one of the highest in the world. The rates could not be justified by the fact that rupee is cheaper. In fact the Indian sub continent had shown a calm tolerance towards the high rate in even in telecommunication. Again, the rates were also justified as the government has to realize the high cost involved in the one-time developments like satellite and telephone tower related charges. But now owing to better technologies the telecom rates in India are on the verge of becoming cheaper. The time may not be far when India will have the cheapest communication. There is a conversion process underway to make all numbers in India 10 digits long.

Table 1.1 Telecom Industry in India

Telephony Subscribers (Wireless and Landline)	240 million (August 2007)
Cellphones	200 million (August 2007)
Land Lines	39.89 million
Yearly Cellphone Addition	100 million (2007)
Monthly Cellphone Addition	8.06 million (July 2007)
Teledensity	21% (August 2007)
Projected teledensity	500 million, 40% of population by 2010
Broadband connection	2.47 million (July 2007)

Source: Survey of Indian Industry- The Hindu, 2008

The telecommunication sector in India has registered remarkable growth in recent years propelled largely by the unprecedented growth in mobile telephony. The key policies assiduously pursued by the government in the telecom sector have been liberal reforms and regulatory autonomy. Growth of telephony in a country is measured by its tele-density which is measured as the number of telephones per hundred population. India took more than 100 long years to reach a tele-density of 1 after the first telephone connection was laid in 1881 but it took only a few years to leap to the present figure of 16.6. There is however reason to despair as the rural tele-density is very low.

A striking attribute of the urban sector is the extraordinary rate of growth of mobile subscribers in the last two years. There is also the new phenomenon of people acquiring more than one cell phone. The reduction in tariff by 90 per cent and in instrument costs has contributed to the dynamic growth of cell phones. A mammoth task before the government is to reach out to the rural masses, constituting 75 per cent of the population. The four metros account for 20.6 per cent of the total telephone connections (mobile and fixed put together) in the country whereas

their population has only a 4.7 per cent share. To bridge the gap, more focused and streamlined telecom infrastructure efforts are required.

From a global perspective, the percentage of people who have access to the Internet has been growing exponentially since 1994, the year of the creation of the network. Today in some countries almost 80% of the population has access to the Internet; in some others the penetration is much lower, but growing at fast pace. The Internet has revolutionized the computer and communications world like nothing before. The Internet is a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers without regard for geographic location. The Internet represents one of the most successful examples of the benefits of sustained investment and commitment to research and development of information infrastructure. An overview of the status of internet users and internet service providers has been in India is essential to place the study in proper perspective.

1.3 Internet Scenario in India

Though the number of Internet is high, the penetration level is still lower than most countries across the globe. The Internet is a nearly perfect market because information is instantaneous and buyers can compare the offerings of sellers worldwide. The result is fierce price competition, dwindling product differentiation, and vanishing brand loyalty.

The Internet is an "enabling technology." When its introduction is sensitive to local values and committed to local capacity-building, it offers important opportunities to:

i. Open dialogue: Low cost networking facilitates knowledge sharing, awareness of alternative perspectives, more open exchange
ii. Improve governance: Raising efficiency, transparency, participatory systems

iii. Improve social and human rights conditions: Expands access to better quality education, healthcare, disaster relief capacity and other services

iv. Reduce poverty: Opens new opportunities for bypassed groups (women, the poor, rural populations, children)
v. Introduce economic opportunities: E-commerce, ICT sector development, etc.
vi. Improve environmental management: GIS, food security early warning systems
vii. Support indigenous knowledge: Communities document their knowledge

Table 1.2 Internet Industry in India

ISP Licenses Issued	540 Approx.
Operational ISPs	185 Approx.
Cities/Towns covered	185 Approx.
Internet Subscribers	3.3 million Approx.
Cyber Cafes / Public Access Kiosks	12,000 Approx.
In-principal approval for setting up Int'l Gateways	45 ISPs
Operational Int'l Gateways by 8 – 9 ISPs	40 +
Total Estimated Investment made by ISPs	Rs. 6000 crores
Estimated Investment made on Eqpt. by ISPs	Rs. 2500 crores
Estimated Employment Provided (Direct/Indirect) by Internet Industry	1.1 lac.

Source: Internet Service Provider's Association of India (year)

India is one of the fastest growing internet markets in the world with over 23 million active Internet users, holding out prospect of a larger growth in the number of Internet users' (Expressindia.com, 2007). The top eight metros are driving the growth of internet in India with fast growing adoption in smaller cities. The year 2007 was declared the year of broadband by the government. The intense focus has seen the sector grow by over 30 percent from a customer base of 2.10 million in the previous year. The expansion of the sector will be driven by new service and introductions in the space of educational content, gaming, music and movies. The urban consumers' desire for music, entertainment, sports and games will be fulfilled through new service introductions.

1.4 Audience Attitude

Attitudes are an expression of inner feelings that reflect whether a person is favourably predisposed to some object (Chunawalla, 2001). The tangible and intangible objects, toward which one can form an attitude, are called attitude objects. Because they are an outcome of psychological processes, attitudes are not directly observable but must be inferred from what people say or what they do. Attitudes influence the way we think and behave and are therefore important for the marketers who study them to understand how a consumer behaves. An attitude is how positive or negative, favourable or unfavourable, or pro or con a person feels towards an object. So attitude is a feeling or evaluative reaction to object. Consumer attitudes are a composite of a consumer's (1) beliefs (2) feeling (3) and behavioural intensions towards some object-within the context of marketing, usually a brand or retail store (Katz,1960). These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object? If a consumer is brand loyal then it is very difficult to change his attitude and belief towards that brand. Attitude cannot be observed directly. As we cannot observe pain, tension or an unspoken idea, we cannot see our attitude. It is something inside an individual. The subject, object relationship is accomplished through the formation of categories both differentiating between the objects and between the persons positive or negative relation to the objects in the various categories. Attitudes are not temporary states but are more or less enduring once they are formed.

Attitudes have certain characteristics. They are formed as we grow up, based on the environment in which we grow up. Attitudes can be either of a high or low degree and the intensity depends on the strength of conviction with which the person believes in them. Attitudes serve various functions such as utilitarian function, value expressive function, Ego-defense function, and knowledge function. Attitude models were developed by psychologists to understand the relationship between attitudes and human behavior. These models help the marketer in understanding how attitudes influence a person's behavior as a consumer. Attitudes are measured

using the Semantic differential scale and Likert's scale to understand how the consumer might behave toward a particular product. While it is generally accepted that attitudes influence behavior, there are some theories that state that behavior precedes attitudes. Such theories are cognitive dissonance theory, self-perception theory, social judgment theory, and balance theory. Attitudes toward a product can be changed by highlighting new functions of the product, or by associating them with celebrities, by changing the beliefs a consumer has regarding the products, or by getting the consumer more involved in the product. The present research is an effort in their direction to measure Internet audience attitude using a Likert scale.

Attitudes vary along dimensions of strength and accessibility. Strong attitudes are very important to the individual and tend to be durable and have a powerful impact on behavior, whereas weak attitudes are not very important and have little impact. Accessible attitudes come to mind quickly, whereas other attitudes may rarely be noticed. Attitudes involve a readiness (or predisposition) to respond; however, for a variety of reasons we don't always act on our attitudes. An advertiser must know why an attitude is held before attempting to change it. The following are attitude functions as identified by (Katz, 1960).

Utilitarian: Utilitarian function is related to the basic principles of reward and punishment. A person develops some attitudes toward products simply on the basis of whether these products provide pleasure or pain, i.e., whether one likes or hates them? This component of the attitude-change theory suggests that consumers hold certain attitudes partly because of the brand utility.

Ego-Defensive: Attitudes that are formed to protect the person, either from external threats or internal feelings of insecurity, perform an ego-defensive function. Products that promise to help a man project a "macho" image (e.g., Marlboro cigarettes) may be appealing to his insecurities about his masculinity. Many deodorant campaigns stress the dire, embarrassing consequences of being caught with underarm odor in public. What self-doubts does it help to overcome? A component of the functional approach to attitude-change suggests that consumers want to protect their self-concepts from inner feelings of doubt.

Value-Expressive: What does the product convey about a person? This component of attitude-change theory suggests that attitudes express consumers' general values, lifestyles, and outlook. Attitudes that perform a value-expressive function express the consumer's central values or self-concept. A person forms a product attitude not because of objective product benefits, but rather because of what using the product says about him or her as a person (e.g., "What sort of woman reads Femina?"). Value-expressive attitudes are highly relevant to life-style analyses, where consumers cultivate a cluster of activities, interests, and opinions to express a particular social identity.

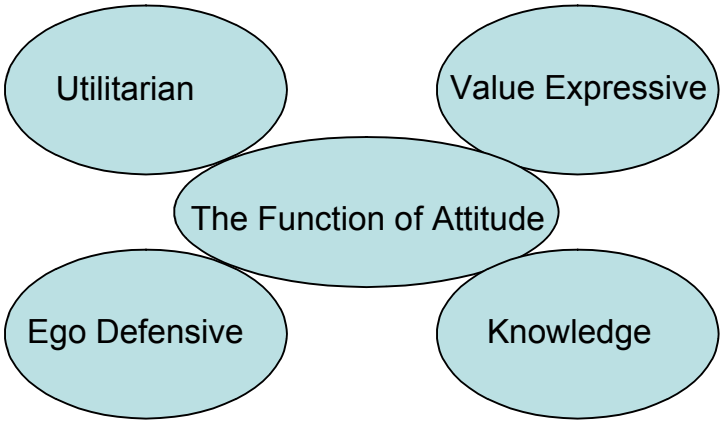


Fig: 1 Functions of Attitude

Knowledge: Some attitudes are formed as the result of a need for order, structure, or meaning. This need is often present when a person is in an ambiguous situation or is confronted with a new product (e.g., "Bayer wants you to know about pain relievers"). Does the product meet your needs for order and structure? The functional approach to attitude-change theory suggests that consumers have a strong need to know and understand the people and things with which they come into contact.

An attitude can serve more than one function, but in many cases a particular one will be dominant. Identifying the dominant function can be of greater help to marketers, who can structure ad copy to emphasize it over another. Advertisements relevant to the function engaged by a product prompt more favorable thoughts about what is being marketed and result in a heightened preference for both the product and the advertisement.

Attitudes drive behavior. Body language is a result of the mental attitude. By choosing attitude one gets in that mood and sends out a message that everyone understands, consciously or unconsciously. "Almost always, we have a choice as to what attitude to adopt. There is nothing in any normal work situation that dictates you must react one way or another. If you feel angry about something that happens, for instance, that's how you choose to feel. Nothing in the event itself makes it absolutely necessary for you to feel that way. It is your choice. And since you do have a choice, most of the time you'll be better off if you choose to react in a positive rather than a negative way" (Schiffman, 2002)**.** The present research focuses on the internet use and audience attitude in Punjab. Utility a survey approach the research tries to explore the issues, profile, preference, perceptions and attitude and is an attempt to investigate the factors affecting Internet audience attitude.

1.5 Conceptual Framework of the Research

In order to work out on a conceptual framework for examining the Internet attitude of people of Punjab, it is imperative to define and give a theoretical background of the main variables of the present study.

The increased pace of technological change, coupled with more dynamic, economic and cultural environments, have increased complexity of business and day to day operations. The basic argument which this study puts forward however is that Internet can be more successful media in Punjab if the users become more aware about the accurate uses of this technology. Theoretically, Internet use can be regarded as technology diffusion, which is affected by the user's attributes and behavior as well as the environment. For example, the behavior of information seekers who use conventional media such as TV, radio, newspapers, magazines, and books can induce use of the Internet because of the need for media substitutes and supplements. This theoretical background for technology diffusion theory rests on the assumption that everyone has the same attitude toward various media, such as perceived benefits, perceived negative effects and perceived credibility of media. (Rogers, 1995) However, the surrounding environment can differ

and vary for individuals. Infrastructure and social supports within the environment itself can reinforce or inhibit the adoption of new media.

Level of Internet use may be an indicator of changes in society. Internet users and non-users may be differentiated according to social demographics, conventional media use, and attitudes toward the Internet. Jeffres and Atkin 1996 reported that Income and education had an inversely weak relation with interest in adopting specific Internet activities such as sending or receiving e-mail messages and ordering goods and services on-line. The researchers argued that these applications might be less expensive substitutes for functions performed by traditional media, and were thus better explained by the particular needs of these kinds of communications rather than by social characteristics. However, according to predictions made by Rogers 1995, demographic factors tend to be less important as existing social norms or patterns of behavior might influence the adoption of new technology. In contrast Schofield and Davidson, 1997 reported that demographic characteristics may impact and constrain the usage of Internet. Internet use is greatly affected by the attitudes and behaviors of users. To achieve the full potential of Internet, demographic characteristics and the users' attitudes must be addressed.

Many studies have shown that consumers tend to process advertising messages with a low level of involvement. As a result, a lot of behavioral studies have been conducted to guide the development of advertising messages. Several important factors were identified that can affect the effectiveness of advertising messages: (1) the characteristics of the message itself, (2) the attitudes towards the advertisement and (3) the characteristics of the consumer (Engel *et al*. 1994). Pavlou and Stewart (2000) maintain that interactivity is a characteristic of the consumer, not the medium, and point out that consumers have a choice about whether to respond or not. They argue that the focus of advertising evaluation should include both processes and outcomes. Processes include the purpose for which consumers seek information, their expertise, and the prior beliefs of the consumer. Outcomes include satisfaction, trust, persuasiveness, and brand equity.

Shavitt *et al.* (1999) studied attitudes to Internet advertising. They compared the results of a demographically matched sample from the two studies. Respondents were polarized: 38% liked

Internet advertising, 35% disliked it, and 28% were neutral. Advertising in general was more liked than Internet advertising, (46% vs. 38%), and less disliked, (25% Vs 35%). However, when looking at specific attitudes, Internet advertising attitudes were sometimes more positive e.g. 48% vs. 38% felt they could trust Internet advertising. *Shavitt et al. (1999)* conclude that the nature of Internet advertising makes it less irritating to consumers, "*fewer respondents felt insulted, offended, and misled*". However, this may be because Internet advertising is less pervasive, less intrusive, and less persuasive, rather than because consumers prefer it.

With the advent of e-commerce, companies are now beginning to take a fresh look at the way they do business, for loyal customers are now wooed by online competitors, who may not even be based locally. The growth of interest in the Internet as a shopping and purchasing medium is fascinating for practitioners and researchers alike. Some researchers have proposed that the consumer's own characteristics play an important role in his or her propensity to engage in Internet transactions (Sheth and Parvatiyar 1995, Jarvenpaa and Traxtinsky 1999). As a new channel for marketing, the Web is capable of accommodating many different kinds of products and services. However, people are browsing the Internet more for information than for buying online. Johnson (1999) pointed out three barriers to online shopping, namely, purchase failures, security fears and service frustrations. Hoffman *et al*. (1999) also highlighted that the reason more people have yet to shop online, or even provide information to Web providers in exchange for access to information, is the fact that today there is still a fundamental lack of faith between most businesses and consumers on the Web.

The Internet originated as a communication channel, evolving from communication needs, where distributed computer networks provided the infrastructure to share information for work, or educational purposes (Kilker & Kleinman 1997). Some non-communication researchers studied audience's use and perceptions of the Internet from a psychological perspective (Kiesler & Kraut, 1999; Silverman, 1999). Teo and Lim (1998) examined the effects of age on Internet use patterns, perceptions of the Internet, activities performed on the Internet, and factors affecting an enjoyable Internet experience. Korgaonkar and Wolin (1999) explored Web users' motivations and concerns as well as demographic factors, which were studied in three usage contexts: (1) The number of hours per day spent on the Web; (2) the percentage of time spent for business versus

personal purposes; and (3) the purchases made from a Web business and, if purchases were made, the approximate number of times purchasers placed orders on the Web. The results suggested that age, income, gender, and education levels, were significantly correlated with the three usage contexts. Electronic commerce emerged in the early 1990s, impacting on the previously 'free' channels of communication on the Internet.

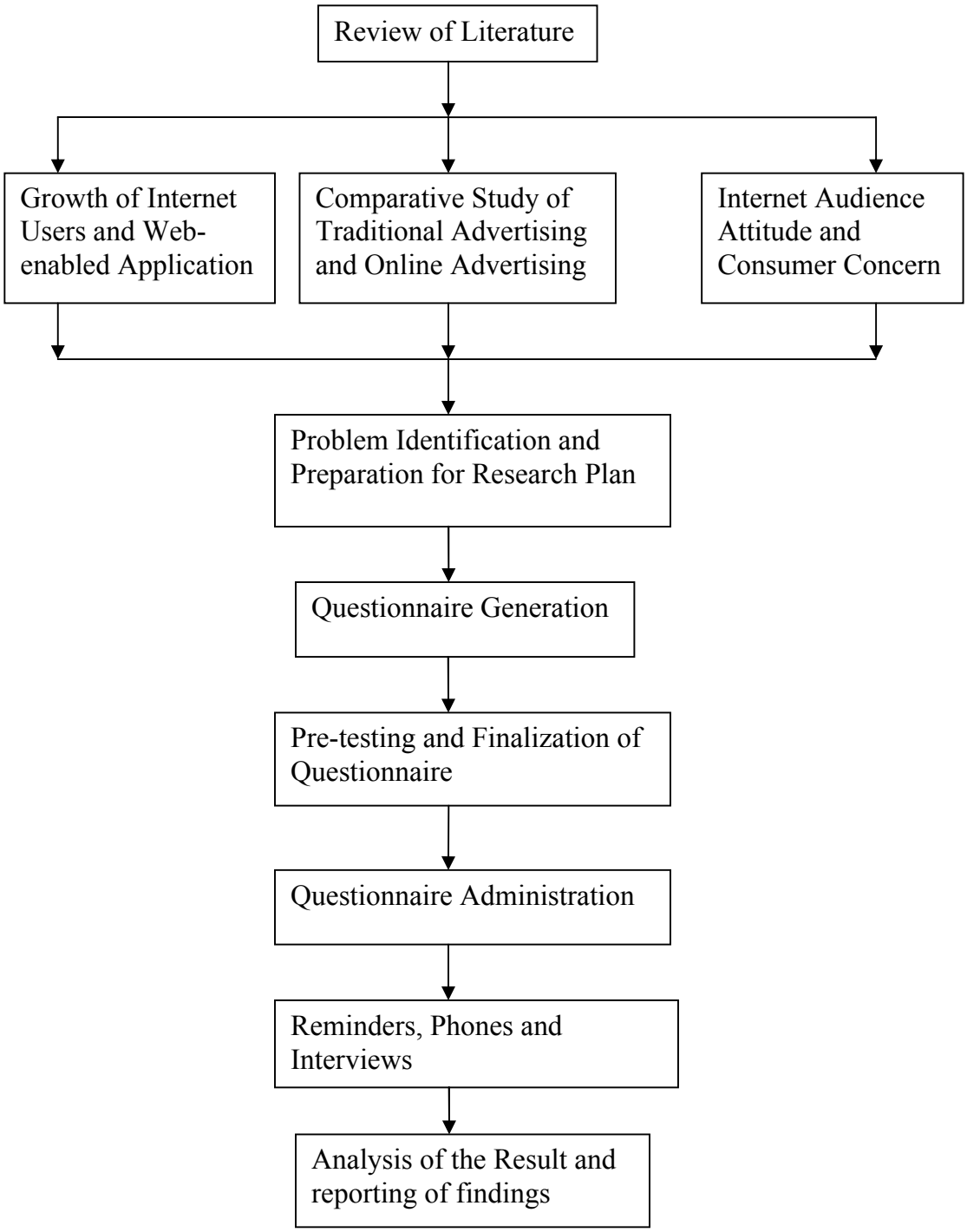
Current Internet based research is dominated by demographic research. Although the relationship of demographic variables with attitude towards Internet use and advertising has been explored in past research, predominantly in the developed countries, and there is a need for carrying out research on the descriptive profiles of the different people of Punjab and attitudes toward Internet use and Internet advertising. Based on the findings of the research, implications are drawn for marketers, advertising message developers and media planners. Suggestions are laid out about the different strategies that might be used for communicating to different audiences based on the beliefs and attitudes around Internet use and Internet advertising.

1.6 Research Problem

The research problem is, "Internet Audience Attitude with Reference to Punjab". The present research focuses on Internet Audience Attitude of Punjab in India. This study uses a survey technique to measure the Internet audience attitude. Review of literature suggests that in case of India, Internet it is mainly used for communication, i. e., email and that too started in the latter part of 1998. Moreover the speed of Internet has been the major Issue in India. The major inputs for developing the questionnaire have been taken from the earlier existing scales. The Internet Audience attitude scale thus developed has been pre-tested, validated through face validity and it has a sufficiently good reliability score. Sample of Internet users was drawn from all three regions, i. e. Majha, Doaba and Malwa. The advantages of using the survey technique has been that pertinent, definitive detail about individual users , such as age, sex, income, geography, have been captured. Moreover, other useful data has also been collected. These all have combined to form powerful targeting tool. Moreover the survey has also been helpful in inquiring about usage of specific sites or media properties of the Internet.

For Internet audience attitude knowledge of Internet or Usage was the first step. Secondly, the place of access has been chosen. The places of access chosen in the sample are home, workplace, School / College and those who access internet from Kiosks. The third component has been to choose which behaviors are to be included. Internet usage includes usage of the world wide web, email, online services, Internet advertising, etc. The factors that affect the rate of Internet Audience attitude considered in this study are: the access to Internet, the awareness of the services and its benefits, the ease of use, the cost of using Internet.

1.7 Proposed Framework for Research Work



1.8 Objectives of the Study

The research study will focus on the Internet audience attitude with reference to Punjab. The main objectives of the study are outlined below:

1. The consumers' attitude towards Internet.
2. Consumer perception and formation of attitude.
3. The difference between Internet advertising and traditional advertising.
4. The success factors for advertising on the Internet.
5. Efficiency of Internet and Internet advertising in Punjab

The present study focuses on the Internet audience attitude in Punjab in India. In some of the states of India, the adoption of Internet had started earlier for instance in Bangalore, Hyderabad, Mumbai, Ahmadabad and Pune. Punjab has been a late entrant regarding internet use. The present study has used a questionnaire to measure the Internet Audience Attitude of people of Punjab in India. The trend towards buying online is still in the initial stage in Punjab. Most of the people of Punjab generally use Internet for the entertainment or communication purpose so there is a need to find out the awareness of Internet audience of Punjab towards Internet and the factors that influence Internet attitude. The first two sub-objectives focus on these issues. The third and fourth sub-objective focuses on internet advertising as it can play a major role in changes people's Preferences towards using Internet and buying online. The study as a whole relates to finding attitude of people of Punjab towards Internet which is influenced by the purpose for which Internet is used for, e.g., whether it is used for communication, entertainment, advertising and online buying. Finally sub-objective V relates to the efficiency of Internet and Internet advertising in Punjab.

1.9 Chapter Scheme

The significant task involving any research study refers to the proper and logical presentation of the data concerning different aspects so that required weightage to every aspect can be observed. For all the respondents, it was first time that they were sharing their experiences and perceptions

regarding something, which constitute an integral part of their daily life. So this resulted in collection of immense amount of data, which was then analyzed to present the findings of the research problem. In order to present discussion in a lucid style, the final presentation of the study has been divided into the following five chapters:

Chapter-I includes the introduction about the topic, and provides the information about the historical background of the Internet and new developments in technology, a brief about Audience Attitude along with the main objectives of the study. This chapter also discusses about the chapter scheme.

Chapter-II deals with the review of literature. The theoretical ideas and empirical views of the various researchers are presented and explained in three parts:

1. Growth of Internet users and web-enabled applications
2. Comparative study of traditional advertising and Internet advertising
3. Internet audience attitude and consumer concerns

Chapter-III covers the research methodology which provides the layout of research.

Chapter-IV deals with analysis and discussion. This chapter covers all the variables which are important to the study.

Finally **Chapter-V** covers the summary and conclusion of the study. This chapter also covers the limitations of the present study, the managerial implementations and the recommendations and the future scope of the study.

CHAPTER-2

REVIEW OF LITERATURE

Review of literature is essential to place the study in proper perspective. It also helps in understanding the limitations of the earlier studies and identifies the gaps and enables the researcher in focusing upon the areas of research and avoiding duplication of research. The review of literature has been broadly categorized into three headings:

I. Growth of Internet users and web-enabled applications
II. Comparative study of traditional advertising and online advertising
III. Internet audience attitude and consumer concerns

2.1 Growth of Internet Users and Web-Enabled Applications

Since its interpretation in 1994 the growth of Internet has shown a remarkable trend. This covers the studies related wit Internet use, the purpose of use and the issues related with it. After economic liberalization in 1992, many private Internet Service Providers (ISPs) have entered the market, many with their own local loop and gateway infrastructures. In addition, the speed that one can get from these ISPs is questionable and rarely exceeds the broadband definition of 256 kbit/s. The telecom services market is regulated by TRAI. Although broadband law of 2004 changed the definition for broadband to 256 kbit/s, most ISPs found that they can provide broadband with a capping of data that can be downloaded. ADSL providers include: a) Tata Indicom (VSNL), b) MTNL/BSNL, c) Bharti Telecom (Airtel, Bharti Televentures) , d) Reliance Infocomm

Broadband connections have continued to grow since the beginning on 2006. However, the definition of broadband is pretty constrained in India as compared to other countries. A 256 kbit/s always on connection is the definition of broadband in India compared to 2 Mbit/s in other countries. However most ISPs, especially the Government managed companies are now offering

speeds up to 2 Mbit/s. BSNL, Sify, MTNL, Airtel, Netcom, Reliance and Hathway are some of the major ISPs in India. TRAI has defined broadband as 256 kbit/s or higher. However, many ISPs advertise their service as broadband but don't offer the suggested speeds. Recently, Airtel and Hathway have begun offering unlimited downloads starting from 64 kbit/s. However, broadband in India is still costly compared to Western Europe/UK and USA.

An unlimited download of 256 kbit/s ADSL broadband connection from Airtel and BSNL costs about Rs. 900. The upload limit for 'BSNL UNLIMITED 256 kbit/s plan' is 64 kbit/s. BSNL offers 2 Mbit/s down for Rs. 500 with a download limit of 2.5 GB, and additional download costs around Rs. 0.80 per MB.India was one of the few countries to enact the Information Technology Act 2000 to enable Digital signatures and e-commerce. Setting up of gateways for Internet, laying of fibers & cables was freely permitted to the ISPs. Tax incentives were showered on the industry, infrastructure status given and mergers and acquisitions facilitated. Even after all these, the net users still stagnated at 5 million, less than India's 7 million mobile phones and less than 12% of the 42 million telephone connections in India. In India the usage charges of Internet remain one of the highest in the world. Internet dial up is still charged as local calls, netting approximately Rs.26 per hour to the BSNL/ MTNL. Add to it the ISP charge of Rs.10 per hour. A typical household with 3 hours of Internet access per day would need nearly 3500 per month to have access to the net. (Kumar, 2002) In fact just 20 hours of monthly net access in India costs 16.8% of GDP per capita. This is one of the highest in the world and compares to 0.12% in Sweden, 0.65% in USA, 0.84% in Hong Kong, and countries where net access has really taken off. (Chandra, 2003)

TABLE-2.1 Growth of Subscriber Base in India

Year	Subscriber Base (Millions)
1995	0.01
1996	0.05
1997	0.09
1998	0.14
1999	0.28
2000	0.90
2001	3.00
2002	3.30
2007	4.20

Source: Internet Service Provider's Association of India

A lot of earlier studies have estimated the number of web users and the purpose of the use of the web. The world wide web has captured significant public attention since 1996. Exponential growth in Internet hosts and personal computer adoption has led to dramatic increases in online activity. Millions of people are online for various reasons such as sending e-mail (52%), reading news (22%), and surfing on the web for fun (21%), buying products (4%), participating in auctions (3%), and finding friends (2%).(Gilbert, 2001).

There are several ways in which computer experience can be defined and conceptualized. In general, computer experience can be considered to be an act where users engage in applications that are often centered on computers. In addition, computer experience can also be defined in two different ways, as perceived use and variety of use. "While perceived usage refers to the amount of time spent interacting with a microcomputer and the frequency of use, variety of use refers to the importance of use and the collection of software package use." (Igabaria et al., 1995), essentially, the computer would often be a tool for wider and more diverse use. Users are increasingly using computers for information retrieval, data analysis, programming, word processing, creating graphics, and communicating using electronic mail or online conferencing. In this study, the computer experience refers to the experience of computer usage, such as the experience of operating systems, software packages, and the Internet.

To identify predictors of Internet use Papacharissi and Rubin (2000) proposed some questions as follows; what are computer-user's motives for using the Internet? How do antecedents (i.e., contextual age, unwillingness to communicate) and media perceptions (i.e., social presence) relate to Internet motives? How do Internet antecedents, perceptions, and motives predict behavioral and attitudinal outcomes of Internet use (i.e., amount and types of Internet use, duration of Internet use, Internet affinity, and Internet satisfaction)? They confirmed that the most salient use of Internet (i.e., information seeking) reflected an instrumental orientation, which has been defined as an active and purposive orientation, often having to do with information seeking, and characterized by utility, intention, selectivity, and involvement (Rubin, 1994). La Rose *et. al.* (2001) also proposed a social-cognitive model to explain Internet use. The outcome of expectations associated with the Internet is also explored by their social-cognitive model.

Johari (2000) felt that with the rapid growth, Internet cuts through barriers imposed by time and space, and people from all over the world are now a part of this communication and business revolution. According to NUA online surveys, 275.54 million people were online as of February 2000 (NUA 2000). Also, according to statistics from International Data Corp. (IDC, 2005), one half of all online users today are outside the United States. By the end of 2005, web users will approximately be 1 billion, with 70% being non-English speakers. Thus, the Internet can prove to be an invaluable asset for a business if it wants to reach consumers from the global emerging markets. The response for utilizing the Internet may vary across organizations, but any company that establishes site on the Internet automatically becomes a multinational company (Quelch and Klein 1996). It becomes accessible to consumers from different nations having different cultures.

According to Kumar (2002) Internet in India completed seven years on 15 Aug 2002, a date, which went largely unnoticed. The world had reached 553 million Internet users with USA alone accounting for 166 million (30%) (Nielson Net reports, 2003) followed by Europe (24%) and Asia Pacific 14%. India accounted for just 5 million or barely 1% of the world users of Internet, a 0.5 % penetration in the country. Worse, it had no broadband sector of any significant size to speak of. The Indian Internet had started with a great promise. The policy makers recognized the potential of the net for a quantum group in the knowledge-based economy. But the growth of Internet showed a slow pace.

Liaw & Huang (2003) highlighted that the primary use of the Internet, other than e-mail, is for information retrieval. With the advancement of Web-developing tools, individuals have joined organizations to post or publish information on almost any imaginable topic. Thus, with such a tremendous amount of diversity content on the Internet, retrieving relevant information is far from assured. This situation is like having a TV set with a billion channels; one can press the remote control frantically until one's thumb falls off and still never find the desired channel. Fortunately, a great number of search engines on the Web can help Internet users find any information, anywhere on the Web, or even beyond it. It is fair to say that Web-based information retrieval would collapse if search engines were not available on the Internet. Users have more Internet and search tool experiences than application software experiences. Computers are used now a days as an information retrieval tool rather than as a word processing

tool. Indeed, today's computers are used as a communication tool rather than as a digital storage device. Evidence from this study shows that when users enjoy using search engines for finding information, they also regard search engines to be easy to use and are willing to use them in the future. No matter how sophisticated and how capable the technology is, its effective implementation depends upon users having a positive attitude towards it.

A change is visible in the customer's perception in India and more people are now resorting to online buying. A study by Parwan (2005) expressed that dwellers of the world wide web in India are now making more purchases online than the global average. Airline tickets have become the number one item on the shopping list, with over one-third of online Indians buying their tickets online. Nielsen survey, covering 38 markets and over 21,100 respondents across the globe revealed that more Indians are taking to shopping online. Considering that net savvy people are still a minority in India, this is a revelation. At last count, India had close to 40m or just 4% of the total population using Internet. Indians clocked 5.2 purchases which was higher than the global average of 4.9 purchases in the previous month. Nielsen attributes this higher number of purchases to two factors. The advantages of convenience in terms of shopping and the ability to compare offers is one advantage. The ability to purchase items not available nearby would matter to people. Across the globe, the most important items purchased online are books (34%), followed by videos and games (22%), airline tickets/reservations (21%) and clothing/shoes (20%). According to Nielsen research, more than 627m people have shopped online globally. Over 135m people have purchased DVDs and video games while approximately 135m have made plane reservations. Over 128m people have bought clothing, apparel and shoes and over 112m have paid for music downloads or CDs. Globally, over 106m people purchased electronic devices and approximately 98m bought computer hardware.

In India, books followed airline reservations closely, with 35% of netizens buying them online. Nearly 24% have bought electronic items and more than 20% have purchased items such as apparel, music and electronic entertainment such as movies, DVDs and games. The most favored mode of payment for online purchases in India is the use of credit cards, followed by cash-on-delivery. Online shopping in India is poised for greater acceleration as more manufacturers and providers integrate the Internet into their sales model. As PC and Internet penetration grows, the

key to increasing online purchases will remain in the hands of marketers. Thus the active service industries, such as retail banking and airlines have laid the groundwork for harnessing the power of the Internet in India. The necessity to drive down costs has played an important part in driving this change. The tipping point of the online shopping boom will require the active participation of the consumer marketing companies from manufacturing industries.

Some of the studies predict that India is going to emerge as a very strong market. According to Bhatia (2006), India is the second largest market for soft voice-over IP technologies, after china. There will be tremendous growth in the Internet in India. The way the world is moving, it can safely be predicted that there is going to be tremendous growth in the adoption of the Internet in India. Prices of PCs are going to fall, and there will be better penetration of broadband. These trends are global and they are very positive. Everybody connects through the same browser interface and gets information from different sources. So, if a problem is solved or provides a useful service or useful piece of software could potentially be doing this for a billion people, it has an instant market of a billion people. Where else in the world can an individual make such a difference?

Press Trust of India (2006) reported that people in India are taking the world wide web in a big way outpacing anyone else across the globe including big brothers like the US, China, Japan and Germany in terms of the online population. The total online population in India, measured in terms of people aged over 15 years accessing Internet, rose 7.8 per cent to 18.02 million, from 16.71 million. The growth in the country's online population outscores the rise of 2.7 per cent in the world's overall online audience size, which rose to 713 million, from 694 million. India has also become the ninth biggest country in terms of the total online population from its 10th position, while the US has retained its top slot with 153 million of web users. Interestingly, the figures exclude the traffic from public computers such as cyber cafes and access from mobile phones. The total number of people accessing Internet could be much higher if those aged below 15 years and the public computer data and new-age mediums such as mobiles are also taken into consideration. The number of Internet visitors rose less than 1 per cent in the US, Germany, Italy, Spain and the Netherlands, while the United Kingdom (UK), France and Australia have actually registered a decline from 2006. According to Nielson Net Ratings (2006), the greater use

of the Internet at work is one of the major reasons for the increased seriousness for online. The following table shows that America is still maintaining its first position while receiving hard competition from India and China.

TABLE-2.2 World Internet User

Sr. No	Country/ Region	Internet Users, Latest Data	Population (2006 Est.)	Internet Penetration	% Users of World
1	U S	209,024,921	299,093,237	69.9 %	19.4 %
2	China	123,000,000	1,306,724,067	9.4 %	11.4 %
3	Japan	86,300,000	128,389,000	67.2 %	8.0 %
4	Germany	50,616,207	82,515,988	61.3 %	4.7 %
5	India	40,000,000	1,112,225,812	3.6 %	3.7 %
6	U K	37,600,000	60,139,274	62.5 %	3.5 %
7	Korea (South)	33,900,000	50,633,265	67.0 %	3.1 %
8	Italy	30,763,848	59,215,261	52.0 %	2.9 %
9	France	29,521,451	61,004,840	48.4 %	2.7 %
10	Brazil	25,900,000	184,284,898	14.1 %	2.4 %
11	Russia	23,700,000	143,682,757	16.5 %	2.2 %
12	Canada	21,900,000	32,251,238	67.9 %	2.0 %
13	Mexico	20,200,000	105,149,952	19.2 %	1.9 %
14	Spain	19,204,771	44,351,186	43.3 %	1.8 %
15	Indonesia	18,000,000	221,900,701	8.1 %	1.7 %
16	Turkey	16,000,000	74,709,412	21.4 %	1.5 %
17	Australia	14,663,522	20,750,052	70.7 %	1.4 %
18	Taiwan	13,800,000	22,896,488	60.3 %	1.3 %
19	Poland	11,400,000	38,115,814	29.9 %	1.1 %
20	Netherlands	10,806,328	16,386,216	65.9 %	1.0 %
	TOP 20 Countries	836,301,148	4,064,319,458	20.6 %	77.7 %
	Rest of the World	239,902,839	2,435,377,602	9.9 %	22.3 %
	Total World - Users	**1,076,203,987**	**6,499,697,060**	**16.6 %**	**100.0 %**

Source: World Internet User Statistics as on Nov. 27, 2006. Population numbers are based on data contained in the world-gazetteer page (Nelson/ Net ratings).

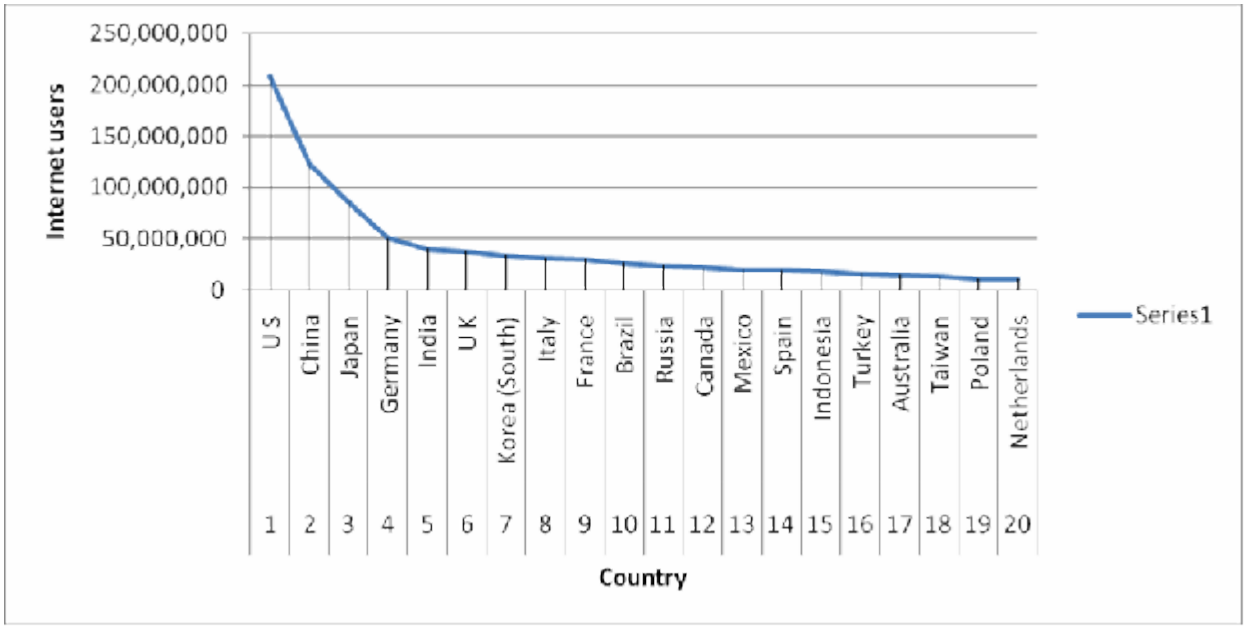


Fig: World Internet Users

China is on second position with the 11.4% of the users from the world. Whereas India maintained it's 5th position with 3.7% of the users in the world. 55 million Americans now go online from work. On a typical day, 36% of Americans with Internet access on the job were doing work-related research. 44% say online tools improve their ability to do their jobs. The use of email for sharing worries or seeking advice is now a routine among Internet users. In the U.S. and European B2B studies, many business professionals said they visit a company's website as the first step in researching potential vendors. According to the recent researches it is found that it is easy to see how people take advantage of a growing network.

Gupta (2006) believes that India has a huge talent pool. For the first time in India's history, due to the booming economic growth there is shortage of talent in a few high growth industries and Internet is one of them. India's Internet population at 43 million users is not near that of the US and China, but at a 5% month-on-month it is a very compelling and lucrative market. Internet is taking a large slice of the share of total media consumption of a user. There are a fair amount of Indian Internet companies which are making money now – Naukri just got listed, posted their IPO and is currently trading at almost 100% premium to their offer price. A clutch of companies like Indiatimes, Rediff, Shaadi, Bharat Matrimony & Mediaturf are also making money. Search marketing has already taken a 30% market share of the total online advertising business in India.

The entire and only proposition of Search is "Performance". Google has not become world's most valuable media company without delivering performance. Thus it is clear that Internet in India is growing at a rapid pace.

Garg (2006) is apprehensive of such a growth. The study highlighted that the broadband growth in India will continue to disappoint by not showing an exponential growth. As against the target of 3 million broadband connections till 2005 end, only 0.18 million were achieved. At end-October, the total number of broadband connections stood at 1.92 million. The target till 2007 end was 9 million and 143 million by end of 2010. Wi Max will not be able to solve the last mile challenge; instead there will be a realistic alternative in cellular. Surge in Wi-Fi enabled devices will increase the number of ways people get online. More vernacular sites are coming up and making it easy to access information on the web for the rural masses. For this, more regional languages will start making their presence felt on the Internet. This is absolutely required if the Internet penetration has to reach anywhere near US or China levels.

The study by Mukerji (2007) shows growth of Internet usage in both 'spread' and 'depth' in India with 22% new users added to the pie. The study estimates the current population of urban online Indians who use the Internet regularly at around 22 million. 1 out of every 2 computer users is logging onto the net implying that Internet availability is a critical factor to PC penetration. The good news is that 53% of the Internet connections now are broadband (compared to about 23% a couple of years ago). This will significantly impact areas such as gaming, video/music downloads and other heavy Internet activities.

Accodring to this study Internet is no longer an elite, big city phenomenon. More than 50% of the Internet users are from outside the big 8 metropolitan cities, and 60% are from middle to lower brackets of socio-economic classes. Cyber cafes continue to be extremely popular for Internet access. 46% of regular net users access the net (non-exclusively) from a cyber café. In comparison, 40% access the Internet from homes. The popularity of cyber cafes is interesting to study because it has a direct impact on PC ownership at home. With cyber cafes cropping up in every nook and corner, why should one own a PC when one can simply walk across to a cyber café at a fraction of a cost? Moreover, the popularity of cyber café proves Indians' affinity to

'pay-as-you-go' model. Even the cell phone boom (3 million new cell phone subscribers every month) was born out of attractive 'pay-as-you-go' schemes by cell phone companies. However, the use of the Internet to transact is severely limited by credit card penetration in India. The study shows that only 1 in 4 online Indians possesses a credit card, however, almost 1 in 2 owns a debit card. Online shopping is growing primarily due to the popularity of online ticketing. 33% of the online buyers have bought a train ticket in the last 3 months, and 22% have bought an airline ticket during the same period. Till a few years ago, buying a train ticket meant standing for hours in a long queue in an environment far from being hospitable. But with Indian Railways' online ticketing service, buying train tickets is easier than pronouncing Vengirapu Venkata Sai Laxman. Similarly, low cost air fares available from various travel portals have revolutionized inland travel in India. This is one example of how good content can impact Internet and PC penetration in a market. According to the study, 85% of the regular online Indians say that they check 'blogs'. The sheer interactivity, informality and democracy of blogging seem to have captured the net users' attention and interest.

Malik Om (2007) examined that the usage patterns of the PC. According to Malik people don't spend too much time surfing, but instead focus on specific tasks and actions, like sending email, trading stocks, checking job listings or matrimonial listings. The investments continue to pour into the Indian consumer Internet companies. Some entrepreneurs fear a dot-com like backlash, especially if one or more of these companies fail. The only investments that one gets to see these days are in DVD Rental, Online Travel, Mobile Payments, VAS space. Now with an overall 30-40 million Internet users (majority cybercafé users) and little over 1 million broadband customers the market size does not seem too huge for the kind of investments these Internet startups are receiving.

The table 2.4 Internet Usage and Population Statistics in India describes the change in the number of Internet users along with the percentage penetration the growth rate of users is 2.19 and penetration rate has increased from .1% in 1998 to 3.7% in 2007 and the figure Internet Users in India depicts the Internet users in India along with the trend line. As seen from the figure there is an increasing trend of Internet Users.

TABLE-2.3 Internet Usage and Population Statistics in India

YEAR	Users	Population	% Pen.	Usage Source
1998	1,400,000	1,094,870,677	0.1 %	ITU
1999	2,800,000	1,094,870,677	0.3 %	ITU
2000	5,500,000	1,094,870,677	0.5 %	ITU
2001	7,000,000	1,094,870,677	0.7 %	ITU
2002	16,500,000	1,094,870,677	1.6 %	ITU
2003	22,500,000	1,094,870,677	2.1 %	ITU
2004	39,200,000	1,094,870,677	3.6 %	C.I. Almanac
2005	50,600,000	1,112,225,812	4.5 %	C.I. Almanac
2006	40,000,000	1,112,225,812	3.6 %	IAMAI
2007	42,000,000	1,129,667,528	3.7 %	IWS
Growth Rate	**2.19**	**3.50**		

Source: World Internet User Statistics (2008)

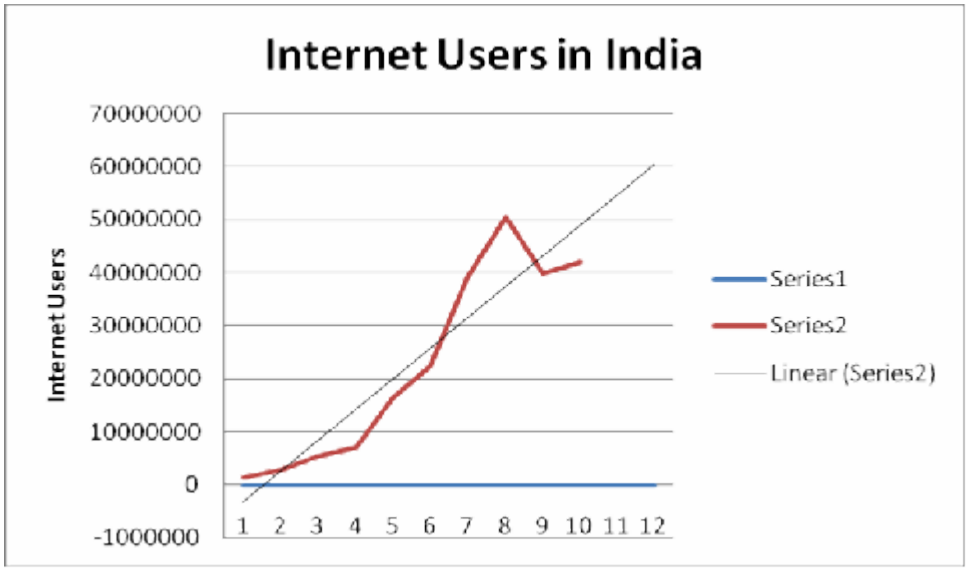


Fig: Internet Users in India

Madhur (2007) believes that Internet in India is still in early stages although it has come a long way in the last 3-4 years. It might still take some time to reach the maturity level of more

developed markets. It looks more like the pre-bubble period (’97-98) of the US market. A lot of investment is happening, user base is increasing, new companies are coming up and the things seem to be moving in the right direction. Search engines - a popular category of sites, reflects the global trends in terms of the popularity of search engines. (Google, Yahoo, Microsoft, Ask). However, there is no Indian company in the list. Given the variety of different cultures and languages in India, one might think local players might have an edge if they really tried. Lot of early local players are from the 90s, yet only a few are established ones. Google, Yahoo, MSN are again big players, although the good news here is that there are at least a handful of local players in the sector. According to the researcher News/entertainment/ communication - rediff, timesnetwork, and sify have decent content but poor user experience (broken links, popup ads, flashy ads). Madhur further highlights that social networking/web2.0; a rapidly growing category has very few decent Indian sites. Social networking is mostly dominated by the likes of Orkut, Facebook, Youtube etc.

Channana (2007) realizes that technology will dominate the future and the web is clearly one of its greatest manifestations. The Web is becoming our way of life in India. There are enough statistics to point to the rapid growth of the Internet in India – number of connections, e-mail accounts, and transaction revenue. All these are very convincing indicators. Websites today are built with robust understanding of users and available technology. They purposefully pursue fulfilling the needs of their audience but are grounded in strong business reality. And hence, unlike the fairytale era gone by, this time around the web is geared to deliver all our needs.

According to (OECD) Organisation for Economic Co-operation and Development (2007), though the number of Internet users is high, the penetration level of usage is still lower than most countries across the globe. The concept of the participative web is based on Internet increasingly influenced by intelligent web services that empower the user to contribute to developing, rating, collaborating on and distributing Internet content and customising Internet applications. As the Internet is getting more and more embedded in people’s lives, users are tending to draw on new Internet applications to express themselves through user-created content. The use of the Internet is characterized by increased participation and interaction of Internet users who use it to communicate and express themselves. The most prominent concept to describe this evolution

which uses the Internet's inherent capabilities more extensively is called participative web. It represents an Internet increasingly influenced by intelligent web services based on new technologies empowering the user to be an increasing contributor to developing, rating, collaborating and distributing Internet content and developing and customizing Internet applications. These new web tools are said to enable commercial and non-commercial service providers to better harness the collective intelligence of Internet users, using information and knowledge embedded in the Web in the form of data, metadata, user participation and creating links between these. One characteristic of the participative web is also the communication between users and between different separate software applications via open web standards and web interfaces**.**

2.2 Comparative Study of Traditional Advertising and Online Advertising

One of the basic reasons for Internet use is its emergence as a media for online advertising. This has attracted a lot of researchers to focus on the Interactive aspects of Internet and its use as marketing tool and whether it can replace the traditional media. This section is focused on comparative study of traditional and Internet advertising.

Massive proliferation of the Indian Internet user base is already showing signs of significant growth in Internet advertising and electronic commerce in the recent years. This rapid expansion has spurred businesses to devote larger portions of their marketing budgets to Internet advertising. India boasts of an ever-increasing user base whose understanding of the Internet is at par with that of any advanced nation world-wide. The web is indeed becoming a household name, especially amongst the upwardly mobile Indian - a fact that holds tremendous promise for e-commerce activities. 68% of the users are between the age group 15-30. Internet is mostly used for communication (Email, Chat). Information seeking is primary purpose which includes 76% males and 24% females. Cyber Cafes and homes are an important access route of Internet.

Tom (1995) analyzed the effectiveness of websites and described that the profitability of a web site depends on the level of its exposure to people. Web marketing has its share of activities that can be compared to traditional marketing functions. For example, in print publication marketing,

“impression” is a key word most often used in reference to some aspect of readership statistics. By comparison, “hits” or web page accesses have become the primary area where web measurement advocates have aimed their efforts and these can indicate part of the success of a web site as a marketing communication medium.

Rogers (1995) identifies five perceived attributes of innovations: relative advantage, compatibility, complexity, trialability, and observability. These five perceived attributes of innovations are positively related to the adoption of technology, while the perceived complexity of an innovation is negatively related to its adoption. Roger reported that the compatibility between innovations and existing social norms or patterns of behavior might influence the adoption of new technology. For example, based on the media substitution hypothesis (Atkin, et al., 1998; Jeffres, et al., 1995; Lin, 2001), the introduction of a new medium will change the way consumers view existing media. The audience may abandon the old medium and replace it with a new one when the latter is regarded as more functionally desirable than the former (Lin, 1994). In contrast, people will consume more of what they want given more options based on the media supplement hypothesis (Kang & Atkin, 1999). This is predicated on whether the information technology is "functionally similar" to those already in use (Atkin, 1993; LaRose & Atkin, 1992). Likewise, Reagan et al. (1995) suggest that this may be a function of compatibility with existing products.

The effects of media substitution or supplementation may take place when the Internet meets or fails to meet the qualities of service that traditional media can offer. Atkin *et al.* (1998) found that consumption of magazines, movies and videos was positively related to Internet access. Watching television, however, was inversely related to Internet access.

Thomsen (1996) in her study compared the Internet and the traditional advertising strategies. External desk research is used in a subsidiary way. However, primary research is the main thrust of this research. Secondary data provides a context within which to set the work. The secondary research is mainly based on articles from journals, newspapers and magazines because only a few on-line marketing books have been published. Certain research objectives, especially the

ones concerning how Internet advertising works, could not be covered through secondary research, so the primary research was also included in the study for more analytical approach.

Online suppliers were interviewed about the development of the net, security and control problems and Internet forecasting statistics. Online trademark lawyers were questioned about brand and trademark registration problems. The study found that most of the colleges and the universities gave free accounts to the students. They have a significant demographic component on the Internet. The Internet is primarily male dominated with 60% of the total usage. However, women on the Internet are increasing significantly in numbers, now accounting for approximately 40%, up from 15% in 1995. Both secondary and primary research confirms that many companies lack Internet missions and vision. Homepages and customer handlings were in many cases poor and did not take advantage of the opportunity for feedback, interaction and customization. Advertisers cannot expect any success when they treat the Internet like any other media. The study recommended that Internet advertising demanded management understanding and commitment for success.

Yang (1997) highlighted that with the increasing popularity of electronic commerce on the Internet, interactive advertising has become one of the hottest topics among advertising and marketing professionals. The recent hype about the Internet, the world wide web (www), and the National Information Infrastructure (NII) has increased the commercial potential of interactive advertising. In spite of this somewhat overrated optimism about interactive advertising, there is a lack of an empirical study on the effectiveness of interactive advertisements, as compared to advertisements that have appeared in traditional non-interactive media. The study used an experiment to investigate the effectiveness of interactive advertisements. Three advertising effectiveness measures were tested: the attitude towards an advertisement (Aad), the attitude towards an advertised brand (Ab) and the time of exposure to each advertisement. The results indicate that the interactivity of an advertisement does not create a favorable attitude towards the advertisements and the advertised products. The subjects spent less time in an interactive advertisement than its non interactive version. The insignificant differences between interactive and non interactive advertising can be the result of several reasons. First, executional characteristics (such as interactivity) only play a limited role in enhancing advertising

effectiveness. Second, traditional effectiveness measures failed to show the effects of interactivity. Third, factors such as the subjects' lack of interest in cyber shopping, the characteristics of virtual stores and the experimental setting may also lead to these findings.

Stafford and Stafford (1998) found that respondents who were using the Internet for communication were least likely to notice advertising. Rodgers and Thorson (2000) also suggest that different consumer motives affect attitudes to Internet advertising. Testing this hypothesis, Li and Bukovac (1999) found that although information seeking respondents paid more attention to advertisements than surfers, the difference was not significant, possibly because of motive switching. Whether a surfer is in flow is also likely to affect their attitude to advertising. Flow is "the holistic experience that people feel when they act with total involvement" (Csikszentmihalyi) (1975). Hoffman and Novak (1996) identify flow as a key characteristic of consumer behaviour on the Internet, "flow is the 'glue' holding the consumer in the hypermedia Computer Mediated Environment". Rettie (2001) found that advertising was particularly irritating when in flow, so that while flow may retain surfers at a web site where they are subject to advertising, it may adversely affect their response to that advertising.

Schlosser *et. al.* (1999) analyzed that Audience members play an active role in advertising exposure on the Internet. In addition the potential clash between Internet culture and marketing goals creates a situation where consumers may respond more negatively to Internet advertising than to general advertising. Therefore, it is important to understand the structure and favorability of their attitudes toward Internet advertising. The results suggest that Internet users' perceptions of Internet advertising (IA) are generally positive. Although Internet users were equally divided in the favorability of their Internet advertising attitudes, over half found Internet advertising informative, were not insulted by Internet advertising, and felt confident in using Internet advertising for purchase decisions. Furthermore, of those with experience using Internet advertising for purchase decisions, more appeared to be more satisfied than dissatisfied with Internet advertising and over 40% believed that products lived up to the Internet advertising promises and that Internet advertising lowers product prices. The results also indicated that consumers' Internet advertising attitudes were largely comprised of perceptions regarding the informational, entertainment, and behavioral utility of advertising.

Schlosser *et. al.* (1999) studied attitudes to Internet advertising. They compared the results of a demographically matched sample from the two studies. Respondents were polarized: 38% liked Internet advertising, 35% disliked it, and 28% were neutral. Advertising in general was more liked than Internet advertising, (46% vs. 38%), and less disliked, (25% Vs 35%). However, when looking at specific attitudes, Internet advertising attitudes were sometimes more positive e.g. 48% vs. 38% felt they could trust Internet advertising. Schlosser *et. al.* conclude that the nature of Internet advertising makes it less irritating to consumers, "*fewer respondents felt insulted, offended, and misled*". However, this may be because Internet advertising is less pervasive, less intrusive, and less persuasive, rather than because consumers prefer it.

Hoffman *et. al.* (2000) proposed a framework for evaluating the commercial development of the world wide web on the Internet. The categorization scheme in the study organizes the explosion of commercial activity and identifies two major categories of sites: "Destination Sites," and "Web Traffic Control Sites." Destination Sites include Online Storefronts, Internet Presence Sites, and Content Sites. These comprise the ultimate "destinations" competing for consumers' share of visits on the web. Web Traffic Control Sites, including Malls, Incentive Sites, and Search Agents, function to direct consumers of these various Destination Sites. The marketing objective is to integrate these sites into a coordinated plan designed to achieve the important marketing objectives of generating initial visits and securing repeat visits.

The systematic categorization also serves to focus strategic attention on:

l. *Understanding evolution of sites and structural characteristics over time:* Examining the attributes underlying web site structure can lead to insight into what makes a successful site.
2. *Gaining insight into categories that do not exist yet:* Since site characteristics will change over time, tracking changes will suggest where the development is headed.
3. *Keeping an eye on the leading edge to gain differential advantage:* From a developmental point of view, manager needs to identify the extent to which firms are following existing models or developing new models. For differential advantage the path suggested is to create innovative sites in less crowded categories, particularly as sites proliferate.

The models identified reinforce the idea that the firm's relationship with the customer must take advantage of a key feature of the medium, namely interactivity, and such relationships must be updated continuously. The inter active nature of the web is especially conducive to relationship building and offers marketers new opportunities to create stronger brand identities which have the potential to translate to brand loyalty. The Internet, especially that portion known as the world wide web, has the potential to change radically the way businesses interact with their customers. The Web frees customers from their traditionally passive role as receivers of marketing communications, gives them much greater control over the information search and acquisition process, and allows them to become active participants in the marketing process.

Subramaniam *et. al.* (2000) examined the capabilities of the Internet as a marketing channel and how this new channel can be exploited by marketers to effectively reach their message to the consumer. The study focused on the consumer processes supported by the Internet and the challenges of measuring the effectiveness of this new channel. The ultimate objective of all marketing efforts is to allow the consumer to take possession of the product or service that satisfies her/his needs. This includes the process of informing, persuading and removing all barriers for the consumer to possess the product or service. The Internet does not alter this ultimate objective. What the Internet does alter is the specific implementation of the various elements of the marketing mix directed toward the objective. While doing this, the Internet, as a computing network and an interactive two-way communication channel, provides marketers with new capabilities not available in traditional channels. These capabilities allow the marketers to (i) understand their consumers better, (ii) communicate their message to the consumers more effectively, and (iii) provide new services in fulfilling the needs of the consumers.

The study further highlights that most organizations are still not clear of the impact of Internet strategies on their bottom line. As the organizations struggle with the changing consumer preferences, new technology, and the inadequacies of the traditional channels in achieving their objectives, the introduction of the Internet as a potential channel has created both excitement and anxiety among the marketers. The competitive advantage of any organization is derived from the long term relationship that it has built with its consumers. As consumers increasingly take

control of their need fulfillment process, marketers should evaluate the value that they can add to this fulfillment process to benefit both the consumer and the organization. Brand building over the Internet is another area of concern of the marketers. While marketers like to capitalize on the reach and interactivity of the Internet to build online brands, the strategies that work in traditional media do not work so well on the Internet (Neuborne, 1998). According to a recent survey, banners, based on the billboard concept and the most popular web advertising model used by marketers are "looked at" by only 9.1% of online users (Maddox, 1998). But marketers also know that there is enormous potential on the Internet, with the current generation, which is comfortable with the technology, growing into consumer generation. Brand building efforts for this generation may have to consider, among other issues, consumer participation in the marketing efforts and replacement of the perception driven advertising models with experience driven interactive models. Besides this, the Internet may be used with other marketing channels to build information flow and synergy among the product marketing efforts. According to the study the barriers to exploitation of the Internet as a marketing channel can be categorized as follows: i) Limitations of the Internet in its current state such as limited band width, server capabilities and communication interface standards; ii) Lack of measurement standards that can give confidence to the marketers to shift to Internet; and iii) Absence of new business models that go beyond banner advertisement on the Web.

The communication capabilities of the Internet are being addressed by the government, research and corporate agencies. The measurement issues are also expected to be addressed and standards established to enable marketers to evaluate the benefits of the new media. But, only a few organizations have shown the willingness to develop new business models for the Internet and even here most of the efforts have been in digital products such as software and services. The marketers, while realizing that the Internet does not change their basic objective of serving the consumers, should evaluate their traditional consumer models and find new ways to establish a closer relationship with their consumers. The study attempts to provide a framework to understand some of the ways in which the Internet can serve as a marketing channel. But, many more issues have to be addressed to develop and use new Internet marketing models as electronic commerce continues to advance and impact the marketing function.

According to Internet Advertising Bureau (2001) broadband Internet has transformed how we work, play, communicate, gather information and shop. Three-quarters (73%) of all Britons online are connecting through broadband. Faster connections allow for the download and sending of large files across the Internet and generally improve the user's online experience. With broadband people view more sites and go online more often and at unusual times - 59% of broadband users go online before breakfast with 21% claiming they sometimes get up in the middle of the night to use the Internet. The Internet, particularly since the absorption of broadband, has been embraced by society in terms of fulfilling existing needs better than the traditional media and providing completely new benefits that were impossible beforehand. Broadband audiences are spending more time online at the expense of other media, in particular television. 37% say that their increase in time spent online has been at the cost of TV. People are visiting an increasing variety of websites for an ever-broadening range of activities. There is a consistent thread of importance placed on the Internet by the majority of those who use it - 75% of people go online everyday, but why they go online and what they do is generally influenced by demographic facts which vary from person to person.

The Internet users aged 16-34 have been labeled as i-generation following a 4 month research survey from Yahoo! There are 50million attributed to this group across Europe and they represent the first generation to grow up with Internet technology. Yahoo! says the 'i' stands for Internet, individual and independent; the latter two inescapably fuelled by the former. Technology is here to make lives easier. The Internet combats the time pressures of modern living with i-generation taking advantage of online services and using the medium to work from home. The Internet precipitates and liberates their creativity allowing them to create movies and music and providing them with an audience online. They have a very clear understanding of brands and importantly recognize what they like, often based on ethical reasons. The 18-22 demographic group splits into three groups: i) Fun seekers – play games, seek out new games and pass them on, enjoy social aspect, chat rooms and email interactive games; they use the net to pass time; ii) Enthusiasts – Hobby or passion e.g. music, cars, films, use Internet for info, contacting other enthusiasts, purchasing, researching related products and services and iii) Focused – use Internet for specific needs e.g. banking, emailing, study research, purchasing. Can be wary of wasting time on the Net

In focus group research, Rettie (2001) found respondents were extremely negative about advertising, as is apparent in this quotation of a group member *"Just completely ignore them. You just immediately know, that's adverts, get rid of it."* Negative attitudes to Internet advertising mean that surfers deliberately evade advertisements. Drèze and Hussherr (1999) found that surfers purposely avoid looking at banner advertisements during their online activities, which helps to explain low click-through rates. Using eye tracking, they found that surfers were significantly less likely to look at an advertising banner than elsewhere on the page. They also found significant differences in eye pattern movements between novices and experts; for instance, experts are quicker and look at fewer parts of a web page. Drèze and Hussherr (1999) also measured advertising recall, brand recall, and brand awareness effects, finding that these were all higher than click-through rates. This supports an earlier finding by Briggs and Hollis (1997), which showed that banner advertisements have an impact on consumers' attitudes to a brand, independent of click-through.

Lin (2001) found that among attributes of traditional media, newspaper reading has a significant inverse relationship with communication-oriented online services, while magazine reading is related positively related to marketing-oriented online services. However, Busselle et al. (1999) found that no traditional medium use was significantly related to Internet use. Dutton et al. (1987) also reported the same finding that there was a negative relationship between computer use and television viewing.

Silk *et al* (2001), examine the emerging position of the Internet as an advertising medium. The nature and temporality of its evolution are subject to considerable uncertainty arising from issues relating to expansion of the Internet's penetration of households, consumer demand for information, development of pricing policies and measurement capabilities, and its attractiveness to advertisers in different product/service categories. The analysis of these issues suggests that its long-term impact on intermedia rivalry will be broad and substantial. The Internet is emerging as an adaptive, hybrid medium with respect to the factors hypothesized to affect intermedia substitutability, namely, audience addressability, audience control, and contractual flexibility. Possessing such capabilities, it looms as a potential substitute or complement for all of the major

categories of existing media and appears capable of serving a wide range of communications objectives for a broad array of advertisers.

According to Poh and Adam (2002) mass media advertising has played a major role in business marketing, and enabled companies to meet consumer communication and other marketing objectives. Typically, advertising is used to inform, persuade, and remind consumers as well as to reinforce their attitudes and perceptions (Kotler *et al*. 2001). However, advertising is only one component in what is now termed as integrated marketing communication (IMC), and which includes TCP/IP (transmission control protocol/Internet protocol) technologies. With the inclusion of the Internet (Net), its present graphical face, the world wide web has been progressing. The traditional advertising hierarchy of effects model remains relevant in evaluating the return on investment in mass media marketing communication and this use can be extended to the online marketing environment at a high pace.

The study by Graham (2002) highlights that the Internet provides several key advantages: First of all, advertisers can utilize its *interactive nature* to build awareness among customers. The Internet furthermore possesses the feature of *relevance* in so far as it is more efficient than other channels in reaching people that are part of a market of specific interest, like cars (e.g. advertising on the website 'Carpoint'). Graham also emphasizes a feature called *advertorial.* Websites are able to combine sponsorships with editorial, making use of their relationships to users in order to link their needs with the branding goals of advertisers (e.g. *i*Village).

In supporting the study of Graham (2000), Siegmund (2003) thought that in advertising, differentiation became a golden rule to gain an advantage in the growing competition for consumers' attention on and preference for a company's brand. Offering a variety of different features (e.g. online account servicing, interest based attractions designed for children) and a huge potential of creativity, the Internet inspired marketers to use it as new branding and advertising tool.

The study by McMillan (2004) also focused on the interactivity aspect. The focus of this study shifted from the traditional emphasis on profit potential to the benefits of interactivity. One

major difference between Internet advertisement and other forms of advertisement firms is that the Internet has the capacity for highly personalized communication. A second major difference between Internet advertising and other forms of advertising is that the Internet was the first widely available consumer medium that enabled the sometimes elusive properties of interactivity. In an effort aimed at clearly defining Internet advertising, two research steps were taken. First, the author reviewed articles related to Internet advertising that appeared in the scholarly advertising literature from 1995 to 2003. The second research step was to conduct interviews with persons who are actively working in the Internet advertising business. The results highlights that there is no one best form of Internet advertising. Sometimes a simple brand-building message is suited for the marketing objectives of a given organization. At other times, that message may need to add a direct-response component. And sometimes the organization may have to take more control over the content environment through forms of corporate communication and/or electronic transactions. Regardless of where a specific advertising format might appear in the topology of the Internet advertising, it should do well to be sensitive to the unique characteristics of the Internet: compression of the hierarchy of effects, interactivity, intrusiveness, and personalization.

In Chakravarti and Janiszewski's view (2004) more than a billion dollars is spent annually on generic advertisements that promote the consumption of commodity goods. Generic advertising is designed to increase primary demand, or the "size of the pie," without affecting selective demand or the "share of the pie." The study finds evidence to the contrary; generic advertising increases the consumer's sensitivity to changes in price and systematically alters brand preferences. These effects of generic advertising can be attributed to the tendency of generic ads to change the relative importance of the attributes used to evaluate the brands. The results have implications for the public policy issue of how to effectively implement generic advertising without differentially benefiting certain brands and the managerial issue of how to integrate generic and brand advertising in order to achieve product category and brand differentiation goals.

Dittmar, Long, and Meek (2004) use two studies to examine gender differences in attitudes toward conventional buying and on-line buying. Thematic analysis of open-ended accounts (n =

113) in Study 1 provides a rich, qualitative map of buying attitude dimensions that are important to young women and men. Study 2 is a quantitative survey (n = 240) of functional, emotional–social, and identity-related buying motivations in the 2 environments. The results highlight that on-line environment has an effect on buying attitudes, but more strongly so for women than for men. Whereas men's functional concerns are amplified—rather than changed—in the shift from conventional to on-line buying, women's motivational priorities show a reversal, and less involvement in shopping. In contrast to men, women's on-line buying is associated with barriers (social–experiential factors) and facilitators (efficiency, identity-related concerns) grounded in their attitudes toward conventional buying. This has implications for the ease with which women and men can and want to adapt to the accelerating shift toward computer-mediated shopping.

Das (2005) stated that since mid nineties, the performance of the Indian advertising industry can be termed as healthy. The growth rate of 18-20 per cent, though below the 49.5 per cent achieved during 1995, is still above that of many industries in India. The 10,000 crore Indian advertising rupees industry is becoming globally competitive and accounts for 33 per cent of total industry profit in the Asia-Pacific region and ranks seventh highest in terms of contribution to global profit. Global agencies are increasingly getting attracted to the Indian market and have a share of about 47 per cent of total Indian advertising. In spite of this healthy state of the industry during the mid- and late 1990s, the uncertainty of the future remains a cause of concern for all agencies whether big, medium or small. The researcher has explained some of these developments to identify the opportunities and vulnerabilities of Indian advertising agencies. Clients are increasingly looking for a one-stop communication solution, including direct marketing, event management and public relations.

Sathe (2005) felt that in the Indian dotcom industry, the marketing mantra is: create the initial awareness with a bang. But the Indian dotcom is caught in a situation where the outgo for offline advertising is escalating and the inflow of revenues from online advertising is seen moving slowly. While dotcom marketers are, on one hand spending vast amounts of money on offline advertising to grab eyeballs, they are not deriving the requisite revenues from online advertising. According to a study conducted by the International Data Corporation (IDC), online advertising accounts for less than 0.5 per cent of the total advertising revenue in the Asia-Pacific region

minus Japan. Global in reach, the Net is considered as the fastest growing medium in the near future with a monthly growth rate of 10-20%. Still the penetration of online advertising is pretty low across the globe. There is low awareness about the benefits of online advertising. There is little knowledge about the best usage of the Net. It is still treated as a medium similar to the traditional mediums. Online advertising offers a unique combination of scalability, cost-effectiveness, desirable demographics, highly targeted marketing, a rapidly growing audience and unmatched tracking capabilities. Ad banners combine the benefits of broadcast, print, and direct mail advertising, making them a great tool both for branding and for driving transactions.

Indian advertising showed exponential growth in 2006 growing more than 23% over last year's spends to $3.75 billion (Rs.163 billion) as compared to a growth of 14% in the previous year, according to FICCI-PWC report, (2008). Advertising revenues are vital for the growth of this industry. "While today the low ad spends may seem like a challenge before the E&M industry, it also throws open immense potential for growth", points out the report. This potential can be estimated by the fact that even if India were to reach the global average, the advertising revenues would at least double from the current level. An estimated 32 million Indians have been exposed to the Internet till 2006, with 21 million regular users. A total of 59 million Indians are PC literate and thus potential targets of Internet advertising. The number of regular Internet users is expected to increase to more than 35 million by 2008 and this will drive growth of Internet advertising, which stands at approximately Rs.1.6 billion ($35.56 million) in 2006. The increase in number of broadband connections gives users improved Internet speeds at cheaper rates encouraging further use of the medium. A study of the demographics of Internet users reveals that a large number of users fall in categories suitable for being targeted by Internet advertising. The Internet is being used for a variety of reasons, besides work, such as chatting, leisure, doing transactions, writing blogs etc. This offers a huge opportunity to marketers to sell their products. Outdoor media sites in India are predominantly owned or operated by small, local players and are typically, directly marketed by them to advertisers and advertising agencies. This makes the industry a fragmented and disorganized one. This situation is improving slightly with some big, large national media houses like Star Network and Bennet & Coleman & Co. entering the advertising industry. This sector has witnessed several technological innovations such as light-

emitting diode (LED) video billboards. This is a segment that is being buoyed by interesting technological innovations across the world and is likely to grow in India too in the short-term.

TABLE-2.4 Entertainment and Media Industry's Current and Projected Growth

Entertainment & Media Industry	2006 Rs. bln	$mln	2011 (Est.) Rs. bln	$mln	CAGR till 2011
Television Media	191	4,391	519	11,931	22%
Print Media	128	2,943	232	5,333	13%
Filmed Entertainment	85	1,954	175	4,023	16%
Out-of-home advertising	10	230	21.5	494	17%
Live Entertainment	9	207	19	437	16%
Music	7.2	166	8.7	200	4%
Radio	5	115	17	391	28%
Internet Advertising	1.6	37	9.5	218	43%
Total	**437**	**10,046**	**1000**	**22,989**	**18%**

Source: Indusview Advisors Private Limited. 2007.

Key findings of the report are that while the overall size of E&M industry is estimated to grow to $23 billion (Rs.1000 billion) in 2011 showing a compound annual growth rate (CAGR) of 18% from $10 billion (Rs.437 billion) in 2006, the Internet advertising is set to post the highest CAGR of 43%, rising to $218.4 million (Rs.9.5 billion) in 2011 from its current size of $36.8 million (Rs.1.6 billion). Television media, the largest segment of the pie, is also estimated to grow at a healthy CAGR of 22% to reach $11.9 billion (Rs.519 billion) by 2011 from the current size of $4.4 billion (Rs.191 billion).

Bradley *et al.* (2005) compares the methodologies for studying Internet and traditional media use. A nagging problem in the measurement of media use remains that of identifying a meaningful common scale unit. The choice of time, e.g., minutes or hours, is more a convenience than a psychologically or semantically meaningful decision. When you watch TV, you watch programs, not minutes. When you go on the Internet, you are targeting Web sites, games or a

friend, not minutes. In addition, equating 15 minutes of reading with 15 minutes of TV viewing ignores the differences in complexity of these two behaviors.

Buner (2005) outlined that online advertising has come a long way since those first ad banners on Hotwired in 1994. The Internet, virtually unheard of just over a decade ago, is a vital art of our daily routine today. The many forms of marketing and advertising it enables—permission email, keyword-targeted search engine advertising, floating animated page takeovers, interactive on- page rich media ads, streaming audio and video, consumer-fueled "viral marketing," to name a few—have excited early adopters and now mainstream marketers in ways that traditional advertising has not seen the likes of since the early days of color television.

The Internet's accountability for measuring both brand and performance lift appears to be winning converts, as more mainstream ad dollars continue to shift rapidly online. As a possible consequence, marketers are putting more pressure on traditional media to likewise improve their metrics for accountability. Unlike other media, however, the Internet is literally a hands on experience, where consumers, with hands on mouse and keyboards, can read, research, watch, listen, write, send, meet, organize, post, program, purchase and much more, all through various simple devices across a vast network of millions of collaborators and destinations.

Bruner (2005) believes that the rapid growth of online ads may not continue for long at the 32% year-over-year pace witnessed in 2004, but strong growth is likely to continue for several years to come. Advertisers still lag consumers in their adoption of digital media. As broadband reaches more American homes, as entertainment companies develop more digital content, and as televisions, mobile phones and other devices further blur the distinction between "online" and "offline," all advertisers will be forced to adapt faster to the new media environment or struggle to stay relevant. With competition for online ad inventory fast increasing and prices already rising, marketers will have to take a closer look at the ample collection of maturing metrics for the online media environment —brand lift, view-through conversions, offline sales impact, mega-panel behavioral tracking, cross-media mix modeling, detailed rich media interactions, keyword search usage, and more. As Internet media continue to lead the way for the future of marketing accountability, traditional media will have to respond with better metrics for audience composition and marketing performance in their own channels. At the same time, in order to

better engage consumers in an advertising and media-saturated world, where individuals have more choices and greater control over message delivery than ever, corporations and their agencies will simply have to strive to make better advertisements than ever. The new face of advertising is almost certain to be more entertaining, more informative, more timely, more relevant, more authentic and more in tune with customers. Premium media brands are likely to attempt to further reduce ad clutter to avoid the risk of turning off their audiences.

Sen (2005) expressed that the advertising industry in India is increasingly targeting the expanding Internet user base of 26 million Internet users in India, largely in the age group of 20 to 40. It's reboot time for Indian advertising with predictions that the online segment is likely to cross the 100 million dollar mark by 2010. India's advertising industry generates about 2.2 billion dollars annually. Currently, online advertising comprises less than one per cent of the pie. The total spending for 2004-2005 was about 18 million dollars, but the Indian Online Association (IOA), predicts this will touch 34 million dollars in the next financial year and cross 57 million in 2006-2007. Print and television still hog a major share of Indian advertising at 700 to 920 million dollars annually. But digital advertising industry players point out that television too saw a sluggish beginning and then exploded as cable TV entered the arena. Internet has 26 million users in a country of one billion. Advertisers are, however, honing on to the targeting capabilities of the net. The many advantages of the medium include the fact that it is a two-way communication. Unlike in case of print and TV, the Internet user can decide when and how he wants to be exposed to a campaign, and the advertiser too can filter targets in terms of groups and locales. The Internet has great cost advantage as well. The cost per 1,000 reach is very effective when compared to other media.

Nguyen & Western (2006) suggest that the historical coexistence of old and new media will continue in the Internet age. Online news and information usage at different usage levels is positively associated with the use of traditional news and information sources, especially those that are more information-intensive. Those who relied on the Internet the most for news and information still used traditional sources substantially. For news and information Internet could be a complement to the old media. Decline of traditional news and information usage might be under way, especially when the Internet becomes the most relied-on news and information

source but it is unlikely to replace the traditional media. Other supportive evidence includes the following facts: i) both adopters and frequent users of online news and information reported using the entertainment-oriented commercial television less often than their relevant opposite groups; and ii)while the frequency of using public television for news and information was significantly less among adopters than non-adopters of online news and information, it became insignificant at the higher use level (frequent usage) of online news and information. This might be because public television is information-rich enough for the general online news and information population but not rich enough for the more information-oriented population of frequent online news usage.

Chan and Fang (2007) examine the use of traditional media as well as the Internet among young people in Hong Kong. With the fast development of the Internet, the use of interpersonal as well as computer-mediated communication has changed greatly. A study of how young people use traditional and new media is crucial as it enables commercial and social marketers to fully understand the role of mass mediated messages in the lives of youth. As the youth market expands and consumption power increases, marketers need to capture the latest trends in order to reach the young generation. A survey of 405 Chinese persons aged 15 to 24 in Hong Kong was conducted in February 2006 using a self-administered questionnaire. Undergraduate students distributed and collected these questionnaires through face-to-face interactions. The study finds that the Internet plays a prominent role among the young people in Hong Kong. A majority of respondents aged 15 to 24 spent one to three hours per day on the Internet. The main reasons for Internet usage were for listening to music and for fun. The Internet was the preferred media choice for information-driven activities. Magazines retained importance for entertainment and shopping activities while the television retained importance for news and current affairs. Most of the respondents found useful web sites through search engines. Interpersonal information sources gave way to the Internet for obtaining information about sensitive issues.

2.3 Internet Audience Attitude and Consumer Concerns

It's indeed quite important to study the Internet audience attitude. Audience attitude towards Internet adoption and its use can provide the knowledge of consumer perception and their

concern for the Internet which ultimately helps the marketers to focus their policies on those factors which cause a positive attitude and thus enhance e-commerce activities. The reason for the unprecedented growth of the web was the incredible rate of return on the initial investment. Every company wants to get in on to the act, in its own appropriate way. All big corporations like CBS, Sun Microsystems, and AT&T have their own commercial sites along with numerous others (Kling (1994)).

Chatterjee and Narasimha (1994) reported that by analyzing the web's marketing perspective, the web can also be viewed as a commercial medium, offering a number of important benefits which can be examined at both the customer and company levels. Buyer's benefits arise primarily from the structural characteristics of the medium and include availability of information, provision of search mechanisms, and online product trial. All these facilitate the purchase decision. Wilson (1996) felt that for marketing on the web, web marketers need to identify the extent to which companies are deploying existing models or developing new ones. One way to achieve this will be to create innovation sites in less crowded categories, particularly as sites proliferate.

Berthon*, et. al.* (1996) and Lamb, *et. al.* (1996) suggest that marketers need to understand the true nature of this medium to enhance its effectiveness. They add that "value" is a factor that plays an important role in the overall effectiveness of the web sites. Value relates directly to the quality of the data provided on the site. World wide web has the potential to radically change the way businesses interact. Their traditionally passive role as receivers of marketing data has given way to greater control they have now over the information search and acquition process, and allows them access to marketing process (Hoffman and Novak (1997)).

Jeffres and Atkin (1996) have reported that income and education have an inversely weak relation with interest in adopting specific Internet activities such as sending or receiving e-mail messages and ordering goods and services on-line. They have argued that these applications might be less expensive substitutes for functions performed by traditional media, and are thus better explained by the particular needs of these kinds of communications rather than by social characteristics. However, according to predictions made by Rogers (1995), demographic factors

tend to be less important when innovations have reached a critical mass on their diffusion curves (Atkin, 1993; Atkin 1995; Atkin & LaRose, 1994; Lin, 1994).

Jain (1997) while discussing the present Internet marketing strategies of Indian companies writes that any successful Internet strategy should be built around the 3Cs- content, community and commerce. The researcher believes that content helps attract traffic, community helps retain the traffic and commerce lets the marketer make out of them (the traffic i.e. the users). Samiee (1998) also emphasizes that the single most important factor that influences international marketing on the Internet is culture.

Leong, *et. al.* (1998) highlights that Internet has apparently become an indispensable source of information among members of our information society today. Because of this trend, advertisers all over the world covetously eye the expanding opportunities provided by the webs, and seek more effective communication channels with their target markets. Online advertising spending, including Web ads, is constantly rising. Though not much substantial economic return has been reported, people feel optimistic about web ads, especially their power of synergy with Television and Print advertisements. TV is good at attention getting, print is good at conveying image and detailed information, while web, operated as the schema of human brain, is effective in engaging people once it has attracted their attention.

Conventional advertising, predominantly TV-commercials and print ads, still dominate today's advertising market; however, a diversity of new advertising formats has emerged. One major "threat" comes from the Internet, where advertising investment is constantly on the rise. As Leong has suggested, "The phenomenal growth of consumers and businesses connected to the Internet indicate a viable audience for advertising and promotional messages for many companies". Although there are various types of online advertising, including emails, newsletters, and screensavers, e-sponsoring, asynchronous and synchronous chat groups, infomercials, online games, and web sites. But the focus of the study is on web ads, which encompass a variety of hypermedia formats, such as "banners, buttons, and pop-up windows, etc."

Similar to other types of advertisements, web ads are either in paid or unpaid form of communication and aim at informing the existence of a product or service and/or persuading consumers to take actions. A major difference of web ads is that they are hyperlinks in nature, which enables activation by their users. They not only contain promotional messages to attract consumers' attention, but also point to a much greater information pool, leading the internet users to the corporation's website. This inherent difference of web ads enables a lot of unique features of web ads. Web ads have been perceived to be: i) Excellent for conveying information and detail; ii). Cost-effective, iii). Rational and not effective in stimulating emotions; iv). Effective in precipitating action; v). Effective for both short- and long-term promotional objectives and vi). Less effective for changing and maintaining attitudes.

Sukpanich and Chen (1999) have explained that advertising on the World wide web (www) is rapidly becoming a common practice for businesses today. The past few years have witnessed a rapid growth in the number of businesses advertising on the Internet, but little is known about consumers' attitudes toward this new medium. It is explained in the study that there is a strong association between advertising value and attitude toward web advertising. It is proposed that the attitudes toward web advertising should be measured on three dimensions: *awareness*, *preference*, and *intention*. Awareness refers to consumers' knowledge of the sponsored brand. Preference generates liking for the sponsored brand and presumably refers to more favorable attitudes. Lastly, intention is considered as the desire to buy the sponsored brand. This instrument has both practical and theoretical applications. For business managers, the scale can be used to evaluate the potential success of a web advertisement before fully implementing it. Focus group methodology is commonly used in marketing research to obtain customer data, and the proposed instrument is easily applicable to this particular method. For researchers, this instrument can be a helpful resource to test hypotheses and generate future research.

Wolak (1999) has stated that the general philosophy behind advertisement is to target an audience with pinpoint accuracy. In the past, history has shown that online advertising in the form of email, newsgroups, and classified advertising has been quite effective. However time and technology have changed the future of the online advertising. The traditional models of advertising such as television, radio and magazines may see resurgence. Online advertising

might evolve into incentive/loyalty programmes or even something bigger such as electronic commerce. The author has covered the evolution of advertisement on the Internet. Presently, there are numerous issues affecting online advertisement and how it is done. These issues range from brand recognition to consumer concerns. The consumer issue of privacy seems to be the main factor in driving a new advertisement model. There are many theories for this new advertising model. The traditional model of advertising (i.e. television, radio and magazines) may come back in style just like platform shoes. In the interim, online advertising should be mixed with the traditional model of advertising and incentive/reward programme. This would create a full synergic effect that would push electronic commerce and online advertisement into one.

According to Cranor *et. al* (1999) people are concerned about privacy, particularly on the Internet. While many studies have provided evidence of this concern, few have explored the nature of the concern in detail, especially for the online environment. The authors tried to better understand the nature of online privacy concerns and the main findings of study are that Internet users are more likely to provide information when they are not identified. Some types of data are more sensitive than others. Respondents were generally comfortable providing preference information to Web sites. However, they were often very uncomfortable providing credit card numbers and social security numbers. Respondents said they would never or rarely feel comfortable providing their phone number but would usually or always feel comfortable providing their email address. The comfort level for postal mail address fell somewhere in between. Many factors are important in decisions about information disclosure. When deciding whether to provide information to Web sites, respondents report that the most important factor was whether or not information will be shared with other companies and organizations. Other highly important factors included whether information is used in an identifiable way, the kind of information collected, and the purpose for which the information is collected. Moreover Internet users dislike automatic data transfer. Most of the respondents do not want to transfer information about them to Web sites automatically. Further the research also highlights that Internet users dislike unsolicited communications. Respondents indicated a strong desire to avoid unsolicited communications resulting from providing information to Web sites.

Samudhraraja and Madhavi (2000) have described Internet as the stepping-stone for the advertisers to reap the benefits of information technology. Though the base of Net users in India is currently small, the future of net advertisement is predicted to be bright. The study reports that it is high time for marketers to refocus their ideology about advertising in the context of the use of the Internet and the policy regarding privatization of the Internet service. Moreover, unless the Indian firms review their strategic functioning with a comprehensive understanding of the scope of participating in the Internet boom, they may find themselves lagging far behind and highly inadequate to face the challenges posed by international companies. The authors are of the view that there is no doubt that Internet will soon bang as the powerful media for advertising in the next millennium.

Verma and Isarney (2000) reveal that consumers have a moderately favorable attitude towards advertisement messages. They favor advertisements on various counts. At the same time, they are also apprehensive of the possible cultural degradation in the society as a result of the negative impact of advertisement on the psyche of children and teenagers. The study further reports that the majority of consumers like advertisements, and feel that the advertisers must take a note of their negative evaluation about certain aspects of advertisement messages. A sample of 50 persons was chosen from among the visitors at the canteen of Delhi School of Economics, Delhi University. The sample was chosen by using the convenience sampling technique. The survey was conducted through non-disguised questionnaire. The questionnaire consisted of the statement related to consumer's personal beliefs and feelings about advertisement message.

Perry and Bodkin (2000) are of the view that advertising is the one element of Internet marketing communication which can be used to promote products and brands through online demonstration, coupons, special offers sweepstakes and games. The study further reports that by 1998, 78% of companies had integrated Internet into their marketing strategies. New generation of marketing professionals and game developers combined their expertise in marketing gaming technology to develop a new generation of Internet marketing.

The study by Jahng *et al*. (2000) highlights that the challenge for the web user has been to discover and rediscover useful information from very rich but also much diversified sources in

the web environment. A web browser is a key interface to facilitate accessing information in web servers. In a physical environment, consumers can touch and feel the products and freely communicate with sellers or their representatives about the products they want to buy. Conversely, consumers using web browsers find it difficult to deal with the virtual nature of their interactions. This is especially true in a poorly designed web page where users might be uncomfortable with the uncertainty and ambiguity caused by lack of interaction with products and sellers.

Madden *et. al.* (2000) purpose a way to test the importance of network externality in explaining Internet host growth, and try to analyze Internet use by subscribers. The empirical evidence presented in this study confirms that the establishment of a secure base of commercial users and the Internet's open architecture has combined to generate the network externality effect. This positive externality has generated endogenous growth allowing a widening array of applications. Finally, the estimated Internet use equation suggests pricing of the Internet is important for subscription; however, the finding is conditional on the nature of applications valued by subscribers being available. Economists say there is a network externality when the value of a good depends on the number of other people who use it. Generally, consumers would like to be connected to as large a network as possible. It addresses low income country concerns. Received empirical studies pay considerable attention to the role of network externalities in models of the demand for telephone services. For instance, suppose the (point-to-point) demand for an outgoing telephone call from city i to city j (Qij) is determined by the price of the call (Pi), income in i (Yi), incoming traffic from j to i (Qji). Network externalities for both cities i and j are allowed for through the inclusion of Neij in the demand function, where Neij is proxied by the number of reachable telephones (a measure of market or network size). The greater the size of the market the more potential for calls, so a positive relationship is expected between Qij and Neij. However, Taylor duly notes that a positive association between outgoing (Qij) and incoming traffic (Qji) could reflect reversion, as well as network and call externalities.

The above study captures the indirect effect of network externalities by way of incoming traffic and potential telephone connections (that is, an increase in call volumes with network size implies an increase in the subscriber base). However, the network externality can cause a

network to grow endogenously, even though nothing may be happening to the objective drivers of the system, such as price and income. This suggests that current period Internet host subscription is positively related to past period host subscription.

Bruner (2000) realizes a "severe disconnect between how customers find new web sites and where companies are focusing their branding investments". Though consumers' top choices in discovering new websites are represented by search engines and recommendations from friends, marketers were observed to spend most of their budget on banner ads, newspaper, television and radio. In addition, many firms neglect to use powerful mechanisms, like 'sponsorships on other sites', in spite of their ability to reach a considerable number of users. In accordance with the findings of Bruner (2000), following features are most important for online branding success: (1) search engines (2) permission email (3) personalization (4) word of mouth (5) affiliate networks.

In Brynjolfsson and Smith's view (2000), there have been many claims that the Internet represents a new nearly "frictionless market." The research empirically analyzes the characteristics of the Internet as a channel for two categories of homogeneous products—books and CDs. Using a data set of over 8,500 price observations collected over a period of 15 months, researchers compare pricing behavior at 41 Internet and conventional retail outlets. The study finds that prices on the Internet are 9–16% lower than prices in conventional outlets, depending on whether taxes, shipping, and shopping costs are included in the price. Additionally, it finds that Internet retailers' price adjustments over time are up to 100 times smaller than conventional retailers' price adjustments—presumably reflecting lower menu costs in Internet channels. Researchers also found that the levels of price dispersion depend importantly on the measures employed. When the study compared the prices posted by different Internet retailers, substantial dispersion was found. Internet retailer prices differ by an average of 33% for books and 25% for CDs. However, when the researchers weight these prices by proxies for market share, they find dispersion is lower in Internet channels than in conventional channels, reflecting the dominance of certain heavily branded retailers. The researcher have concluded that while there is lower friction in many dimensions of Internet competition, branding, awareness, and trust remain important sources of heterogeneity among Internet retailers.

Taylor's study (2001) indicates that 31% of Internet users in Hong Kong have bought goods or services offline as a result of information found online during the past months. Smith and Brynjolfsson (2001) examined that Internet shopbots provide a setting for consumer choice that closely resembles the idealized setting commonly assumed in common choice models. By evaluating data from such a setting they are able to assess the importance of pricing and branding strategies in the Internet bookselling market. The results of the study depict that shopbot customers in this data care a great deal about the brand of the retailer selling the books and in particular, they strongly prefer offers from well-known retailers — Amazon, Barnes & Noble, and Borders — even though they are fully informed of product prices and characteristics by other competing retailers. Further, customers prefer offers from Amazon to offers from Amazon's two closest rivals, Barnes & Noble and Borders. These results are all the more striking when one considers that shopbot customers are likely to be among the most price sensitive customers on the Internet. Consumers use brand name as a signal of reliability in service quality for non-contractible aspects of the product bundle such as shipping. These results may derive from service quality differentiation, asymmetric market information regarding quality, or cognitive lock-in among consumers. While books are a relatively well-specified, homogeneous commodity, the fact that branding is important even here suggests that the branding will be even more important in Internet markets for less homogeneous goods and services, especially when they have important non-contractible characteristics. The study also suggests that customers are more sensitive to price changes in sales tax and shipping price than they are to changes in item price. That customers may respond differently to a marginal increase in the total price of a book depending on how that increase is allocated among the elements of total price is consistent with recent pricing experiments conducted by major online booksellers.

According to the study by Dahlén (2002), the consumer response to www advertising for expressive products can be characterized as 'feel processes'. Banner advertisements for these products face consumers that are fairly passive and who are not actively seeking out information. The banner advertisements need time to wear in. This depends on the fact that consumers do not feel the need to learn more about the product directly. However, repeated exposure to the advertisements, evoking positive emotions may enhance the consumers, liking of the brands. The study shows that repeated advertisement impressions lead to a more positive brand attitude.

Instead of immediately reacting to or discarding the advertisements, 'feeling' consumers become more and more susceptible to the advertisements, leading to enhanced brand attitude and increasing click-through rates. Visitors of expressive product www sites are more positively disposed to the brands than non-visitors. At the same time, banner advertisements attract already 'won' consumers who simply like to engage in communication with the product post-purchase. Advertisers want to cater to the consumers' feel processes for expressive products. Placement is less important, as click-through and transportation to target web sites is not the primary goal. Instead, banner advertisements should strive for maximum visibility. Therefore, reach and frequency are of greater interest.

Liang *et. al* (2002) have focused on the effect of media type, advertising appeals, and product involvement. The interaction between media type and advertising appeal indicates that advertisements must be tailored for different media. Emotional appeal is suitable for dynamic web, whereas rational appeal may be more appropriate for static web and print media. Personal differences are also found to have different effects in different settings. However, TV is more dynamic than Web; Web can also be used to play video and audio, although the quality is still low due to bandwidth restrictions. How web can be integrated with videos or other media in more creative way is interesting. With the development of Internet appliances such as WebTV, it would also be interesting to study how WebTV compares with traditional TV. The rational appeal and emotional appeal in the study were deployed separately. In reality, however, both appeals may exist. Finally, the advertisement effect may be measured differently. Using other measurements such as intention of purchasing may result in different findings. Advertising is a major ingredient in marketing. In general, it is a communication process through which a message is conveyed from the producer to the consumer to affect the consumer's behavior. Many models have been proposed in the past which state that consumer behavior is multi-faceted including external stimuli (input and external influences), and consumers, internal information process, and consumer decisions often involve searching for product information, evaluating through recognition, forming an attitude and desire, and finally making a choice. The external messages can stimulate consumers' desire for product information and affect the decision process of a consumer. Hence good advertisement design and promotion strategy may lead to positive consumer behavior.

Kwon *et. al.* (2002) have highlighted that as the number of Internet users rapidly increases, web-based on-line transactions also increase. Web technology, like most information technologies, has changed corporate business patterns and the consumer way of life because of new developments in information retrieval, sales and advertising, distribution channels, customer support, and many other areas. Web-based auctions are increasingly recognized as exemplifying a successful business model, and have rapidly achieved enormous popularity on the Internet. They will continue to grow and, in future, may be a substitute for live auctions. From the viewpoint of economics, the auction model, the number of participants, and the information available to them have been regarded as the main determinants of bidding behavior.

The researchers have focused on the auction model and information content, but although some of the research has concerned computerized trading, it has not addressed web-based auctions. Web based auctions are now regarded as among the most successful business models on the Internet. Buyers who are invited to a web-based auction site make decisions based on a wealth of on-line information. In such circumstances, commercial transactions tend to be influenced not only by the information content of the website, but also by its design. An on-line shopping site suggests that the major differences between sites originate from the amount of information provided and the quality of information design (Baty and Lee 1995, Burke 1995, 1997, Chau *et al*. 2000). In on-line shopping, a customer's decision-making process is influenced by the size of the on-line shopping-mall, the services provided, design factors, and the information content of the homepage (Spiller and Lohse 1997, Sterne 1999). The way information is provided through the interaction between buyers and sellers on the web may also affect customers' decisions (Cross and Smith 1996, Sterne 1996). The research shows that website design factors also influence a customer's motivation to purchase, as do perceived emotive factors.

Teo (2002) is of the view that since the explosion of the Web as a business medium, one of its primary uses has been for marketing and it will become a critical distribution channel for the majority of successful enterprises. The mass media, consumer marketers and advertising agencies seem to be in the midst of Internet discovery and exploitation. Before a company can envision what might sell online in the coming years, it must first understand the attitudes and

behavior of its potential customers. Hence, this study examines attitudes toward various aspects of online shopping and provides a better understanding of the potential of electronic commerce for both researchers and practitioners. To induce sales, Internet access speeds have to be improved to a level fast enough to meet or exceed consumers' expectations. In Singapore, Internet access is free for anyone with a fixed line telephone. There is no subscription charge and the user needs to pay the normal telephone charges based on time usage when he or she accesses the Internet. Alternatively, users may choose to pay a fixed fee every month for a fixed number of hours of toll-free access to the Internet.

Baltas (2003) has emphasized that the media factors such as campaign length, number of host websites, use of offline media and campaign cost also directly influence the target audiences measured by click-through rates. Analysis showed that the bigger the size of the advertisement, the better the impression. This is evident from the fact that the advertisement gets more noticed when displayed in a bigger area. It was also found that horizontal banners produced better results than the vertical banners. The factors such as cliché, puzzle and promotion had insignificant impact on the visitor. These was due to the fact that these features have been overused in the recent past, and now no more generate interest among the visitors. Apart from the advertising features, some of the other media factors considered were: time, sites, offline contents, advertising production cost and cost per thousand impressions. Needless to mention, time for the advertisement to download is an important aspect while displaying it to the visitors. If the website is not displayed to the visitors at the earliest, in all probability the visitors might miss the advertisement and go to the next page before it downloads. Similarly, the relationship between the relevance of the advertisement is directly linked to the click through rates. It has been found that the cost per impression has a positive correlation, while the offline content acts as a deterrent instead of improving the impression. Advertisement production cost has been found to have a positive impact on the number of clicks. The better the advertisements, the better the response with the assumption that high production costs would mean better advertisements.

In order to explore individual attitudes toward search engines, it is necessary to understand the factors that influence individual perceptions toward this kind of technology. The quality of search systems, individual computer and Internet experience, individual acceptance of

technology, and individual motivation are major factors that affect users' acceptance and use of search engines (Liaw and Huang (2003)).

Martin and Schumacher (2003) have viewed Internet use from a different perspective, i.e., loneliness and reported that loneliness has been associated with increased Internet use. Lonely individuals may be drawn online because of the increased potential for companionship, the changed social interaction patterns online, and as a way to modulate negative moods associated with loneliness. Online, social presence and intimacy levels can be controlled; users can remain invisible as they observe others' interactions, and can control the amount and timing of their interactions. Anonymity and lack of face-to-face communication online may decrease self-consciousness and social anxiety, which could facilitate pro-social behavior and enhance online friendship formation. Support for this model was found in a survey of 277 undergraduate Internet users which was used to assess differences between lonely and not-lonely individuals in patterns of Internet use. Lonely individuals used the Internet and e-mail more and were more likely to use the Internet for emotional support than others. Social behavior of lonely individuals was consistently enhanced online, and lonely individuals were more likely to report making online friends and heightened satisfaction with their online friends. The lonely were more likely to use the Internet to modulate negative moods, and to report that their Internet use was causing disturbances in their daily functioning. Lonely people went online when they felt lonely, depressed or anxious. They were also more likely to develop Internet-related problems in their daily functioning, including interference with real life socializing.

Shih (2004) suggests that user acceptance is a better indicator of e-shopping intentions than user satisfaction. In testing the extended model the study also suggests that individual attitudes toward e-shopping significantly and positively affect user acceptance, confirming the theoretical postulation of TAM. The consumer attitudes towards e-shopping strongly determine their willingness to use the Internet/www to shop for physical, digital products, on-line services and also to place an order, request post-purchase service, take delivery and make a payment. Consumer perceptions of the ease and effectiveness of e-shopping may indirectly lead to consumer acceptance of e-shopping via their attitudes. The empirical results show that web security does not affect consumer willingness to shop for any types of products or services via

the Internet. Among the processes involved in e-shopping, consumers are most concerned with web security during the delivery and payment phases. The findings reveal that the web-based security determines consumer willingness to download digital products and transfer money via the Internet. Generally, high web security directly increased consumer attitudes toward e-shopping, or indirectly increased their attitudes by boosting their perceptions of the usefulness of e-shopping. As expected, high access costs would decrease consumer attitudes toward e-shopping, thus reducing their willingness to shop on-line services. Consumers who emphasize the importance of information quality prefer to shop for physical or digital products on the web or pay on-line. Moreover, a reliable web system that supports e-shopping functions could increase consumer intentions to shop for digital products. When consumers are concerned with service quality, they have low willingness to shop for physical or digital products on the web.

Olalonpe's (2004) rationale to carry out a research on young consumers in the virtual world is supported by the fact that the Internet has become a part of the daily life of youth today. The innovative drive of the world wide web has attracted and continues to attract more and more young people to explore its proposed applications. The research, however, indicates that young consumers are slow to shop online because of significant barriers such as scepticism about advertising, lack of easy payment systems, Internet security issues and the traditional shopping influence. The study suggests that young consumers are directly and indirectly associated with electronic shopping. The indirect approach to electronic shopping is an attempt by young consumers to overcome some of the aforementioned barriers and is also as a result of the socio-cultural influence the Internet has over family life. Evidence from the social influence suggests that the Internet is indeed a 21st century service brand with unquestionable global popularity. Its global popularity appears to have had a direct impact on the electronic shopping behavior of young consumers.

Further findings from research suggest that young consumers across borders appear to behave in a similar way in relation to electronic shopping. Surveys, from across Europe, the United States of America and Asia show that young consumers use the Internet for entertainment and educational research and also, more importantly they use the Internet as a medium to browse and explore issues of interest. A very small percentage of young consumers actually shop online

using credit or debit cards. Younger consumers who do not have access to credit cards purchase products indirectly through adults. The lack of easy access payment systems is a huge barrier for young consumers for e- shopping. E-retailers adopt the methods that allow parental access and control with relevant security measures to operate effectively.

To sum up the current research indicates that for young consumers the Internet is yet another 21st century innovation, which is still being explored and offers a new channel through which they can shop. The study suggests that these young consumers are wary of electronic shopping because their parents are also wary of e-shopping. Finally, results from the macro-environmental analysis indicate that there are other forces that further influence the behavior and actions of young consumers in relation to electronic shopping. A careful understanding of the market and strategic planning are the key factors to successfully capture the young consumers.

Swatman (2004) has analyzed that online shopping has so far tended to be a niche business - highly successful in selling digital products such as shares, software and, increasingly, music and films. It has been less successful in persuading the purchasers of "traditional" goods such as cars, clothes, toiletries, or household appliances to forsake their physical retailers and move into cyberspace. Online retailing today in terms of direct product experience and the opportunities which cyber- shopping offers to replicate this process. The researchers identify some of the possibilities and problems of online shopping today, illustrating the current status of virtual presence in retailing with two micro-cases of success and failure.

Carlsson and Pettersson (2004) outline the current situation of Internet usage and attitudes towards the Internet among ordinary people in Arusha, Tanzania, and examine the views of ordinary citizens on the effects of the arrival of Internet and the possible digital divide. The function of Internet in society holds immense potential to empower the Arushans with a crucial tool for the realization of participatory democracy. Although the disadvantages are considered significant and sometimes devastating, the common attitude among the Arushans is that Internet is coming to stay, and therefore they must find solutions to the existing disadvantages and disparities. The negative sides do not overshadow the positive, and the Arushans are willing to identify and take advantage of the possibilities provided. But solving the problems of the *digital*

divide is not for the Arushans alone. It is an issue for the government to take primary responsibility for, to ensure development in a democratic manner and with individual needs in mind. But to be able to use its authority the government needs to regain the trust of people and establish a democratic structure. In order to do that and to ensure Internet as a tool for democratic purposes it is crucial to stop systematic censorship of all media, as a first step. Putting responsibility in the hands of market forces, as the government tends to do now, will be of any advantage neither to people nor to the country, as short-term profit thinking is not known to solve any divergences or injustices. It is also of great importance to provide education to people in order to gain *real access.* This is also dependent on government attitudes and policies.

Rhee and Kim (2004) indicate that in South Korea, the adoption of the Internet is influenced more by family support than by other factors. Media substitutes and supplements have lower effect on the adoption of the Internet except for watching TV during Internet use hours. Family support has also significantly proven to be the most important factor for the diffusion of the Internet. If some members of a family use the Internet, others are likely to use it as well. The results show that the family can be the core area of the diffusion process. Social and demographic characteristics also have an effect on the adoption of the Internet in South Korea as they do in other countries. Younger, married, and educated people are more likely to be Internet users. But media substitutes and supplements alone do not account for Internet adoption in South Korea. The hours of Internet use at home are influenced positively by watching TV, which implies that the Internet may be a supplementary activity to watching TV. But other traditional media have no effect on Internet adoption and use at home. Thus in South Korea, the Internet does not function as a substitute medium for traditional media, such as TV, newspaper, radio, magazines and books.

Attitudes toward the Internet have been classified into four different aspects: perceived benefit, perceived negative effect, alienation from the Internet and perceived credibility. These four dimensions of attitudes toward the Internet affect whether or not the Internet is adopted and to what extent in terms of hours of use. The 'perceived benefit', 'perceived negative effect' and 'perceived credibility' of the Internet have positive effects on the adoption of the Internet, whereas 'alienation from the Internet' exerts a negative effect on its adoption. In particular, the

perceived negative attitude towards the Internet is expected to be a negatively-affecting factor for Internet adoption. This attitude, in fact, shows a reverse effect on Internet adoption, indicating that a desire to adopt the Internet can be induced from experience and concern. Of course, people may possess a positive perception or open attitude toward the Internet without having used it. But negative attitude toward the Internet can be developed through actual Internet use. Such a perception - what we may think of as an "open mind" that is receptive and willing to adopt the Internet - is not an independent variable which is determinative, but just one among several dependent variables that influence Internet adoption. This suggests that there may be a more fruitful way to approach and initiate studies in the future.

The study by Nguyen *et al.* (2005) is apprehensive of the old media dying in the face of new communication technologies. A simple Google search results in 899 documents with the keyword phrase 'death of print', 368 with 'death of television' and, quite surprisingly, 4360 with 'death of radio'. With the unprecedented emergence of the Internet as a powerful news and information medium, fears of the dinosaur's fate have been dominating traditional news industries since the late 1990s. The rapid evolution and adoption of the Internet over the past decade has had serious implications for businesses. It has, for example hastened the shortening of product lifecycles, facilitated mass customization and globalization of markets, and increased further the pressure to reduce costs and increase revenues. At the turn of the century, Monczka et al. (2000) identified six critical areas which they believed would impact the future of supply networks as a result of environmental factors in the 21st century. Included in the six was technology and e-business which would enable activities of different firms in the supply network to be co-coordinated, integration and consolidation of information and systems to deal with globalization, and “network” management as the most effective way of managing the changes and increasing complexity of supply chain activities (Gadde and Hakkansson 2001). Kehoe and Boughton (1998) have identified the need for more research into the role of the Internet across the manufacturing supply chain and its impact on the planning and control operation (Kehoe and Boughton 2000). To date, there is still no consensus of opinion on what ebusiness is (Tassabehji, 2003).

In the e-business era, organisations have identified the urgency of becoming an e-business. Three principal categories of e-business application have been identified as electronic marketplaces; inter and intra organisational systems facilitating the flow of goods and services, information communication and collaboration, and customer services (Phan, 2003). Integrated IT infrastructures enable firms to develop a higher-order capability of supply chain process integration. This capability "enables firms to unbundled information flows from physical flows, and to share information with their supply chain partners to create information-based approaches for superior demand planning, for the staging and movement of physical products, and for streamlining voluminous and complex financial work processes" (Rai et al. 2006). E-business has been introduced as a collaborative use of Internet technology to enable integration of value and supply chains with key partners, by supporting business processes to improve speed, agility, real-time control, and customer satisfaction. This is done largely through the use of computer and communication networks to transfer information electronically. Currently there is no universally accepted and widely implemented standardization of technological architecture and applications across supply networks: for example the use of XML, middleware, Internet technology, the role of e-marketplaces and electronic auctions (Tassabehji et al. 2006; Wallace et al., 2006). If the technology is to be fully exploited, there is a need for standardization and developing Internet enabled "common systems infrastructure" (Kehoe and Boughton 2001) to remove the problem of systems integration.

Shergill and Chen (2005) found that website design, website reliability/fulfilment, website customer service and website security/privacy are the four dominant factors which influence consumer's perceptions of online purchasing. The four types of online New Zealand buyers; i.e., trial, occasional, frequent and regular online buyers; perceived the four website factors differently. These buyers have different evaluations of website design and website reliability/fulfilment but similar evaluations of website security/privacy issues, which imply that security/privacy issues are important to most online buyers. The significant discrepancy in how online purchasers perceived website design and website reliability accounts for the difference in online purchase frequencies. New Zealand online buyers had different perceptions of these four factors. Website reliability/fulfillment had the highest rating score, followed by website customer service. Website design ranked third, and the lowest was website security/privacy. Each of the

four types of online New Zealand buyers has a different perception of specific website elements and website factors. Regular online buyers were much more satisfied with website variables and website factors than the other online buyers. On the other hand, trial online buyers had the poorest perception of online shopping.

Like the previous studies, the study by Tsai Janice, *et. al.* (2006) has examined online privacy concerns and risks to investigate the relationship between these concerns and privacy-protecting behaviors. The results are not representative of any particular population. However, they provide some general insights into attitudes about privacy. This study also finds that most people have concerns when they are on the Internet and when they shop online, but that most do not read privacy policies in their entirety. Instead, they tend to notice the presence of privacy policies more often than they read them. It seems that people still find it difficult to get the privacy information they want, and instead, choose to bypass reading privacy policies, and just hope for the best. It is interesting to see that people have generally realistic views of the relative likelihood of certain situations that could occur once their information is online. Most people seem to realize that the websites they purchase from are tracking what items they click on to infer information about them. This makes sense since so many people reported that they bought the last item that they purchased online from Amazon.com. If you register for an Amazon.com account, Amazon recommends similar products to ones you have previously purchased on their main page and in email messages. Based on their survey, they found that P3P tools may have a significant impact in helping people find information relevant to their privacy concerns. The future work includes conducting users' studies to examine online purchasing behavior with privacy Finder P3P search engine. The researchers expect that by lowering the barrier to finding privacy information, people will be able to make better, and more informed decisions regarding their use of their personal information online.

A few studies have focused on the technology aspects. Technology drivers like broadband and new web technologies have to play a vital role for the success and higher penetration of Internet in India. Hui and Wan (2007) have explained that the Internet has allowed marketers to pinpoint the individual preferences of each consumer and target their marketing efforts in a way that appeals to the intended recipients and excludes the unintended ones. The Internet is increasingly

being used as a Customer Relationship Management (CRM) tool. CRM is not just another software or new technology but rather it deals with a more fundamental issue – unique customer needs. This study examined the influence of gender and educational level on attitudes towards buying (or consider buying) over the Internet.

The high means for the convenience factor irrespective of gender and educational groups have shown that there is a general consensus amongst the respondents that the Internet is a convenient medium for information search or making a purchase. As this flexibility benefits both genders, the study has found no significant differences between the attitudes of both the male and the female towards online shopping. There was no evidence to suggest that males were more likely to buy online than females. The study registered low means for security concerns regardless of gender or educational level. This can be attributed to the fact that Internet privacy and transactional systems are still at infant stage of development. With the recent spate of Internet crimes involving banks and tampering of private information, the concern of revealing personal information on the Internet is reflected here. The better-educated respondents in the study appeared to be less concerned about security issues. This could be explained by the possibility that better-educated individuals spend more time on the Internet. Thus familiarity levels and trust towards Internet security are higher as a result.

Also, the authors do not find any significant differences between males and females with respect to security concerns. This is different from the findings by Rodgers and Harris (2003). They noticed that women in their sample do not trust e-commerce to the same extent as men do. The present study predicts that educational attainment would have an effect on the perception of pricing on the Internet. The perception that the Internet would provide better prices and greater cost savings increases with the level of education. The characteristics of users who actually search the Internet for information might provide a clue. Most of the respondents who claim that they use the Internet for information search belong to the junior college category. The fact that they use the Internet for information search, gives greater opportunities for price comparisons as compared with those who do not do so. It is also noteworthy that web-based businesses are able to offer more attractive prices due to possible reductions in capital costs of a physical operating outlet.

Seock and Bailey (2008) have identified seven shopping orientation constructs; these are shopping enjoyment, brand/fashion consciousness, price consciousness, shopping confidence, convenience/time consciousness, in-home shopping tendency, and brand/store loyalty. Among these seven shopping orientation constructs, shopping confidence receives the highest mean score, and price consciousness receives the second highest mean score for both male and female respondents. The results imply that young college students tend to be confident in their shopping abilities and believe that they are good clothing shoppers. In addition, the results have implications that college students may shop online to find out about sales or promotional deals or to compare prices of products offered by several different companies. These results suggest that apparel e-tailors need to make efforts to place advertisements online in order to attract this young consumer group. This finding reveals that college students access the Internet more often than any other population segment. The findings of this study also suggest gender differences in college students' shopping orientations. When male and female college students' shopping orientations are compared, significant differences are found. Female students have higher shopping enjoyment, brand/fashion consciousness, price consciousness and shopping confidence than male participants. These results suggest that female students tend to seek hedonistic benefits, such as excitement, in their shopping activities. They are also brand and fashion savvy, and may be sensitive to product price. Male participants show higher convenience/time consciousness than female participants. They tend to shop for clothes where it saves time, and they usually buy their clothes at the most convenient place.

Kaynar and Hamburger (2008) in their study have highlighted that the Internet is the biggest information carrier. However, there is little understanding of the interaction between the different behaviors of the various Internet users, and the variety of ways in which information in the Internet should be presented. The Internet is the fastest growing technology today, in terms of the number of users. VERISIGN, an Internet security company, estimates that the number of Internet users today is more than 900 million around the world. According to this data, the information traffic on the Internet doubles every 12–18 months. This is an unprecedented rate, achievable due to the Internet’s availability and accessibility on one hand, and its abundance of information on the other.

Mullins *et al.* (2008) have tried to study the effect idea champions have on influencing the use of Internet. Idea champions, often known as change agents, are advocates of new technologies or procedures. Although the effects of such individuals may be powerful, but there has been little work to study the way they affect the Internet use. A longitudinal study was conducted to determine factors that might affect use of the Internet. A model focused on the presence of an idea champion was developed and tested. The presence of an idea champion had an effect both on how easy the technology was perceived to be and whether respondents were exposed to the technology between the first and second survey administrations. The presence of a champion was also strongly predictive of frequency of Internet use, dissatisfaction with the status quo, (as hypothesized), and was also predictive of perceived utility of the Internet. One interpretation of these findings is that the champion has his or her effects primarily in affective (perceived ease of use) and behavioral (getting someone to try a new technology) domains. The champion may not be as crucial in changing cognitions as situational factors relating to the championed technology's precursor, and may instead serve to make people comfortable with a new technology and encourage them to try it.

Hamburger (2008) has suggested that the Internet is another technological innovation that causes a further widening of the gap between the rich and the poor. However, one of the most interesting phenomenons to come out of the Internet revolution is its utilization as a channel for social development. Volunteers working in task forces, who are recruited through the net, work to improve the lives of many millions of people throughout the world. Some of these volunteers are 'field workers', working in physical proximity to those they are trying to help, while others may be sitting at home, using their computers to help needy populations many thousands of miles away. The study looks at this trend and advocates a model to explain the potential and promise of online volunteerism from the perspective of the volunteer. It is suggested that understanding the characteristics behind Internet volunteering from the perspective of the volunteer may enhance the positive potential of the Internet.

Observations Based on the Review

Empirical investigation of "Internet Audience Attitude" from different perspectives has been carried out. From the above detailed literature review it can clearly be inferred that "Internet" has caught the attention of the researchers throughout the world as they are trying to investigate the different aspects of Internet audience attitude. The literature received is predominantly produced by foreign researchers. A few studies have been undertaken in India as well but till now there has been no exhaustive study done to investigate the Internet audience attitude in Punjab. Hence, the current study has been undertaken to analyze the growth, usage of Internet and audience attitude with reference to Punjab.

Answers to basic questions, about the Internet and consumer's attitude towards its different usage need to be analyzed before going for the major research work. All the foreign research reviewed is pains - taking in its design and sophisticated in its analysis, but in order to apply it to Internet use in India, there is a need to know more about our market vis-a vis Internet and audience attitude. Certain fundamental questions have to be answered and basic issues clarified before some other related but very vital issues can be researched. An analysis must be done to understand the use and impact of Internet in Punjab in India and how consumers take Internet and internet advertising and whether consumers take interest in Internet related issues.

The literature reviewed doesn't provide answers whether Internet and internet advertising has been successful in India. More research needs to be undertaken to find out what people receive from Internet and how they form their attitudes for the different products and services, i.e., for what kind of products or services Internet is effective.

There is very scanty literature to shed light on the role of Indian consumer characteristics and the effectiveness of Internet. So the present research covers six important criteria, viz age, sex, marital status, residential area, educational level and income to study these aspects in detail.

These gaps in the existing literature, justify the need for the present research.

CHAPTER-3
RESEARCH METHODOLOGY

This chapter describes the methodology adopted for conducting the study on the internet and audience attitude with special reference to Punjab. After the literature review, a questionnaire was developed to find out the trends and the factors influencing the Internet use and Internet attitude. Effort has also been made to find out the differences between the traditional and online advertisements and preference of the consumers in Punjab. The theoretical ideas and empirical views of the various researchers are presented and explained in three parts viz Growth of Internet and Web Users, Comparative Study of Traditional Advertising and Internet Advertising and Internet Audience Attitude and Consumer Concerns. A number of techniques are available to capture the data, however, a self-administered questionnaire was considered to be the primary survey instrument for data collection in this investigation. This is because it addresses the issue of reliability of information by reducing and eliminating differences in the way that the questions are asked, and how they are presented. Moreover the questionnaires facilitate the collection of data within a short period of time from the majority of respondents and this was a critical issue for this research. The literature review provided an initial basis for the development of a draft.

After face validation the final questionnaire was prepared with some questions being reframed. The final questionnaire consisted of a total of --questions that included close-ended, multiple and Likert scale type questions. Questionnaire, used for deriving responses draws heavy inputs from Pollay and Mittal (1993), Lin (2002), Rhee and Kim (2004). Instruments used in the above-mentioned studies were changed so as to make the questionnaire, used for the present study, more suitable for carrying out the research in Punjab in India, as well as to fulfill the objectives related to the use of Internet and audience attitude.

The study used two surveys. First a pilot survey was conducted for making the right corrections and to validate the questionnaire. After making the changes which were found necessary, final questionnaire was designed which was used for the main empirical research work.

The chapter is divided into two sections. Section 3.1 discusses the methodology used for the pilot study. Section 3.2 discusses the methodology used for the main empirical research.

3.1 Pilot Study

It was decided to conduct a pilot survey for the following reasons: i) To check the validity of the questionnaire which will be used in the main empirical research ii) For making the requisite changes in the questionnaire iii) To gain familiarity with the field work and the problems that can occur at different stages of the research and iv) to finalise the questionnaire to be used in the main empirical research.

The questionnaire which was used for the pilot survey is given in the Appendix-I and the final questionnaire which has been used for the final research is also given in Appendix-II.

3.1.1 Sampling for the Pilot Study

Random sampling method has been used in the present study. The questionnaires were administered to the businessmen, service class people and youngsters which includes students.

Mainly Patiala as urban area, Mandi Gobindgarh and Khanna as semi-urban areas were chosen for the pilot study. It was expected that Khanna city would share some of the characteristics of both semi-urban and rural areas, as few villages in Khanna are contigous with the city. The lower income class was not included in the pilot survey (however, it was included in the subsequent main empirical research).

3.1.2 Data Collection for the Pilot Study

The pilot study covered 100 respondents from the urban area and semi-urban areas. All the urban responses were collected from Patiala. The semi-urban responses were from Mandi Gobindgarh and Khanna. The respondents mainly included students, businessmen and professionals.

3.1.3 Data Analysis for the Pilot Study

An analysis was to be done on the computer, the data captured in the codes and entered on the coding sheets, to facilitate data entry and analysis. The questionnaire was tested the face validity and reliability and the reliability score was .76.

3.1.4 Time frame in Data Collection Process for the Pilot Study

Preparation of the questionnaire for the pilot study took 4-5 months. After the preparation of the questionnaire, it was discussed with academicians, marketers and management experts. The pilot study was computed in the time span of three months from July 2006 – September 2006.

3.2 Main Empirical Study

This section covers the methods of data collection, selection of sample and survey areas, the design of survey, survey instrument, and methods of data analysis. The purpose of this analytical study is to determine the Internet and audience attitude with reference to Punjab.

3.2.1 Primary Data Collection

The study is based on primary data collection. The data has been collected by actually visiting various places in Punjab. The questionnaire has been administered to people after giving certain specific instructions including the fact that they should try and give the first response which spontaneously comes in response to each question.

3.2.2 Selection of Samples and Survey Areas

Keeping in the mind the research objectives, the plan of analysis, the constraints of time and resources at the disposal of the researcher, a sample size of 900 was chosen from the state of Punjab. It was decided to split the sample equally between the urban, semi-urban and rural area.

As it is clear from the title of the thesis, the geographic area covered by this research is Punjab. The present Punjab is divided into three natural regions: The Majha, The Doaba and The Malwa. Cities and towns as the representatives of the urban area are chosen on the basis of this deviation for the major research work. For the rural areas the near by villages were considered. The following map of Punjab represents the major cities of the state.

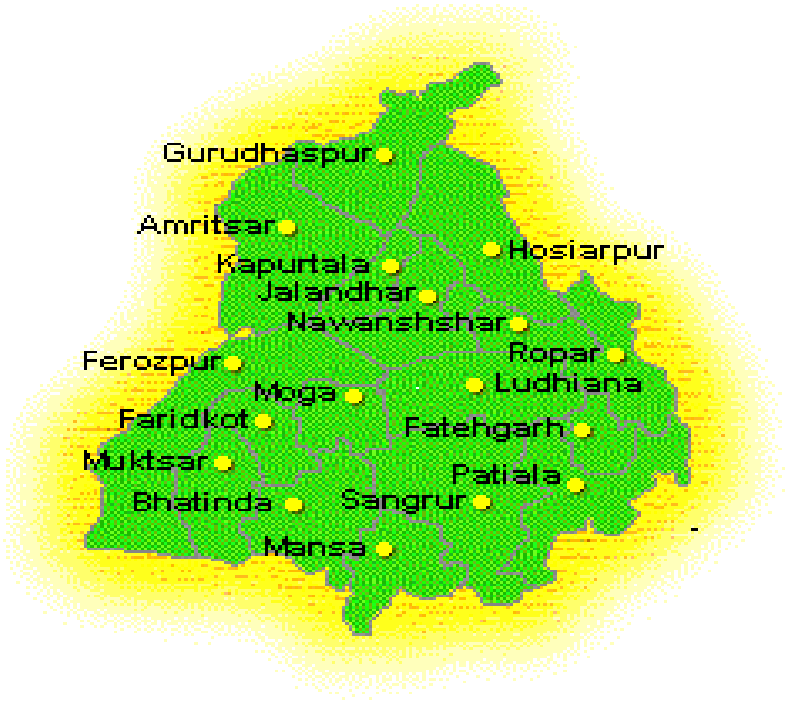


Fig.: Map of Punjab

MAJHA: Majha starts northward from the Right Bank of river Beas and stretches upto the Wagha village, which marks the boundary between India and Pakistan. Majha in Punjabi means the heartland. The region is divided into two districts, Amritsar and Gurdaspur.

DOABA; The Doaba of Punjab is bounded by the Rivers Sutlej in the south and Beas in the north. The area is divided into four districts Jalandhar, Nawanshahar, Kapurthala and Hoshiarpur.

MALWA; The area south of the river Sutlej is called Malwa. Malwa the largest part of the Punjab is divided into the following 11 districts after the names of their headquarters Bathinda, Faridkot, Fatehgarh Sahib, Ferozepur, Ludhiana, Mansa, Moga, Muktsar, Patiala, Ropar, Sangrur

Data has been collected from all these natural regions, i.e., Majha, Malwa and Doaba. The areas covered are Patiala, Sangrur, Ludhiana and Gobindgarh in Malwa region. In Doaba region Jalandhar and Kapurthala have been covered. From the Majha region Amritsar and Gurdaspur have been covered.

3.2.3 Data Collection

The present study uses a stratified random survey analysis. Surveys have an advantage over other methods, as these provide a quick, inexpensive, efficient and accurate means of gathering information about the population. A review of literature reveals that for collecting data and making investigations, a variety of approaches has been used. The approach which is considered to yield relatively definitive results in assessing the use of Internet in Punjab, Internet advertisement and Internet audience attitude, is the consumer survey approach. Hence it was decided to use survey technique for the present study.

The research tool used for the present study is a questionnaire. After a careful analysis of the objectives of the study, exercises were undertaken to construct and word appropriate questions. Many tools used by earlier researchers in the related areas were examined. The questionnaire was restructured after the pilot study to suit the population/conditions. The questionnaire was framed with notable demographic variables like age, gender, marital status, educational level and income. A questionnaire with mostly closed-ended questions, few open-ended questions and few multiple choice questions were formulated according to the set objectives.

The questionnaire has three sections:

1) **Use of Internet:** This section covers questions related to the use of Internet. Questions covered in this section are of general nature and respondents were asked to tick options

according to their choice in terms of working hours spent for surfing the Internet, choice of place for surfing the Internet and the problems faced by Internet users.

2) **Internet Advertisement:** This section of the questionnaire covers the questions related to the comparison between traditional and Internet advertisement and Internet advertisement in general. This section provides us the information regarding consumers' preference towards the advertisements shown on Internet and on traditional media.

3) **Internet Audience Attitude:** As the name suggests, this section covers the questions regarding the audience attitude. This section tries to focus on the areas like: i) ability of Internet to respond to the users' needs, ii) If the Internet is an effective medium in terms of Information providing, Credibility and Interactivity and iii) If the Internet is a good medium for advertising and business.

Each respondent in the present study was contacted personally to get the questionnaire filled. Personal contact with the respondents facilitated the collection of accurate data, as any misunderstanding on the part of respondents is cleared by the researcher on the spot. The respondents were contacted during the day at their work place/institution.

3.2.4 Statistical Analysis

Before analyzing the data, it was checked thoroughly. Not only was the print out of the data-file checked manually, range checks and logical checks were also applied on the data. The data was analyzed with the help of SPSS (Statistical Package for Social Sciences) 16.0 version package. Statistical tools like chi-square ($\chi 2$) test, ANOVA and factor analysis were applied to test the hypotheses.

Chi-Square Test: Chi-square ($\chi 2$) test is popularly known as the test of independence of two categories and test of goodness of fit for the reason that it enables to ascertain how appropriate the distributions from the sample data empirical. Moreover the test is good and strong and is recommended for demographic variables (such as age, gender, marital status, educational level

and income) measured on nominal scale. Hence chi-square ($\chi 2$) test was used to get the precision. Chi-square test can be used to determine whether the two attributes are independent of each other.

Value of chi-square is calculated using the following expression:

$$\chi^2 = \sum (O - E)^2 / E$$

O = Observed frequency

E = Expected frequency

$$E = (RT \times CT) / n$$

RT = Row total for the row containing that cell

CT = Column total for the column containing that cell

n = Total number of observations

Degrees of freedom = (r-1) (c-1)

r = Number of rows

c = Number of columns

Higher value of chi-square indicates more difference between the observed and expected frequencies. If calculated value of chi-square is greater than table value, null hypothesis is rejected. Rejection of null hypothesis indicates that there is dependence among attributes.

ANOVA: The Analysis Of Variance or (ANOVA) is a powerful and common statistical procedure in the social sciences. Analysis of variance (ANOVA) is to test significant differences among more than two sample means. Using ANOVA, inferences can be made about whether the different samples have been drawn from the populations having the same mean. ANOVA involves determining one estimate of the population variance from the variance among the sample means and second estimate of the population variance from the variance with in the sample. Further, both the estimates are compared. If both the estimates are approximately equal in value, then the null hypothesis, *i.e.,* sample means do not vary significantly, is accepted. These

two estimates of the population variance are compared by computing their ratio, called *F* statistic.

F= between-column variance/ with-in column variance
Degrees of freedom for numerator = (Number of samples-1)
Degrees of freedom for denominator = (Total sample size – Number of samples)

When samples are not drawn from the populations having the same mean, between-column variance tends to be large than with-in column variance and the value of *F*-statistics tends to be large. This leads to the rejection of null hypothesis.

Factor Analysis; Factor analysis attempts to identify a set of dimensions that is not directly observable in a large set of variables. Factor analysis seeks to resolve a large set of measured variables in terms of a relatively few categories, which are known as factors. Major use of factor analysis is to group redundant variables so that smaller number of variables can be selected for further analysis.

In other words, the factor analysis emphasizes on investigating the interrelationships among all the relevant variables. In simple words it is a technique whose purpose often consists of data reduction and summarization. Broadly speaking, it addresses the problem of analyzing the structure of the inter relationships among a large number of variables (e.g. test scores, test items, questionnaire responses) by defining a set of common underlying dimensions known as factors.

This technique has a great utility in summating and simplifying a large number of factors. At the same time one of the fundamental aims is to classify similar factors together. In the present study, factor analysis has been used for Internet advertising and Internet audience attitude.

3.2.5 Hypotheses Testing

While in all research work hypothesis is a conjectural statement about the relationship of different variables being studied, in this research, as compared to most other research, there is a

greater need to emphasize the conjectural aspect of the hypothesis. There are two reasons for this. One, the review of literature reveals that much of the earlier research work has been done in developed countries. There are only few studies on developing countries like India with different aspects. Two, many of the research objectives, outlined above, have not been addressed by earlier researchers, especially in India and no such study as the present research has been done. The specific hypotheses examined in this study are as follows:

H1: There is no association between the use of Internet and residential area.
H2: There is no association between the use of Internet and age.
H3: There is no association between the use of Internet and gender.
H4: There is no association between the use of Internet and income.
H5: There is no significant difference in the Attitude towards the Internet on the basis of Internet use in Punjab.

3.2.6 Validity and Reliability of the Questionnaire

The questionnaire needs to be unambiguous, short and easy to answer. To test its effectiveness a pilot study was conducted. Originally 100 respondents were contacted to participate in the pilot study and in the first stage 1500 forms were distributed and 900 were found accurate and complete for the major empirical research work. Tull and Hawkins (1984) give a comprehensive and easy to understand explanation of the types of validity, which range from the easy to determine to the tough to establish. The questionnaire was tested for its validity and reliability.

The term **Validity** refers to the concept, that the tool actually measures what it intends to measure. The present questionnaire's validity was measured by using the method of content validity. Face or content validity refers to the subjective agreement among professionals that a scale logically appears to be accurately reflecting what it proposes to measure. So, the questionnaire was shown to various academicians and marketing experts for checking its validity. A number of modifications were made on the basis of suggestions received from the experts. In addition a pilot survey was also conducted.

Reliability refers to the concept that when the outcome of the measuring process is reproducible, the measuring instrument is reliable. Reliability applies to a measure when similar results are obtained over time and across situations. The two dimensions underlying the concept of reliability are: repeatability and consistency. To measure the reliability of the present scale Cronbach Alpha was used which was found to be 0.78. Hence, the questionnaire was found to be valid and reliable for the present study.

3.2.7 Scope of the Study

In India, where liberalisation has already progressed, international backbone connectivity has exploded - and this has had positive effects for the development of Internet-based activity in the country. It has been widely recognized that the diffusion of the Internet and its associated applications (e.g., electronic commerce, e-banking, e-learning, e-governance etc.) can fuel the growth of a nation's economy. Internet significantly facilitates the process of development of the nations and its citizens in all respects, be it economic, social, or cultural. However, it must be noted that for sustaining such applications and Internet as a whole there must be a critical mass of Internet users. It is therefore very important to encourage the Internet growth and usage. To achieve this goal it is essential to know the factor influencing the growth of Internet. Subsequent steps can be taken to enhance its service quality. Online marketing is a growing concept in India. It is not yet used to half of its potential for growth of trade and businesses here and it is due to this reason that the scope is very promising.

The Internet is changing traditional ways of conducting information business by establishing new sources of information and new methods of communication on a global basis. It has created pressure to update information/technology infrastructures. It has created competition by bringing many international and indigenous information technology vendors on to the same platform. It has helped policy makers take advantage of access to global sources of information.

The present study confines to three major zones of Punjab, i.e., Majha, Doaba and Malwa. These zones comprise of the most developed and prosperous areas of the state. These areas also covers the richest population of Punjab as on an average at least one member of the families is settled in

foreign countries. This area of Punjab is known as the hub of industries, education and other modern facilities. The other factor of selecting this area the area of the study is that people of these areas are more acquainted with latest infrastructure and they frequently shop online and use latest technology related to different facets of life.

The Internet is changing society. Blogs, Podcasting and personal websites are promoting greater creativity and in the future we will all become more expressive and powerful, in a smaller, more spontaneous world. This study would be greatly helpful to the personnel who are engaged in the formulation of marketing strategies and polices for their respective organizations. This study will also be helpful to management consultants who would in turn provide appropriate guidance on Internet advertisements to their clients.

The study is also going to be helpful for marketers, advertising message developers, media planners and policy makers since the study focuses on consumer attitude and behavior. The study adds strength to the existing literature since it is of its first kind to be conducted in Punjab region of India. The result will reflect the Punjab consumers' attitude regarding Internet use, adoption and the purpose of using the Internet.

CHAPTER-4

DATA APPROPRIATION, ANALYSIS AND INTERPRETATION

This chapter presents analysis and discussion of the responses gathered from the respondents who are familiar with the Internet. The present research investigates the relation between demographic variables and Internet use, it also focuses on how Internet users perceive Internet Advertising and what are the factors affecting Internet Audience Attitude. Previous studies have revealed that the attitude towards a new technology plays an important role in its acceptance and usage. (Jackson,et al. 2001, Li, Kirkup & Hodgson, 2001, Sam, Othman & Nordin, 2005). The aim of the present study is to acquire a detailed picture of attitudes towards the internet and usage behaviour of people of Punjab in India. The data were collected through a questionnaire pretested, and developed after a phase of qualitative interviews, which provided useful hints about general attitudes towards the internet.

The data obtained by the primary survey has been classified into three parts viz. use of Internet, Internet advertisement and Internet audience attitude. Sampling statistics viz. comparing two average values, chi-square analysis, factor analysis etc were used to analyze the data. A total 1500 questionnaires were administered and 900 usable questionnaires were obtained from the state of Punjab. The sample of 900 people contains slightly more women than men. The sample covers age groups from less than 20 to more than forty. Region wise Punjab state is divided into three parts according to its natural dividation, that is, Majha, Doaba and Malwa. Major cities were taken from these regions. Rather than relying on information gathered from easily accessible groups, such as students, the data was collected from a representative sample of the Punjab population representing Students, Business men, Academicians, housewives.

Section IV.1 of this chapter covers the analysis of use of Internet. Section IV.2 covers the Internet Advertisement and finally section IV.3 covers Internet Audience Attitude.

Table: 4 (i) Demographic profile of the Respondents

	Group	Number	%
Age (in years)			
	Upto 20	155	17.22
	21-25	298	33.11
	26-30	263	29.22
	31-35	116	12.89
	36-40	27	3.00
	Above 40	41	4.56
Gender			
	Male	444	49.33
	Female	456	50.67
Residence			
	Urban	609	67.67
	Semi-urban	239	26.56
	Rural	52	5.77
Marital Status			
	Single	567	63.00
	Married	333	37.00
Education Level			
	Under-Graduate	212	23.56
	Graduate	237	26.33
	Post-Graduate	451	50.11
Income (Rs.Lakh)			
	Upto 0.5	84	9.34
	0.5-.1.0	112	12.44
	1.0-3.0	360	40.00
	3.0-5.0	242	26.89
	5.0-10.0	94	10.44
	Over 10.00	8	0.89
All data		900	100.00

Summary of table: The demographic profile indicates that there are 49.33% males and 50.67% females. 17.22% respondents are below 20 years, 33.11% fall in the 21-25 age group, 29.22% are in 25-30 years category, and 20.45 are above 30 years. Most of the respondents are highly educated with 50.11% being postgraduates. 67.67% belong to urban areas and the remaining 32.33 percent are from semi-urban and rural areas. 63% users are single and 37% are married. Majority of the respondents, i.e., 40 percent fall in the income category of 1-3 lakh/year. 26.89% respondents fall in the income group of 3-5 lakh/year and 12.44% come under the income category of 50,000-1 lakh/year. Only 0.89 percent respondents have more than 10 lakh income.

4 (ii) Research Questions

The research questions explored in the study are:

1. Is there an association between the use internet and gender?
2. Is there an association between the use internet and age?
3. Is there an association between the use internet and education?
4. Is there an association between the use internet and income?
5. Is there an association between the use internet and residence?
6. Is there any relationship between Internet use and attitude of Punjab Audience?
7. What Factors affect Internet attitude of people of Punjab?

Section-4.1 Use of Internet

This section covers the simple questions regarding the Internet usage pattern of the audience. Here audience refers to the consumers and the users. This section of the questionnaire covers the following contents:

Table: 4.1.1 Time spent in surfing the web

Group/Sub-Group	Upto 5		6-10		11-15		16-20		
	N	%	N	%	N	%	N	%	
Age (in years)									
Upto 20	96	61.94	32	20.65	17	10.97	10	6.45	
21-25	136	45.64	85	28.52	40	13.42	37	12.42	
26-30	102	38.78	86	32.70	38	14.45	37	14.07	
31-35	53	45.69	34	29.31	14	12.07	15	12.93	
36-40	16	59.26	7	25.93	2	7.41	2	7.41	Chi^2=38.09**(df:15)
Above 40	31	75.61	4	9.76	4	9.76	2	4.88	C=0.20;
Gender									
Male	213	47.97	106	23.87	59	13.29	66	14.86	Chi^2=13.46**(df:3)
Female	221	48.46	142	31.14	56	12.28	37	8.11	C=0.12;
Residence									
Urban	296	48.60	165	27.09	75	12.32	73	11.99	
Semi-urban	113	47.28	66	27.62	35	14.64	25	10.46	Chi^2=2.28 (df:6)
Rural	25	48.08	17	32.69	5	9.62	5	9.62	C=0.05;
Marital Status									
Single	276	48.68	153	26.98	73	12.87	65	11.46	Chi^2=0.26**(df:3)
Married	158	47.45	95	28.53	42	12.61	38	11.41	C=0.02;
Education Level									
Under-Graduate	127	59.91	45	21.23	24	11.32	16	7.55	
Graduate	107	45.15	63	26.58	39	16.46	28	11.81	Chi^2=20.33**(df:6)
Post-Graduate	200	44.35	140	31.04	52	11.53	59	13.08	C=0.15;
Income (Rs.Lakh)									
Upto 0.5	55	65.48	13	15.48	9	10.71	7	8.33	
0.5-.1.0	71	63.39	22	19.64	8	7.14	11	9.82	
1.0-3.0	158	43.89	115	31.94	51	14.17	36	10.00	
3.0-5.0	106	43.80	69	28.51	31	12.81	36	14.88	
5.0-10.0	41	43.62	27	28.72	14	14.89	12	12.77	Chi^2=32.31**(df:15)
Over 10.00	3	37.50	2	25.00	2	25.00	1	12.50	C=0.19;
All data	434	48.22	248	27.56	115	12.78	103	11.44	

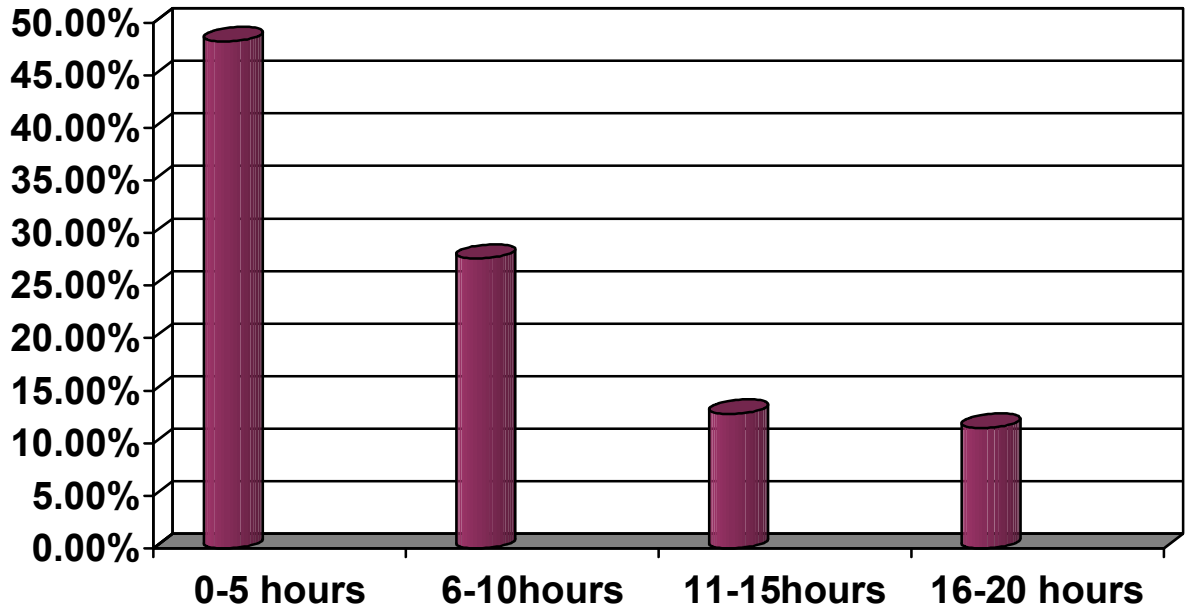
**significant at 1 percent, * significant at 5 percent

Summary of table: 48.22% of the users spend less than 5 hours/week on the web and these are classified as rare users. This is followed by 27.56% respondents using between 5-10 hours/week, these have been named as low users. 12.78 percent of users are medium users using Internet 11- 15 hrs a week and only 11.44 are high users using Internet 16-20 hrs a day. The above analysis is indicative of the fact that Internet Audience in Punjab prefers to spend < 5 hours/week on Internet. They are not very heavy users of Internet.

The analysis depicts that the users from all the age groups prefer to surf up to 5 hours/week on the web. Both the genders prefer to surf the web up to 5 hours/week. 59.91% under graduates,

45% graduates and 44% of the post graduates spend < 5 hours/week on the Internet. Analysis clearly reveals that users from the all income groups spend < 5 hours/week on the web.

Chi^2 is significant on the basis of age, gender, education level and income. Chi-square test indicates a significant association between Internet usage and i) age, ii) gender, iii) education and iv) income. The above results suggest that there is a significant difference between the use internet on the basis of: i) Age, gender, education and income. Chi- square is not significant for place of residence.



Time spent in surfing the web

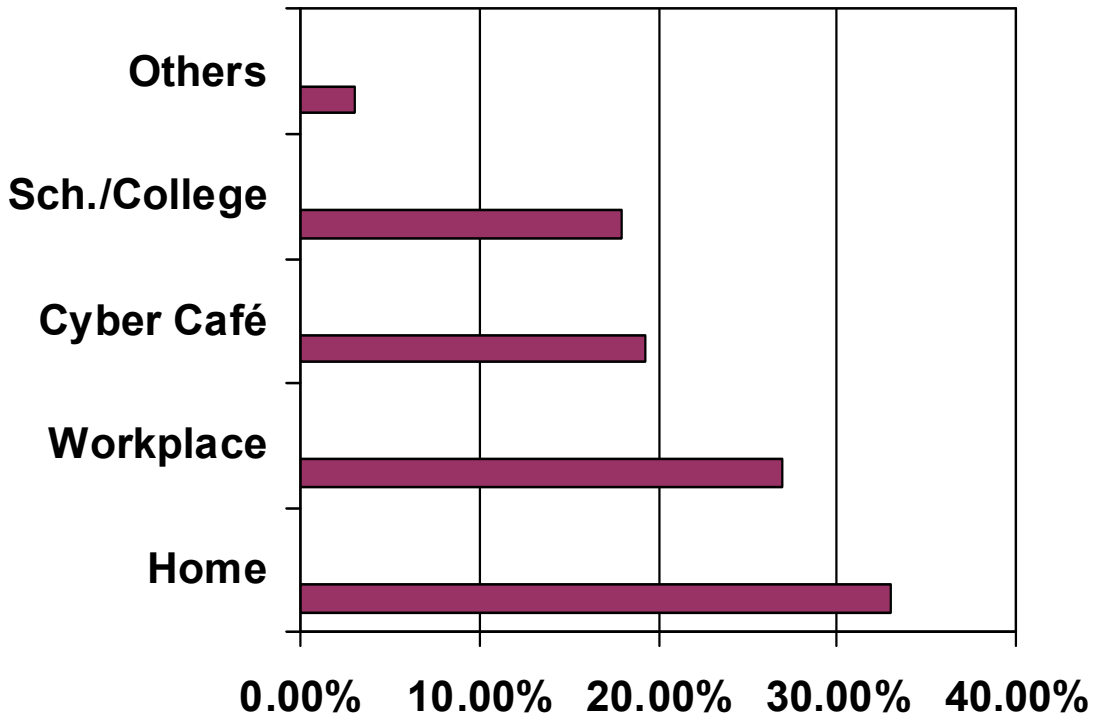
Table: 4.1.2 Access of Internet

Group/Sub-Group	Home		Workplace		Cyber Café		Sch./College		Others		
	N	%	N	%	N	%	N	%	N	%	
Age (in years)											
Upto 20	78	50.32	92	5.81	48	30.97	16	10.32	4	2.58	
21-25	82	27.52	64	21.48	61	20.47	79	26.51	12	4.03	
26-30	72	27.38	106	40.30	38	14.45	42	15.97	5	1.90	
31-35	46	39.66	36	31.03	15	12.93	17	14.66	2	1.72	Chi^2=121.86**
36-40	8	29.63	9	33.33	2	7.41	6	22.22	2	7.41	(df:20)
Above 40	11	26.83	18	43.90	9	21.95	1	2.44	2	4.88	C=0.35;
Gender											
Male	131	29.50	139	31.31	92	20.72	74	16.67	8	1.80	Chi^2=15.55**
Female	166	36.40	103	22.59	81	17.76	87	19.08	19	4.17	(df:4) C=0.13;
Residence											
Urban	217	35.63	175	28.74	106	17.41	96	15.76	15	2.46	
Semi-urban	67	28.03	57	23.85	54	22.59	51	21.34	10	4.18	Chi^2=17.49**
Rural	13	25.00	10	19.23	13	25.00	14	26.92	2	3.85	(df:8) C=0.14;
Marital Status											
Single	191	33.69	116	20.46	122	21.52	117	20.63	21	3.70	Chi^2=36.97**
Married	106	31.83	126	37.84	51	15.32	44	13.21	6	1.80	(df:4) C=0.20;
Education Level											
Under-Graduate	93	43.87	26	12.26	61	28.77	26	12.26	6	2.83	
Graduate	73	30.80	69	29.11	56	23.63	34	14.35	5	2.11	
Post-Graduate	131	29.05	147	32.59	56	12.42	101	22.39	16	3.55	Chi^2=67.78** (df:8) C=0.26;
Income (Rs.Lakh)											
Upto 0.5	23	27.38	11	13.10	30	35.71	14	16.67	6	7.14	
0.5-.1.0	27	24.11	30	26.79	33	29.46	20	17.86	2	1.79	
1.0-3.0	104	28.89	131	36.39	63	17.50	51	14.17	11	3.06	
3.0-5.0	98	40.50	53	21.90	33	13.64	54	22.31	4	1.65	
5.0-10.0	40	42.55	15	15.96	13	13.83	22	23.40	4	4.26	Chi^2=78.80**
Over 10.00	5	62.50	2	25.00	1	12.50					(df:20) C=0.28;
All data	297	33.00	242	26.89	173	19.22	161	17.89	27.00	3.0	

**significant at 1 percent, * significant at 5 percent

Summary of table: Analysis shows that 59.89% users access Internet most of the time from their homes and their workplaces and 19.22 percent prefer to visit cyber cafes for assessing the Internet. 40.30% Internet users in the age group 26-30 yrs and 43.90% users who are above 40 yrs access Internet from their workplaces. Users in the age group of 21-25 yrs, and up to 20 yrs like to access Internet from their homes. More males (31.31%) access Internet from their workplaces while more females (36.40%) access Internet from their homes. 33.69% unmarried people use Internet at their homes, while 37.84% married users access it at their workplaces. 43.87% under graduates and 30.80% graduates access Internet from their homes, whereas

32.59% of the post graduate users access it at their workplaces. 35.71% users in the income level up to 50,000 access Internet from the cyber cafes. 36.39% respondents in the income group 1-3 lakh access Internet at their workplace and users with income above 3 lakh access Internet from their homes. Chi^2 is significant on the basis of all the demographic factors suggesting an association between access of Internet and i) age, ii) income, iii) education, iv) marital status, v) gender and vi) residence.



Access of Internet

Table: 4.1.3 The purpose of using the web

Group/Sub -Group	Work/Busi.		Shopping		Entertainment		Communication		Others		
	N	%	N	%	N	%	N	%	N	%	
Age (in years)											
Upto 20	38	24.52	15	9.68	50	32.26	37	23.87	15	9.68	
21-25	112	37.58	25	8.39	48	16.11	76	25.50	37	12.42	
26-30	101	38.40	41	15.59	33	12.55	50	19.01	38	14.45	
31-35	43	37.07	18	15.52	19	16.38	15	12.93	21	18.10	Chi^2=53.11**
36-40	9	33.33	4	14.81	7	25.93	5	18.52	2	7.41	(df:20)
Above 40	17	41.46	2	4.88	6	14.63	9	21.95	7	17.07	C=0.24;
Gender											
Male	151	34.01	41	9.23	101	22.75	94	21.17	57	12.84	Chi^2=15.61**
Female	169	37.06	64	14.04	62	13.60	98	21.49	63	13.82	(df:4) C=0.13;
Residence											
Urban	221	36.29	64	10.51	112	18.39	141	23.15	71	11.66	
Semi-urban	78	32.64	35	14.64	36	15.06	45	18.83	45	18.83	Chi^2=20.01**
Rural	21	40.38	6	11.54	15	28.85	6	11.54	4	7.69	(df:8) C=0.15;
Marital Status											
Single	197	34.74	51	8.99	116	20.46	139	24.51	64	11.29	Chi^2=26.41**
Married	123	36.94	54	16.22	47	14.11	53	15.92	56	16.82	(df:4) C=0.17;
Education Level											
Under-Graduate	63	29.72	17	8.02	54	25.47	55	25.94	23	10.85	
Graduate	81	34.18	34	14.35	38	16.03	43	18.14	41	17.30	
Post-Graduate	176	39.02	54	11.97	71	15.74	94	20.84	56	12.42	Chi^2=67.78** (df:8) C=0.26;
Income (Rs.Lakh)											
Upto 0.5	34	40.48	3	3.57	18	21.43	19	22.62	10	11.90	
0.5-.1.0	34	30.36	12	10.71	32	28.57	24	21.43	10	8.93	
1.0-3.0	142	39.44	39	10.83	56	15.56	63	17.50	60	16.67	
3.0-5.0	76	31.40	37	15.29	47	19.42	51	21.07	31	12.81	Chi^2=43.63**
5.0-10.0	30	31.91	13	13.83	9	9.57	33	35.11	9	9.57	(df:20)
Over 10.00	4	50.00	1	12.50	1	12.50	2	25.00			C=0.22;
All data	320	35.56	105	11.67	163	18.11	192	21.33	120	13.33	

**significant at 1 percent, * significant at 5 percent

Summary of table: Most of the respondents use the web for i) work/business and ii) for communication with others. More respondents in the category than 20 yrs of age use Internet for entertainment purpose. Rest of the respondents from all age groups prefers to use Internet for their work/business. 34.01% males and 37.06% of the females use Internet for their work/business. 36.39% users from urban areas, 32.64% from semi-urban areas and 40.38% rural users access Internet for their work/business. 23.15% urban users use the web for communication with others and 28.85% rural respondents use web for their entertainment. 34.74% singles and 36.94% married users use web for their work/business. 29.72% under graduates use Internet for work/business and 50% use it for entertainment and communication with others. 34.18% of the

post graduates use web for their work/business. The results highlights that users from all the income groups prefer to use Internet for their i) work/business and ii) for communication with others. Very few people from Punjab prefer to use the web for shopping purpose. This percentage is just 11.87. Overall Chi^2 is significant for age, gender, marital status, education level, income group and residential area. The results of Chi square test indicate that the demographic profile is important for the purpose for using the web.

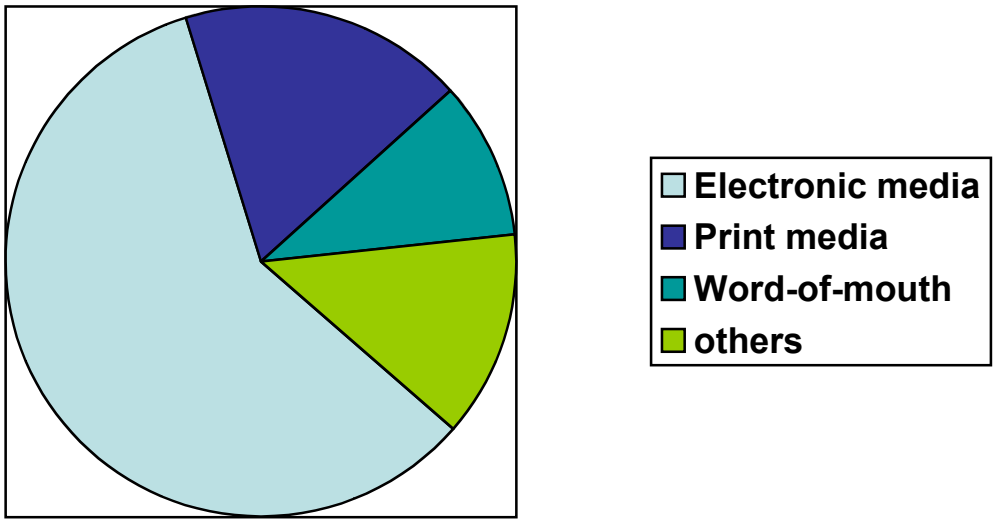
Table: 4.1.4 Media used for gathering information

Group/Sub -Group	Electronic		Print		Word of mouth		Others		All		
	N	%	N	%	N	%	N	%	N	%	
Age (in years)											
Upto 20	98	63.23	39	25.16	10	6.45	8	5.16			
21-25	161	54.03	79	26.51	27	9.06	27	9.06	4	1.34	
26-30	147	55.89	64	24.33	20	7.60	30	11.41	2	0.76	
31-35	57	49.14	40	34.48	11	9.48	6	5.17	2	1.72	
36-40	11	40.74	10	37.04	2	7.41	3	11.11	1	3.70	Chi^2=22.04
Above 40	22	53.66	14	34.15	2	4.88	3	7.32			(df:20) C=0.15
Gender											
Male	249	65.08	122	27.48	27	6.08	39	8.78	7	1.58	Chi^2=7.16
Female	247	54.17	124	27.19	45	9.87	38	8.33	2	0.44	(df:4) C=0.09
Residence											
Urban	358	58.78	160	26.27	45	7.39	40	6.57	6	0.99	
Semi-urban	117	48.95	74	30.96	20	8.37	25	10.46	3	1.26	Chi^2=26.51**
Rural	21	40.38	12	33.08	7	13.46	12	23.08			(df:8) C=0.15
Marital Status											
Single	326	57.50	145	25.57	47	8.29	44	7.76	5	0.88	Chi^2=4.83
Married	170	51.05	101	30.33	25	7.51	33	9.1	4	1.20	(df:4) C=0.07
Education Level											
Under-Graduate	126	59.43	56	26.42	15	7.08	13	6.13	2	0.94	
Graduate	114	48.10	73	30.80	23	9.70	24	10.13	3	1.27	
Post-Graduate	256	56.76	117	25.94	34	7.54	40	8.87	4	0.89	Chi^2=8.11 (df:8) C=0.09
Income (Rs.Lakh)											
Upto 0.5	35	41.67	20	23.81	9	10.71	18	21.43	2	2.38	
0.5-.1.0	58	51.79	33	29.46	8	7.14	12	10.71	1	0.89	
1.0-3.0	209	58.06	92	25.56	26	7.22	29	8.06	4	1.11	
3.0-5.0	137	56.61	73	30.17	21	8.68	11	4.55			
5.0-10.0	52	55.32	26	27.66	7	7.45	7	7.45	2	2.13	Chi^2=34.67*
Over 10.00	5	62.50	2	25.00	1	12.50					(df:20) C=0.19
All data	496	55.11	246	27.33	72	8.00	77	8.56	9	1.00	

**significant at 1 percent, * significant at 5 percent

Summary of table: Respondents from all the age groups whether they are males or females, urban, semi-urban and from rural areas, single or married, under graduates, graduates or post

graduates or from any income group prefer to gather information from electronic media rather than from the print media. The next choice is the print media. Chi^2 is significant on the basis of residence and income level. The value of chi-square is 26.51 for residence for 8 degrees of freedom. This suggests a significant association between residential area and media used for gathering information. Chi-square is 34.67 (df:20) for income suggests a significant association between income and media used for gathering information. Overall analysis is indicative of a strong preference for electronic media over print media.



Media used for gathering information

Table: 4.1.5 Biggest problem in using the web

Group/Sub-Group	Speed/Cost		Junk Info.		Paid Sites		
	N	%	N	%	N	%	
Age (in years)							
Upto 20	77	49.68	56	36.13	22	14.19	
21-25	142	47.65	97	32.55	59	19.80	
26-30	97	36.88	99	37.64	67	25.48	
31-35	43	37.07	54	46.55	19	16.38	
36-40	15	55.56	9	33.33	3	11.11	Chi^2=21.24*(df:10)
Above 40	21	51.22	13	31.71	7	17.07	C=0.15;
Gender							
Male	202	45.50	153	34.46	89	20.05	Chi^2=1.53(df:2)
Female	193	42.32	175	38.38	88	19.30	C=0.04;
Residence							
Urban	267	43.84	230	37.77	112	18.39	
Semi-urban	103	43.10	83	34.73	53	22.18	Chi^2=3.13(df:4)
Rural	25	48.08	15	28.85	12	23.08	C=0.06;
Marital Status							
Single	267	47.09	188	33.16	112	19.75	Chi^2=8.13*(df:2)
Married	128	38.44	140	42.04	65	19.52	C=0.09;
Education Level							
Under- Graduate	113	53.30	67	3.60	32	15.09	
Graduate	97	40.93	97	40.93	43	18.14	Chi^2=12.80*(df:4)
Post-Graduate	185	41.02	164	36.36	102	22.62	C=0.12;
Income (Rs.Lakh)							
Upto 0.5	46	54.76	20	23.81	18	21.43	
0.5-.1.0	53	47.32	43	38.39	16	14.29	
1.0-3.0	145	40.28	136	37.78	79	21.94	
3.0-5.0	104	42.98	94	38.84	44	18.18	
5.0-10.0	44	46.81	32	34.04	18	19.15	Chi^2=11.57(df:10)
Over 10.00	3	37.50	3	37.50	2	25.00	C=0.11;
All data	395	43.89	328	36.44	177	19.67	

**significant at 1 percent, * significant at 5 percent

Summary of table: Internet users (43.89%) consider speed/cost as the biggest problem in using the web. Internet speed/cost is still considered a major problem in accessing the net. Users are also wary of the junk information provided. Today's users are sensitive to the need for deliverable goods of high quality. Users up to 30 yrs consider speed/cost as the biggest problem in using the web whereas users who fall in the age group of 31-35 yrs consider junk sites as the major problem while surfing the Internet. Internet users who are more than 36 years of the age also consider speed/cost as the biggest problem in using the web. A majority of the users in all categories responded that speed/cost was a major hindrance in accessing the Internet. Both the genders consider speed/cost as the biggest problem in using the web. Chi^2 shows a significant

relationship on the basis of age, marital status and education level and biggest problem in using the web.

Table: 4.1.6 Browsing with the images/pictures (% of time)

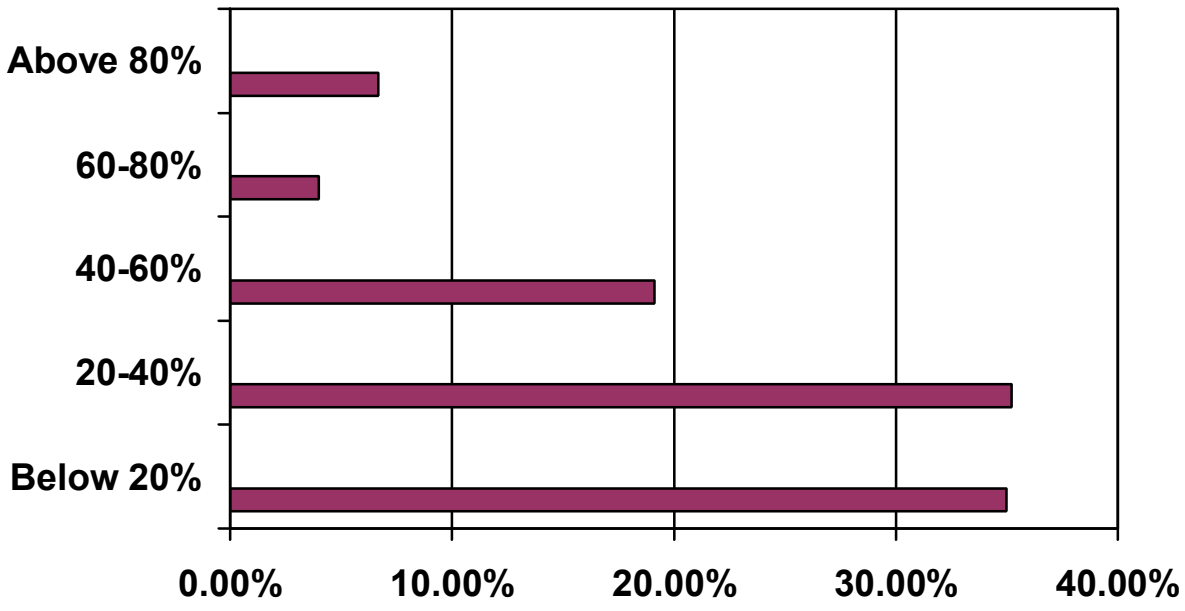
Group/Sub-Group	Summary		Below 20%		20-40%		40-60%		60-80%		Above 80%		
	Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)													
Upto 20	2.10	1.22	65	41.94	42	27.10	28	18.06	8	5.16	12	7.74	
21-25	2.14	1.13	98	32.89	113	37.92	57	19.13	8	2.68	22	7.38	
26-30	2.16	1.11	83	31.56	101	38.40	51	19.39	11	4.18	17	6.46	
31-35	2.17	1.18	43	37.07	32	27.59	27	23.28	6	5.17	8	6.90	Chi^2=19.72
36-40	2.00	0.98	9	33.33	12	44.44	4	14.81	1	3.70	1	3.70	(df:20) C=0.15;
Above 40	1.80	0.83	17	41.46	17	41.46	5	12.20	2	4.88			F=0.82(df:5, 894)
Gender													
Male	2.14	1.11	145	32.66	167	37.61	85	19.14	19	4.28	28	6.31	Chi^2=3.14(df:4)
Female	2.10	1.15	170	37.28	150	32.89	87	19.08	17	3.73	31	7.02	C=0.06;t=0.484(df: 898)
Residence													
Urban	2.13	1.18	222	36.45	206	33.83	109	17.90	23	3.78	49	8.05	Chi^2=12.96(df:8)
Semi-urban	2.15	1.05	72	30.13	92	38.49	52	21.76	12	5.02	11	4.60	C=0.12;
Rural	1.85	0.82	21	40.38	19	38.54	11	21.15	1	1.92			F=1.66(df:2, 897)
Marital Status													
Single	2.14	1.17	198	34.92	201	35.45	101	17.81	22	3.88	45	7.94	Chi^2=5.14(df:4)
Married	2.08	1.06	117	35.14	116	34.83	71	21.32	14	4.20	15	4.50	C=0.08; t=0.833(df:898)
Education Level													
Under-Graduate	2.13	1.20	79	37.26	70	33.02	36	16.98	10	4.72	17	8.02	
Graduate	2.20	1.12	73	30.80	85	35.86	54	22.78	9	3.80	16	6.75	Chi^2=5.69
Post-Graduate	2.08	1.11	163	36.14	162	35.92	82	18.18	17	3.77	27	5.99	(df:8) C=0.08; F=0.92(df:2, 897)
Income (Rs.Lakh)													
Upto 0.5	2.04	1.13	33	39.29	29	34.92	13	15.48	4	4.76	5	5.95	
0.5-.1.0	2.13	1.13	36	32.14	46	41.07	17	15.18	5	4.46	8	7.14	
1.0-3.0	2.06	1.14	139	38.61	124	34.44	58	16.11	15	4.17	24	6.67	
3.0-5.0	2.09	1.08	83	34.30	89	36.78	48	19.83	9	3.72	13	5.37	Chi^2=34.73*
5.0-10.0	2.43	1.13	22	23.40	29	30.85	32	34.04	3	3.19	8	8.51	(df:20) C=0.19;
Over 10.00	3.00	1.41	2	25.00			4	50.00			2	25.00	F=2.69*(df:5, 894)
All data	2.12	1.13	315	35.00	317	35.22	172	19.11	36	4.00	60	6.67	

**significant at 1 percent, * significant at 5 percent

Summary of table: Overall analysis depicts that 70.22% users browse images/pictures up to 40% of the time. Overall mean is 2.12 and SD is 1.13. Results of ANOVA depict that there is a significant difference amongst income levels and browsing with images/pictures. Chi^2 is 34.73

for 20 degrees of freedom for income. So, income is important for browsing with images/ pictures.

41.94% respondents < 20 years and 37.07% users from 31-35 years spend 20 percent of the time browsing images/pictures. A majority of users above the age group of 21 years spend 20-40 percent of the time browsing images/pictures. 37.61%males spend 20-40% of their time browsing images/pictures and 37.28% females spend 20% of the time browsing images/pictures. 40.38% rural and 36.45% urban users spend 20% of the time browsing images/pictures, whereas 38.39% semi-urban respondents spend 20-40% of the time browsing images/pictures. More unmarried users browse images/pictures. Graduates prefer to spend more time browsing images/pictures as compared with under graduates and post graduates. Users in the income group of up to 50,000 and between 1-3 lakh browse images/pictures for 20% of the time. Rest all the respondents in other income groups spend 20-40% of the time browsing images/pictures. The results depicts that respondents of Punjab spend less percentage of the browsing with income/ pictures



Browsing with the images/pictures (% of time)

Table: 4.1.7 Awareness regarding the websites users are surfing

Group/Sub-Group	Summary			Never		Hardly Ever		Sometimes		Most of the times		Always		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.94	1.01	6	3.87	4	2.58	37	23.87	55	35.48	53	34.19	
21-25		3.92	0.98	7	2.35	16	5.37	67	22.48	112	37.58	96	32.21	Chi^2=23.62
26-30		4.04	0.86	3	1.14	9	3.42	46	17.49	121	46.01	84	31.94	(df:20)
31-35		4.03	0.85			5	4.31	25	21.55	48	41.38	38	32.76	C=0.16;
36-40		3.96	1.14	2	7.41			6	22.22	8	29.63	11	40.74	F=0.72
Above 40		4.10	0.98	1	2.44	1	2.44	9	21.95	12	29.27	18	43.90	(df:5, 894)
Gender														
Male		4.01	0.94	8	1.80	16	3.60	97	21.85	166	37.39	157	35.36	Chi^2=2.93
Female		3.95	0.95	11	2.41	19	4.17	93	20.39	190	41.67	143	31.36	(df:4)C=0.06 t=0.876 (df:898)
Residence														
Urban		4.02	0.92	11	1.81	21	3.45	124	20.36	239	39.24	214	35.14	Chi^2=16.62
Semi-urban		3.96	0.92	5	2.09	8	3.35	52	21.76	101	42.26	73	30.54	(df:8)C=0.13;
Rural		3.58	1.15	3	5.77	6	11.54	14	26.92	16	30.77	13	25.00	F=5.54** (df:2, 897)
Marital Status														
Single		3.96	0.97	15	2.65	23	4.06	119	20.99	223	39.33	187	32.98	Chi^2=2.27
Married		4.02	0.90	4	1.20	12	3.60	71	21.32	133	39.94	113	33.93	(df:4)C=0.05; t=0.918 (df:898)
Education Level														
Under-Graduate		3.89	1.02	7	3.30	9	4.25	54	25.47	72	33.96	70	33.02	
Graduate		4.04	0.94	4	1.69	13	5.49	38	16.03	97	40.93	85	35.86	Chi^2=12.41 (df:8) C=0.12
Post-Graduate		3.99	0.90	8	1.77	13	2.88	98	21.73	187	41.46	145	32.15	F=1.42 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.70	1.11	4	4.76	7	8.33	23	27.38	26	30.95	24	28.57	Chi^2=52.99
0.5-.1.0		3.85	0.94	1	0.89	7	6.25	32	28.57	40	35.71	32	28.57	**
1.0-3.0		4.02	0.92	6	1.67	13	3.61	73	20.28	144	40.00	124	34.44	(df:20)
3.0-5.0		4.09	0.84	2	0.83	5	2.07	48	19.83	102	42.15	85	35.12	C=0.24;
5.0-10.0		3.98	0.99	4	4.26	3	3.19	14	14.89	43	45.74	30	31.91	F=2.68*
Over 10.0		3.88	1.69	2	25.00					1	12.50	5	62.50	(df:5, 894)
All data		3.98	0.94	19	2.11	35	3.89	190	21.11	356	39.56	300	33.33	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 reveals a significant association between income and residential area and awareness regarding sites surfed. 39.56% respondents are mostly aware of where they are when they surf the web and 33.33% are always aware of the web site they are surfing. The results of ANOVA depict a significant difference was found in terms of awareness regarding the website they are surfing and income level and residence. However, no significant difference was

found between male and female employees, on the basis of age or education level and the website surfed. Average of the data is 3.98 and SD is 0.94.

35.48% respondents in age group of less than 20 yrs. are aware most of the times of the website they are surfing. 34.19% respond that are always aware. 37.58% respondents in the age group of 21-25, 46.01% in 26-30 and 41.38% in 31-35 age groups are 'mostly aware' of the web site they are surfing. 40.74% and 43.90% in the age group 36-40 and above 40 yrs. are always aware of the web sites they are visiting. Analysis of the age group highlights that the users responded of being always aware or most of the times aware of websites they were surfing. 37.39% males and 41.67% females are aware most of the times of the web sites they are surfing. 35.36% males and 31.36% females are always aware of the web sites they are surfing. 39.24% urban, 42.26% semi urban and 30.77% rural audience are mostly aware of the web sites they are surfing. 35.14% urban and 30.54% semi urban are always aware of the web sites they are surfing. Both married as well as unmarried respondents are mostly aware of the web sites they are surfing. 32.98% single and 33.93% married respondents are always aware of the web sites they are surfing. 33.96% under graduates are mostly aware and 33.02% under graduates respondents are always aware of the web sites they were surfing. 40.93% graduates and 41.46% of the post graduates mostly aware of the web sites they are surfing. Overall 39.56% respondents from all the income groups reported that they are mostly aware of the websites they are surfing. Only few respondents of Punjab reported that they were hardly aware of what they were surfing (3.89%). The results highlight that most of the Punjab respondents were aware of the websites they surfed.

Table: 4.1.8 Finding information on the Internet

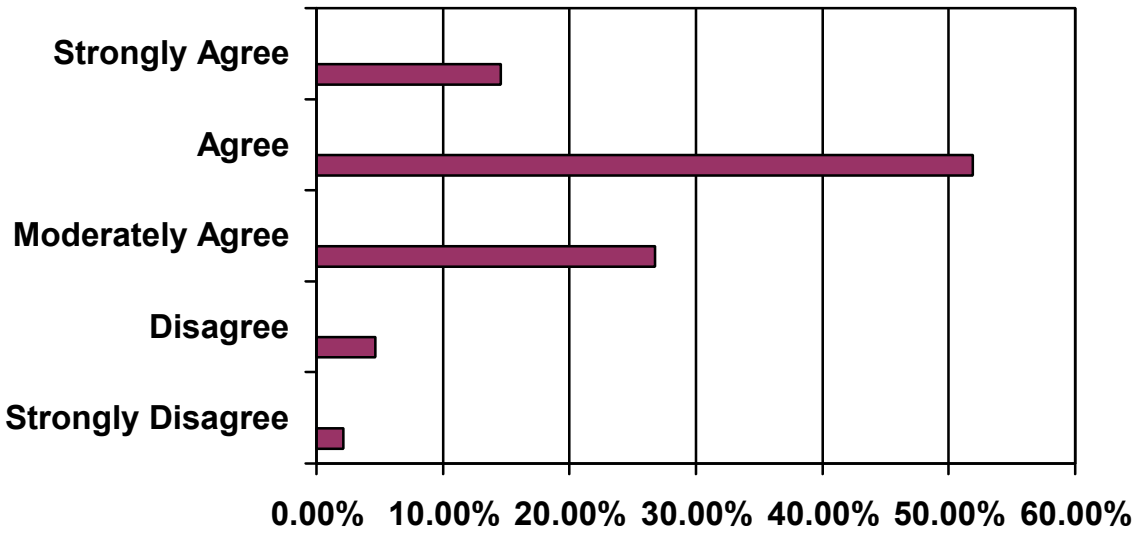
Group/Sub -Group	Summary			Strongly Disagree		Disagree		Moderately agree		Agree		Strongly Agree		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.68	0.90	6	3.87	5	3.23	45	29.03	76	49.03	23	14.84	
21-25		3.76	0.79	3	1.01	17	5.70	67	22.48	172	57.72	39	13.09	
26-30		3.68	0.88	8	3.04	12	4.56	73	27.76	134	50.95	36	13.69	Chi^2=36.97*
31-35		3.72	0.84	2	1.72	4	3.45	37	31.90	54	46.55	19	16.38	(df:20)C=0.20**
36-40		3.33	0.72			3	11.11	13	48.15	10	37.04	1	3.70	F=3.40**
Above 40		4.12	0.74			1	2.44	6	14.63	21	51.22	13	31.71	(df:5, 894)
Gender														
Male		3.77	0.86	7	1.58	26	5.86	107	24.10	225	50.68	79	17.79	Chi^2=12.75*
Female		3.67	0.82	12	2.63	16	3.51	134	29.39	242	53.07	52	11.40	(df:4) C=0.12 t=1.806(df:898)
Residence														
Urban		3.71	0.82	9	1.48	33	5.42	164	26.93	320	52.55	83	13.63	Chi^2=12.63
Semi-urban		3.72	0.91	10	4.18	7	2.93	61	25.52	124	51.88	37	15.48	(df:8)C=0.12
Rural		3.83	0.80			2	3.85	16	30.77	23	44.23	11	21.15	F=0.43 (df:2, 897)
Marital Status														
Single		3.70	0.85	14	2.47	26	4.59	154	27.16	296	52.20	77	13.58	Chi^2=2.07
Married		3.76	0.83	5	1.50	16	4.80	87	26.13	171	51.35	54	16.22	(df:4)C=0.05; t=0.059(df:898)
Education Level														
Under-Graduate		3.69	0.93	9	4.25	9	4.25	53	25.00	108	50.94	33	15.57	
Graduate		3.80	0.75	1	0.42	10	4.22	59	24.89	132	55.70	35	14.77	Chi^2=10.47 (df:8) C=0.11;
Post-Graduate		3.69	0.85	9	2.00	23	5.10	129	28.60	227	50.33	63	13.97	F=1.47 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.74	0.98	2	2.38	9	10.71	15	17.86	41	48.81	17	20.24	
0.5-.1.0		3.84	0.79	1	0.89	4	3.57	27	24.11	60	53.57	20	17.86	
1.0-3.0		3.65	0.85	9	2.50	21	5.83	98	27.22	192	53.33	40	11.11	Chi^2=26.82
3.0-5.0		3.78	0.83	6	2.48	4	1.65	68	28.10	123	50.83	41	16.94	(df:20)C=0.17
5.0-10.0		3.68	0.79	1	1.06	4	4.26	31	32.98	46	48.94	12	12.77	F=1.34
Over10.0		3.88	0.60					2	25.00	5	62.50	1	12.15	(df:5, 894)
All data		3.72	0.84	19	2.11	42	4.67	241	26.78	467	51.89	131	14.56	

**significant at 1 percent, * significant at 5 percent

Summary of table: Overall responses indicate that 51.89% respondents agree, 26.78% moderately agree and 14.56% strongly agree with the statement that they feel comfortable finding information on the Internet. Chi^2 results highlight a significant association between age , gender and finding information on the Internet. So, the age and the gender play a vital role in finding information on the Internet. Results depict that F test is significant on the basis of age and there is no significant difference on the basis of residence, gender, marital status and income and finding information on the Internet. Overall average is 3.72 and SD is 0.84.

49.03% of the respondents who are less than 20 yrs. agree and 29.03% moderately agree with the statement that they feel comfortable finding information on the Internet. 57.72% respondents from the age group of 21-25 yrs. agree with this view point. 50.95% from the age group of 26-30 yrs. and 46.55% from 31-35 yrs agree and 48.15% in the age group of 36-40 yrs. moderately agree with this view point. 51.22% respondents above the age of 40 yrs. also agree with the statement that they feel comfortable finding information on the Internet. The age analysis highlights that respondents mostly accept that Internet helps in finding information.

50.68% males and 53.07% females agree that they feel comfortable finding the information on the Internet. Respondents from all the areas whether they are married or unmarried agree that they feel comfortable finding of information on the Internet. Under graduates, graduates and post graduates also agree with the statement. Respondents from all the income groups also agree that they feel comfortable in finding the information on the Internet. So the results highlight that the Internet users of Punjab accept Internet as a useful information provider.



Finding information on the Internet

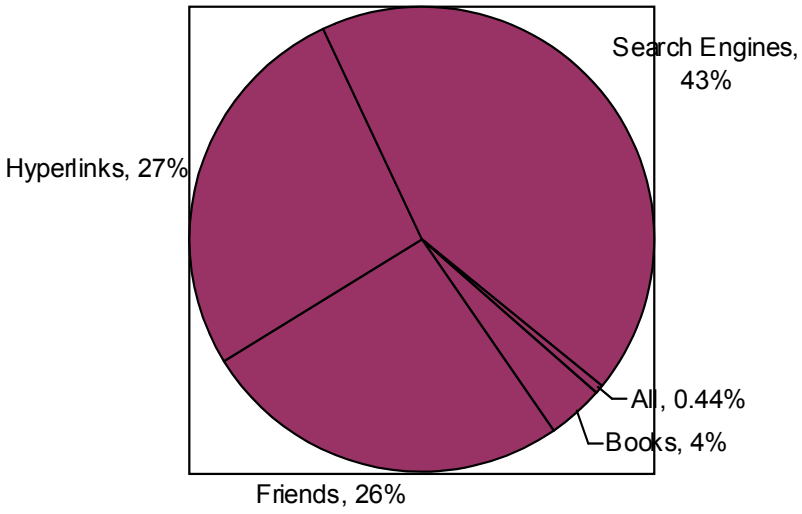
Table: 4.1.9 Finding about new web pages/sites

Group/Sub -Group	Books		Friends	Hyperlinks		Search Engines			All		
	N	%	N	%	N	%	N	%	N	%	
Age (in years)											
Upto 20	3	1.94	59	38.06	38	24.52	55	35.48			
21-25	12	4.03	74	24.83	77	25.84	133	44.63	2	0.67	
26-30	12	4.56	53	20.15	77	29.28	121	46.01			
31-35	3	2.59	23	19.83	39	33.62	49	42.24	2	1.72	
36-40	1	3.70	9	33.33	6	22.22	11	40.74			Chi^2=38.90**(df:20)
Above 40	5	12.20	13	31.71	7	17.07	16	39.02			C=0.20
Gender											
Male	23	5.18	105	23.65	98	22.07	216	48.65	2	0.45	Chi^2=19.71**(df:4)
Female	13	2.85	126	27.63	146	32.02	169	37.06	2	0.44	C=0.15
Residence											
Urban	17	2.79	161	26.44	161	26.44	266	43.68	4	0.66	
Semi-urban	13	5.44	60	25.10	71	29.71	95	39.75			Chi^2=15.54*(df:8)
Rural	6	11.54	10	19.23	12	23.08	24	46.15			C=0.13
Marital Status											
Single	19	3.35	152	26.81	142	25.04	251	44.27	3	0.53	Chi^2=5.85(df:4)
Married	17	5.11	79	23.72	102	30.63	134	40.24	1	0.30	C=0.08
Education Level											
Under-Graduate	6	2.83	76	35.85	49	23.11	81	38.21			
Graduate	10	4.42	60	25.32	64	27.00	101	42.62	2	0.84	
Post-Graduate	20	4.43	95	21.06	131	29.05	203	45.01	2	0.44	Chi^2=18.49*(df:8) C=0.14
Income (Rs.Lakh)											
Upto 0.5	8	9.52	24	28.57	18	21.43	34	40.48			
0.5-.1.0	6	5.36	28	25.00	21	18.75	57	50.89			
1.0-3.0	15	4.17	91	25.28	102	28.33	150	14.67	2	0.56	
3.0-5.0	5	2.07	65	28.86	79	32.64	91	37.60	2	0.83	
5.0-10.0	2	2.13	22	23.40	23	24.47	47	50.00			Chi^2=27.98(df:20)
Over 10.0			1	12.50	1	12.50	6	75.00			C=0.17
All data	36	4.00	231	25.67	244	27.11	385	42.78	4	0.44	

**significant at 1 percent, * significant at 5 percent

Summary of table: The results of the survey depict that search engines are preferred source of finding information of the new web pages/sites. The next in choice are the hyperlinks and very few find information from friends and books. Respondents who are less than 20 yrs. find new web pages and sites with the help of their friends and users, and those above 21 yrs find new sites and pages with the help of search engines and hyperlinks. Both the genders respond that they find new web pages or sites with the help of search engines. 43.68% urban, 39.75% semi-urban and 46.15% rural users find new www pages and sites with the help of search engines. After the analysis, it is clear that whatever the marital status, educational level and income may be, the users find new www pages/sites from the search engines and hyperlinks. Chi^2 reveals a

significant association between age, gender, residence area and education level and finding about new web pages.



Finding about new web pages/sites

Section I of the survey covered general questions about Internet use, the purpose of using the Internet, the preference and awareness of the media. The results of section I highlight that the Internet audiences in Punjab are not heavy users and use Internet less than 5 hrs. a week. Internet is mostly accessed either from the homes or the workplaces rather than from cyber cafes. This highlights another important result that the people of Punjab have access to Internet at their homes and workplaces. The purpose of using the web is for work/business. The next preferred choice is for communication purpose. Using Internet for shopping purpose is still rare. Marketers need to focus more on luring Internet users to being Internet shoppers as well. There is a strong preference for electronic media over print and other media. Speed/cost is considered to be a problem while accessing the Internet. Internet is considered to be a source of information. When it comes to finding about new web pages/sites the preferred choice is websites followed by hyperlinks.

Section-4.2 Internet Advertisement

This section covers comparison of the traditional media advertisements and Internet advertisements. The section also covers whether the Punjab Netizens prefer Internet advertisements and the factors leading to the preference of online advertisements.

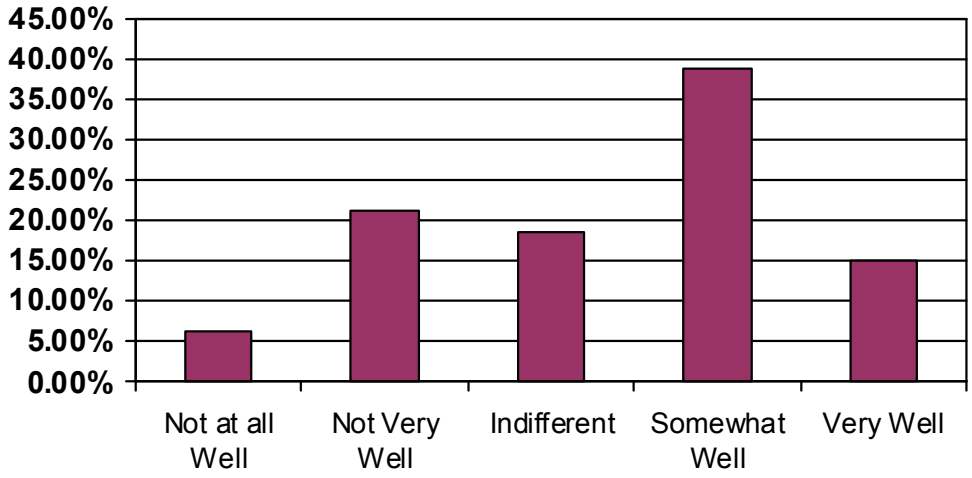
Table: 4.2.1 Internet advertisements catch attention

Group/Sub-Group	Summary			Not at all Well		Not Very Well		Indifferent		Somewhat Well		Very Well		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.25	1.26	14	9.03	39	25.16	24	15.48	51	32.90	27	17.42	
21-25		3.39	1.17	19	6.38	60	20.13	55	18.46	113	37.92	51	17.11	Chi^2=24.79
26-30		3.33	1.11	14	5.32	59	22.43	47	17.87	112	42.59	31	11.79	(df:20)
31-35		3.26	1.08	8	6.90	23	19.83	26	22.41	49	42.24	10	8.62	C=0.16
36-40		3.44	1.07	1	3.70	5	18.52	6	22.22	11	40.76	4	14.81	F=1.43
Above 40		3.73	1.06			7	17.07	9	21.95	13	31.71	12	29.27	(df:5, 894)
Gender														
Male		3.34	1.16	23	5.18	110	24.77	73	16.44	169	38.06	69	15.54	Chi^2=8.46
Female		3.36	1.15	33	7.24	83	18.20	94	22.61	180	39.47	66	14.47	(df:4) C=0.10 t=0.226 (df:898)
Residence														
Urban		3.33	1.17	38	6.24	137	22.50	112	18.39	227	37.27	95	15.60	Chi^2=9.00
Semi-urban		3.36	1.10	15	6.28	44	18.41	49	20.50	103	43.1	28	11.72	(df:8)C=0.10
Rural		3.48	1.23	3	5.70	12	23.08	6	11.54	19	36.54	12	23.08	F=0.39 (df:2, 897)
Marital Status														
Single		3.34	1.21	43	7.58	124	21.87	94	16.58	208	36.68	98	17.28	Chi^2=14.98**
Married		3.36	1.05	13	3.90	69	20.72	73	21.92	144	42.34	37	11.11	(df:4)C=0.13 t=0.237(df:898)
Education Level														
Under-Graduate		3.25	1.27	19	8.96	54	25.47	36	16.98	62	29.25	41	19.34	Chi^2=17.93* (df:8)
Graduate		3.41	1.13	12	5.06	50	21.10	42	17.72	95	40.08	38	16.03	C=0.14;
Post-Graduate		3.37	1.10	25	5.54	89	19.73	89	19.73	192	42.57	56	12.42	F=1.23 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.55	1.36	8	9.92	14	16.67	15	17.86	18	21.43	29	34.52	Chi^2=60.96**
0.5-.1.0		3.70	1.02	3	2.68	17	15.18	11	9.82	61	54.46	20	17.86	(df:20)
1.0-3.0		3.28	1.15	25	6.94	82	22.78	68	16.89	138	38.33	47	13.06	C=0.25
3.0-5.0		3.33	1.10	14	5.79	48	19.83	55	22.73	95	39.26	30	12.40	F=3.98**
5.0-10.0		3.07	1.12	6	6.38	30	31.91	17	18.09	33	35.11	8	8.51	(df:5, 894)
Over 10.0		3.50	1.00			2	25.00	1	12.50	4	50.00	1	12.50	
All data		3.35	1.15	56	6.22	193	21.44	167	18.56	349	38.78	135	15.00	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 is suggest a significant association between marital status, income, education and Internet advertisements catching attention. Most of the respondents accept that Internet advertisements catch their attention somewhat well. F-test is also significant on the basis of income. Overall mean is 3.35 and SD is 1.15.

Respondents from all the age groups agree and accept that Internet advertisements are catchy. More post-graduates (42.57%) than graduates and under graduates accept that Internet advertisements are catchy in nature. More married (42.34%) people consider Internet advertisements to be catchy than singles (36.68%). Users from all the income levels responded similarly. They accept that Internet advertisements catch their attention somewhat well. Overall analysis depicts that a majority of the people accept that Internet advertisements catch their attention.



Internet advertisement catches attention

Table: 4.2.2 Type of Internet advertisements having high impact

Group/Sub -Group	Pop-ups		Banner Ads		Click-ups		Skyscrapers		None		
	N	%	N	%	N	%	N	%	N	%	
Age (in years)											
Upto 20	50	32.26	47	30.32	36	23.23	19	12.26	3	1.94	
21-25	67	22.48	114	38.26	81	27.18	27	9.06	9	3.02	
26-30	49	18.63	106	40.30	75	28.52	28	10.65	5	1.90	
31-35	24	20.69	46	39.66	36	31.03	9	7.76	1	0.86	
36-40	7	25.93	10	37.04	9	33.33			1	3.70	Chi^2=39.23**(df:20)
Above 40	8	19.51	18	43.90	10	24.39			5	12.20	C=0.20
Gender											
Male	96	21.62	164	36.94	135	30.41	33	7.43	16	3.60	Chi^2=9.45(df:4)
Female	109	23.90	177	38.82	112	24.56	50	10.96	8	1.75	C=0.10
Residence											
Urban	147	24.14	226	37.11	159	26.11	62	10.18	15	2.46	
Semi-urban	48	20.08	95	39.75	74	30.96	16	6.69	6	2.51	Chi^2=7.61(df:8)
Rural	10	19.23	20	38.46	14	26.92	5	9.62	3	5.77	C=0.09
Marital Status											
Single	140	24.69	200	35.27	154	27.16	56	9.88	17	3.00	Chi^2=6.62(df:4)
Married	65	19.52	141	42.34	93	27.93	27	8.11	7	2.10	C=0.09
Education Level											
Under-Graduate	61	28.77	74	34.91	48	22.64	24	11.32	5	2.36	
Graduate	44	18.57	101	42.62	77	32.49	14	5.91	1	0.44	
Post-Graduate	100	22.17	166	32.81	122	27.05	45	9.98	18	3.99	Chi^2=22.94**(df:8) C=0.16
Income (Rs.Lakh)											
Upto 0.5	22	26.19	31	36.90	20	23.81	9	10.71	2	2.38	
0.5-.1.0	19	16.96	36	32.14	46	41.07	7	6.25	4	3.57	
1.0-3.0	70	19.44	152	42.22	95	26.39	32	8.89	11	3.06	
3.0-5.0	62	25.62	83	34.30	63	26.03	28	11.57	6	2.48	
5.0-10.0	30	31.91	35	37.23	21	22.34	7	7.45	1	1.06	
Over 10.0	2	25.00	4	50.00	2	25.00					Chi^2=26.86(df:20)
All data	205	22.78	341	37.89	247	27.44	83	9.22	24	2.67	C=0.17

**significant at 1 percent, * significant at 5 percent

Summary of table: The analysis depicts that banner ads and click-ups have higher impact on the Internet users than pop-up ads. 32.26% respondents in less than 20 years age group accept that pop-ups have higher impact on them compared with other types of advertisements. Respondents above the age of 21 yrs, consider that banner ads have the highest impact on them. The next preference is click-up advertisements. 38.82% females and 36.94% males responded that banner ads have the more impact on them then any other ads. Banner ads have the highest impact on the respondents. Married or unmarried, highly educated or less educated, rural or urban, all respondents have a clear preference for banner ads. Respondents in the income group of 50,000

to 1 lakh prefer click-up ads while the Internet users in other age groups prefer banner ads more than click-up and pop-ups.

Overall analysis depicts that banner ads have higher impact than pop ups, click ups and skyscrapers etc. Skyscrapers have the least impact. Chi^2 test depicts that there is a significant association between age, educational level and type of advertisement.

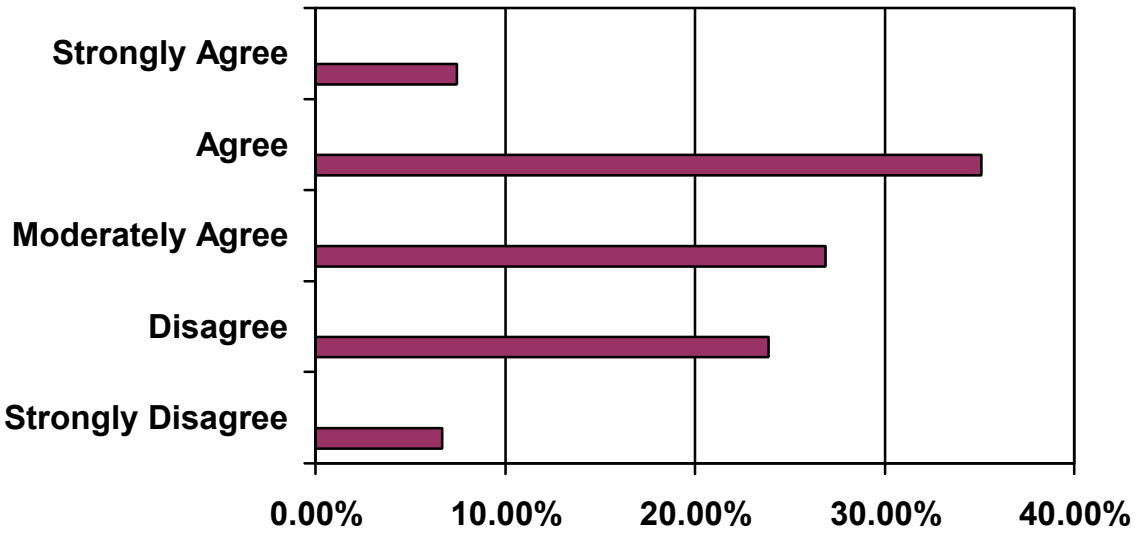
Table: 4.2.3 Credibility of the claims made in advertisements

Group/Sub-Group	Summary			Strongly Disagree		Disagree		Moderately agree		Agree		Strongly Agree		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.03	1.09	12	7.74	43	27.74	38	24.52	52	33.55	10	6.45	
21-25		3.09	1.01	17	5.70	71	23.83	95	31.88	97	32.55	18	6.04	
26-30		3.15	1.08	19	7.22	62	23.57	62	23.57	101	38.40	19	7.22	Chi^2=30.21
31-35		3.02	1.12	11	9.48	31	26.72	27	23.28	39	33.62	8	6.90	(df:20) C=0.18
36-40		3.44	0.99	1	3.70	3	11.11	10	37.04	9	33.33	4	14.81	F=3.52**
Above 40		3.71	0.92			5	12.20	10	24.39	18	43.90	8	19.51	(df:5, 894)
Gender														
Male		3.15	1.05	25	5.63	103	23.20	134	30.18	144	32.43	38	8.56	Chi^2=8.37(df:4)
Female		3.11	1.08	35	7.68	112	24.56	108	23.68	172	37.72	29	6.36	C=0.10;t=0.642 (df:898)
Residence														
Urban		3.09	1.06	42	6.90	151	24.79	165	27.09	212	34.81	39	6.40	Chi^2=11.19(df:8
Semi-urban		3.16	1.07	15	6.28	57	23.85	61	21.52	87	36.40	19	7.95	)
Rural		3.42	1.10	3	5.77	7	13.46	16	30.77	17	32.69	9	17.31	C=0.11; F=2.48(df:2, 897)
Marital Status														
Single		3.08	1.04	39	6.88	138	24.34	164	28.92	192	33.86	34	6.00	Chi^2=7.59(df:4)
Married		3.21	1.10	21	6.31	77	23.12	78	23.42	124	37.24	33	9.91	C=0.09;t=1.821 (df:898)
Education Level														
Under-Graduate		3.05	1.07	16	7.55	52	24.53	66	31.13	62	29.25	16	7.55	
Graduate		3.16	1.05	13	5.49	57	24.05	64	27.00	84	35.44	19	8.02	Chi^2=6.09(df:8)
Post-Graduate		3.15	1.07	31	6.87	106	23.50	112	24.83	170	37.69	32	7.10	C=0.08; F=0.81(df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.33	1.11	6	7.14	12	14.21	26	30.95	28	33.33	12	14.29	
0.5-.1.0		3.28	0.97	4	3.57	22	19.64	32	28.57	47	41.96	7	6.25	Chi^2=23.47
1.0-3.0		3.09	1.06	23	6.39	92	25.56	100	27.78	118	32.87	27	7.50	(df:20)
3.0-5.0		3.11	1.10	20	8.26	58	23.97	58	23.97	88	36.36	18	7.44	C=0.16;
5.0-10.0		2.94	1.01	7	7.45	28	29.79	25	26.60	32	34.04	2	2.13	F=1.78**
Over 10.0		3.25	1.09			3	37.50	1	12.50	3	37.50	1	12.50	(df:5, 894)
All data		3.13	1.07	60	6.67	215	23.89	242	26.89	316	35.11	67	7.44	

**significant at 1 percent, * significant at 5 percent

Summary of table: The results of chi^2 shows a significant association between age and credibility of claims made in advertisements. 35.11% respondents consider that the claims made by Internet advertisements are credible, while 23.89% users disagree with the view. Results of ANOVA depict that there is significant difference between age, income and credibility of claims made by advertisements. Mean is 3.13 and SD is 1.07.

Most of the respondents in all the age groups agree that claims made by Internet advertisements are credible. 37.72% of the females and 32.43% males agree that advertisements made credible claims. More urban and semi-urban respondents agree with this view as compared to rural respondents. The percentage of rural population which strongly agree with this view is higher than urban and semi urban population. The overall analysis indicates that more respondents in all the areas agree rather than disagree with the statement. More married than single respondents agree that claims made by advertisements are credible. More graduates and post graduates accept the view that claims made by advertisements are credible. The audiences from the all income groups agree and accept that the claims made by advertisements are credible.



Credibility of the claims made in advertisements

Table: 4.2.4 Which of the following you use to describe the Internet advertisements?

Group/Sub-Group	Appealing		Honest		Convincing		Creative		Professional		
	N	%	N	%	N	%	N	%	N	%	
Age (in years)											
Upto 20	21	13.55	17	10.97	22	14.19	53	34.19	42	27.10	
21-25	32	10.74	40	13.42	62	20.81	100	33.56	64	21.48	
26-30	24	9.13	48	18.25	55	20.91	73	27.76	63	23.95	
31-35	7	6.03	11	9.48	25	21.55	41	35.34	32	27.59	
36-40	5	18.52	4	14.81	5	18.52	5	18.52	8	29.63	Chi^2=27.71(df:20)
Above 40	9	21.95	7	17.07	6	14.63	9	21.95	10	24.39	C=0.17
Gender											
Male	47	10.59	74	16.67	92	20.72	118	26.58	113	25.45	Chi^2=11.37*(df:4)
Female	51	11.18	53	11.62	83	18.20	163	35.75	106	23.25	C=0.11
Residence											
Urban	66	10.84	77	12.64	106	17.41	198	32.51	162	26.60	
Semi-urban	24	10.04	35	14.64	62	25.94	69	28.87	49	20.50	Chi^2=23.05**(df:8)
Rural	8	15.38	15	28.85	7	13.46	14	26.92	8	15.38	C=0.16
Marital Status											
Single	65	11.46	76	13.40	104	18.34	178	31.39	144	25.40	Chi^2=2.69(df:4)
Married	33	9.91	51	15.32	71	21.32	103	30.93	75	22.52	C=0.05
Education Level											
Under-Graduate	31	14.62	32	15.09	30	14.15	63	29.72	56	26.42	
Graduate	29	12.24	37	15.61	45	18.99	79	33.33	47	19.83	
Post-Graduate	38	8.43	58	12.86	100	22.17	139	30.82	116	25.72	Chi^2=14.68**(df:8) C=0.13
Income (Rs.Lakh)											
Upto 0.5	12	14.29	16	19.05	16	19.05	20	23.81	20	23.81	
0.5-.1.0	10	8.93	12	10.71	26	23.21	32	28.57	32	28.57	
1.0-3.0	31	8.61	62	17.22	61	16.94	119	33.06	87	24.17	
3.0-5.0	34	14.05	27	11.16	53	21.90	75	30.99	53	21.90	
5.0-10.0	9	9.57	9	9.57	17	18.09	34	36.17	25	26.60	Chi^2=22.89(df:20)
Over 10.0	2	25.00	1	12.50	2	25.00	1	12.50	2	25.00	C=0.16
All data	98	10.89	127	14.11	175	19.44	281	31.22	219	24.33	

**significant at 1 percent, * significant at 5 percent

Summary of table: Overall analysis highlights that chi^2 is highly significant on the basis of residential area and educational level and significant on the basis of gender. Residence, education and gender are the important demographic factors for describing the nature of Internet advertisements. Overall 31.22% respondents describe Internet advertisements as creative, 24.33% consider Internet advertisements to be professional, 19.44% think that these are convincing and 14.11% feel that these are honest. Only 10.89% respondents think that Internet advertisements are appealing.

The percentage of respondents less than 35 yrs. considers Internet advertisements as creative. People in the higher age group of 36 onwards consider them to be professional and the second preference is given to Internet advertisements being creative in nature. On the basis of gender, residential area, marital status, education level and income, there is a priority for considering Internet advertisements as creative and professional. The overall results highlight that Punjab respondents consider Internet advertisements as creative and professional rather than honest and appealing.

Table: 4.2.5 How do you take the Internet advertisements?

Group/Sub-Group	Time Waste		Guiding		Misleading		
	N	%	N	%	N	%	
Age (in years)							
Upto 20	45	29.03	78	50.32	32	20.65	
21-25	67	22.48	176	59.06	55	18.46	
26-30	70	26.62	141	53.61	52	19.77	
31-35	29	25.00	75	64.66	12	10.34	
36-40	8	29.63	16	59.26	3	11.11	Chi^2=18.11(df:10)
Above 40	3	7.32	30	73.17	8	19.51	C=0.14;
Gender							
Male	106	23.87	265	59.68	73	16.44	Chi^2=2.25(df:2)
Female	116	25.44	251	55.04	89	19.52	C=0.05;
Residence							
Urban	163	26.77	335	55.01	111	18.23	
Semi-urban	50	20.92	144	60.25	45	18.83	Chi^2=7.56(df:4)
Rural	9	17.31	37	71.15	6	11.54	C=0.09;
Marital Status							
Single	143	25.22	312	55.03	112	19.75	Chi^2=4.23(df:2)
Married	79	23.72	204	61.26	50	15.02	C=0.07;
Education Level							
Under-Graduate	60	28.30	108	50.94	44	20.75	
Graduate	56	23.63	137	57.81	44	18.57	Chi^2=5.17(df:4)
Post-Graduate	106	23.50	271	60.09	74	16.41	C=0.08;
Income (Rs.Lakh)							
Upto 0.5	15	17.86	51	60.71	18	21.43	
0.5-.1.0	15	13.39	79	70.54	18	16.07	
1.0-3.0	84	23.33	204	56.67	72	20.00	
3.0-5.0	73	30.17	134	55.37	35	14.46	
5.0-10.0	33	35.11	43	45.74	18	19.15	Chi^2=24.20**(df:20)
Over 10.00	2	25.00	5	62.50	1	12.50	C=0.16;
All data	222	24.67	516	57.33	162	18.00	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 for income is 24.22 for 20 degree of freedom. This suggests that there is a significant association between income and nature of Internet advertisements viz. guiding, misleading and time waste. 57.33% respondents feel that Internet advertisements guide them and

24.67% feel that these advertisements are wastage of time and 18% consider them to be misleading.

From all the responses it is clear that most of the respondents accept that Internet advertisements guide them. A majority of the respondents from all age groups, income level, educational levels, sex, gender and area consider Internet advertisements as guiding and not a waste of time or misleading.

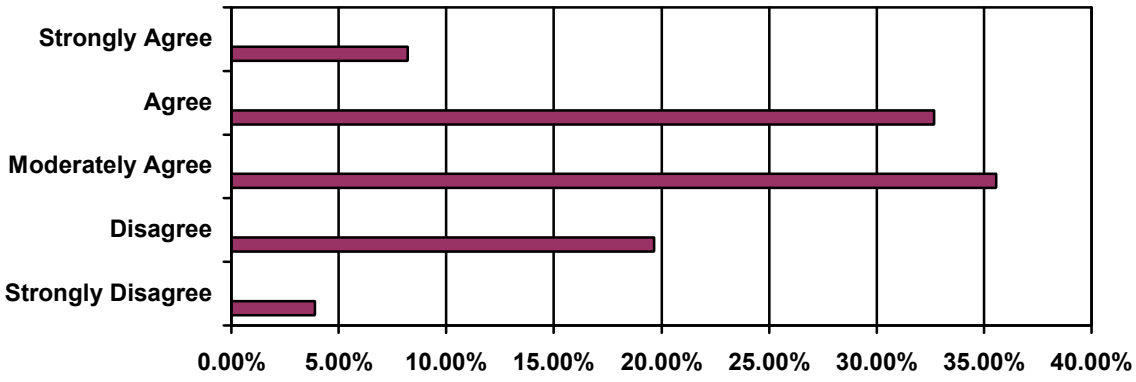
Table: 4.2.6 Preference of the Internet advertisements over other media

Group/Sub-Group	Summary		Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
	Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)													
Upto 20	3.11	1.06	12	7.74	30	19.35	56	36.13	43	27.74	14	9.03	
21-25	3.28	0.91	5	1.68	56	18.79	110	36.91	105	35.23	22	7.38	
26-30	3.20	1.04	13	4.94	58	22.5	80	30.42	87	33.08	25	9.51	Chi^2=40.70**
31-35	3.02	0.88	5	4.31	25	21.55	53	45.69	29	25.00	4	3.45	(df:20)
36-40	3.44	0.74			3	11.11	10	37.04	13	48.15	1	3.70	C=0.21 F=3.78**
Above 40	3.68	0.92			5	12.20	11	26.83	17	41.46	8	19.51	(df:5, 894)
Gender													
Male	3.28	0.97	13	2.93	83	18.69	158	35.59	148	33.33	42	9.46	Chi^2=4.25(df:4)
Female	3.16	0.99	22	4.82	94	20.61	162	35.53	146	32.02	32	7.02	C=0.07;t=1.827 (df:898)
Residence													
Urban	3.18	0.97	24	3.94	125	20.53	226	31.11	188	30.87	46	7.55	Chi^2=13.65(df:8)
Semi-urban	3.23	0.98	9	3.77	48	20.08	79	33.05	84	35.15	19	7.95	C=0.12; F=4.91**
Rural	3.62	0.98	2	3.85	4	7.69	15	28.85	22	42.31	9	17.31	(df:2, 897)
Marital Status													
Single	3.20	1.00	24	4.23	117	20.63	199	35.10	178	31.39	49	8.64	Chi^2=2.38(df:4)
Married	3.25	0.99	11	3.30	60	18.02	121	36.34	116	34.83	25	5.51	C=0.05;t=0.846 (df:898)
Education Level													
Under Graduate	3.21	1.03	12	5.66	38	17.92	78	36.79	62	29.25	22	10.38	
Graduate	3.31	0.99	7	2.95	48	20.25	70	29.54	89	37.55	23	9.70	Chi^2=12.37(df:8)
Post Graduate	3.17	0.94	16	3.55	91	20.18	172	38.14	143	31.71	29	6.43	C=0.12; F=1.49(df:2, 897)
Income (Rs.Lakh)													
Upto 0.5	3.42	1.04	3	3.57	15	17.86	21	25.00	34	40.48	11	13.10	
0.5-.1.0	3.45	0.95	4	3.57	15	13.39	30	26.79	53	47.32	10	8.93	
1.0-3.0	3.18	1.00	16	4.44	74	20.56	130	36.11	109	30.28	31	8.61	Chi^2=32.23*
3.0-5.0	3.19	0.95	7	2.89	50	20.66	94	38.84	72	29.75	19	7.85	(df:20)
5.0-10.0	3.01	0.91	5	5.32	20	21.28	41	43.62	25	26.60	3	3.19	C=0.19; F=3.29**
Over 10.0	2.75	0.66			3	37.50	4	50.00	1	12.50			(df:5, 894)
All data	3.22	0.98	35	3.89	170	19.67	320	35.56	294	32.67	74	8.22	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 suggests significant association between income, age group and preference of Internet advertisement over other media. 32.67% respondents agree that they prefer the Internet advertisements over advertisements other media. 8.22 percent strongly agree while 35.56 moderately agree over preference of Internet advertisement over advertisements in other media. ANOVA test highlights that a significant difference was found regarding preference of Internet advertisement over another media and income, age and residential area. Overall mean is 3.22 and SD is 0.98.

Respondents from the age of 21-25 yrs. agree that they prefer advertisements on the Internet. The percentage of these users is 35.23%. Internet users who fall in the age group of 26-30 yrs (33.08%) also agree with the statement. The results on the basis of other age groups depict that a majority of the respondents prefer Internet advertisement to other media advertisements. More males than females preferred Internet advertisement to other media ads and only 21.52% males and 25.43% females disagree with the viewpoint. There is not much difference in the responses on the basis of marital status. There is a preference for Internet advertisement to other media advertisements. 31.71% post graduates agree and 38.14% moderately agree with the statement that they prefer Internet advertisement to other media advertisements. At the under-graduate and graduate level also the percentage of people who agree is higher than in those who do not prefer Internet advertisement to other media ads. Most of the users in all income groups agreed that they prefer Internet advertisement to other media ads. Overall analysis on the basis of demographic variables highlights the fact that the Punjab audience prefers Internet advertisements to other media advertisements.



Preference of the Internet advertisements over other media

Table: 4.2.7 Finding more information on the web

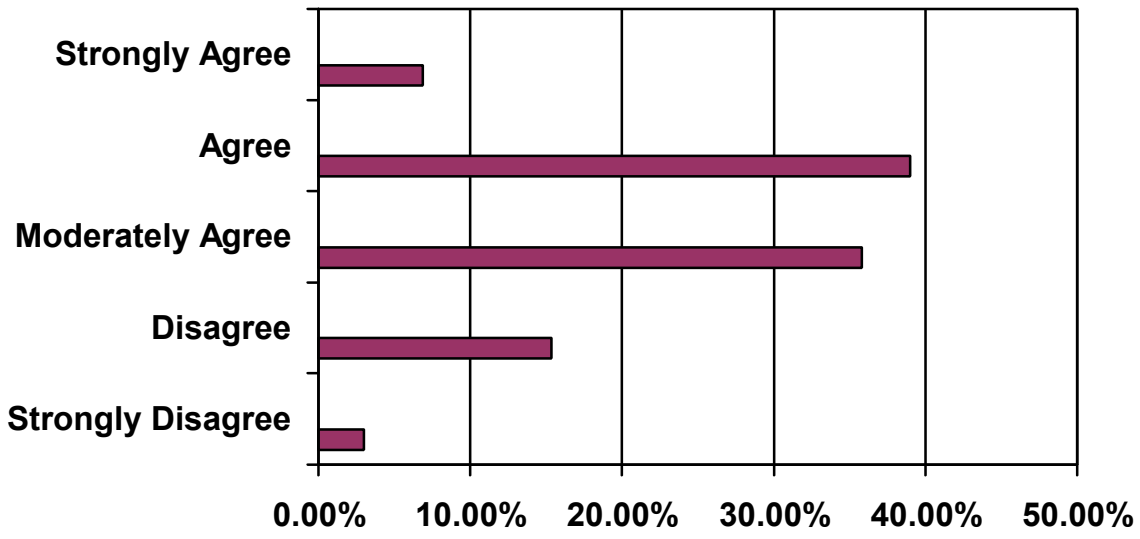
Group/Sub-Group	Summary		Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
	Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)													
Upto 20	3.32	1.02	6	3.87	28	18.06	49	31.61	54	34.84	18	11.61	
21-25	3.32	0.88	9	3.02	43	14.43	103	34.56	129	43.29	14	4.70	
26-30	3.29	0.87	7	2.66	36	13.69	109	41.44	95	36.12	16	6.08	Chi^2=24.86
31-35	3.22	0.97	5	4.31	22	18.97	40	34.48	41	35.34	8	6.90	(df:20)C=0.16
36-40	3.33	0.77			4	14.81	11	40.74	11	40.74	1	3.70	F=1.31
Above 40	3.63	0.85			5	12.20	10	24.39	21	52.22	5	12.30	(df:5, 894)
Gender													
Male	3.40	0.90	12	2.70	56	12.61	153	34.46	190	42.79	33	7.43	Chi^2=8.52
Female	3.23	0.93	15	3.29	82	17.98	169	37.06	161	35.31	29	6.36	(df:4)C=0.10 t=2.659** (df:898)
Residence													
Urban	3.29	0.94	24	3.94	93	15.27	218	35.80	231	37.93	43	7.06	Chi^2=7.70
Semi-urban	3.34	0.87	3	1.26	39	16.32	86	35.98	96	40.17	15	6.28	(df:8)C=0.09;
Rural	3.50	0.80			6	11.54	18	34.62	24	46.15	4	7.69	F=1.39 (df:2, 897)
Marital Status													
Single	3.29	0.94	20	3.53	91	16.05	198	34.92	219	38.62	39	6.88	Chi^2=2.30
Married	3.35	0.88	7	2.10	47	14.11	124	37.24	132	39.64	23	6.91	(df:4)C=0.05 t=0.941 (df:898)
Education Level													
Under-Graduate	3.30	1.01	8	3.77	41	19.34	64	30.19	78	36.79	21	9.91	
Graduate	3.36	0.89	5	2.11	34	14.35	86	36.29	95	40.08	17	7.17	Chi^2=11.35 (df:8)C=0.11;
Post-Graduate	3.30	0.88	14	3.10	63	13.97	172	38.14	178	39.47	24	5.32	F=0.37 (df:2, 897)
Income (Rs.Lakh)													
Upto 0.5	3.42	1.00	2	2.38	18	21.43	15	17.86	41	48.81	8	9.52	
0.5-.1.0	3.53	0.92	4	3.57	10	8.93	32	28.57	55	49.11	11	9.82	
1.0-3.0	3.33	0.90	11	3.06	50	13.89	131	36.39	144	40.00	24	6.67	Chi^2=36.09*
3.0-5.0	3.23	0.92	8	3.31	41	16.94	95	39.26	83	34.30	15	6.20	(df:20)C=0.20;
5.0-10.0	3.12	0.84	2	2.13	18	19.15	45	39.87	25	26.60	4	4.26	F=2.74*
Over 10.0	3.25	0.66			1	12.50	4	50.00	3	37.50			(df:5, 894)
All data	3.31	0.92	27	3.00	138	15.33	322	35.78	351	39.00	62	6.89	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 shows a significant relationship between income and finding information on web. Overall 39% respondents agree, followed by 35.78% respondents who moderately agree that the web provides more information than the other media. F-Test indicates that there is a significant difference among web as an information provider and age and income. Mean is 3.31 and SD is 0.92.

From the responses collected from the Internet users, it is very clear that whatever the age, gender, residential area, marital status and education level of the users, they agree that the web provides more information. The results of the respondents of various income groups also depict that a majority of respondents agree that the web provides them more information than is available from other media.

The respondents of Punjab accept the view that the web provides more information. The results of section I depicted that there are fewer people in Punjab who indulge in online shopping, although they accept the web to be information provider. The results of comparison of the web with other media also suggest that the people of Punjab agree that the web provides more information than other media.



Finding more information on web

Table: 4.2.8 Products for which online advertisement is beneficial

Group/Sub-Group	Electronic gadgets		Books		Matrimonial		Bidding		
	N	%	N	%	N	%	N	%	
Age (in years)									
Upto 20	53	34.19	61	39.35	29	18.71	12	7.74	
21-25	73	24.50	118	39.60	83	27.85	24	8.05	
26-30	84	31.94	83	31.56	68	25.86	28	10.65	
31-35	41	35.34	37	31.90	24	20.69	14	12.07	
36-40	7	25.93	13	48.15	5	18.52	2	7.41	Chi^2=30.45*(df:15)
Above 40	23	56.10	11	26.83	6	14.63	1	2.44	C=0.18;
Gender									
Male	147	33.11	143	32.21	115	25.90	39	8.78	Chi^2=5.84(df:3)
Female	134	29.39	180	39.47	100	21.93	42	9.21	C=0.08;
Residence									
Urban	202	33.17	212	34.81	138	22.66	57	9.36	
Semi-urban	67	28.03	92	38.49	61	25.52	19	7.95	Chi^2=5.36(df:6)
Rural	12	23.08	19	36.54	16	30.77	5	9.62	C=0.08;
Marital Status									
Single	172	30.34	207	36.51	140	24.69	48	8.47	Chi^2=1.45(df:3)
Married	109	32.73	116	34.83	75	22.52	33	9.91	C=0.04;
Education Level									
Under-Graduate	74	34.91	81	38.21	40	18.87	17	8.02	
Graduate	66	27.85	74	31.22	67	28.27	30	12.66	
Post-Graduate	141	31.26	168	35.25	108	23.95	34	7.54	Chi^2=12.74*(df:6) C=0.12;
Income (Rs.Lakh)									
Upto 0.5	22	26.19	40	47.62	19	22.62	3	3.57	
0.5-.1.0	26	23.21	47	41.96	30	26.79	9	8.04	
1.0-3.0	106	29.44	125	34.71	92	25.56	37	10.28	
3.0-5.0	89	36.78	79	32.64	53	21.90	21	8.68	
5.0-10.0	34	36.17	29	30.85	21	22.34	10	10.64	Chi^2=20.48(df:15)
Over 10.00	4	50.00	3	37.50			1	12.50	C=0.15;
All data	281	31.22	323	35.89	215	23.89	81	9.00	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 is reveals a significant relationship between age, education level and nature of products for which online advertisement is beneficial. Over all analysis depicts that online advertisement is considered more beneficial for purchasing books. This was followed by electronic gadgets and matrimonial. The percentage of respondents who do bidding is only 9 percent. The results of the survey indicate that the respondents consider web to be highly beneficial for buying books and electronic gadgets.

Internet users in the age group of 31-35 yrs (35.34%) and above 40 yrs (56.10%) observe that Internet advertisements are beneficial for the electronic gadgets. Respondents from all the age

groups perceive that online advertisement is more beneficial for the books. Males (33.11%) observe that it is beneficial for the electronic gadgets whereas females (39.47%) think that online advertisement is beneficial for the books. Urban, semi-urban or rural Internet users responded that they consider online advertisements to be more beneficial for books. Similarly, both married and unmarried respondents show a strong preference for books. Users from all educational levels and income groups have a strong preference for books which is followed by electronic gadgets, matrimonial and bidding.

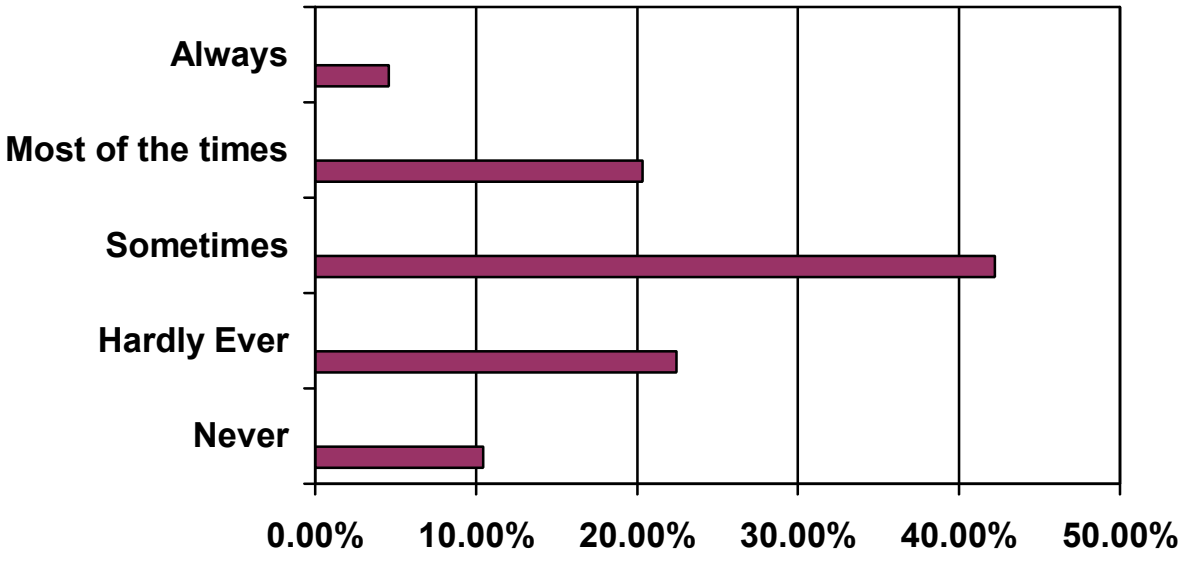
Table: 4.2.9 Recommending products available on the web to others

Group/Sub-Group	Summary			Never		Hardly Ever		Sometimes		Most of the times		Always		
	Avg	SD		N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20	2.74	1.03		19	12.26	44	28.39	58	37.42	27	17.42	7	4.52	
21-25	2.90	0.98		25	8.39	71	23.83	126	42.28	61	20.47	15	5.03	
26-30	2.89	0.99		27	10.27	55	20.91	111	42.21	60	22.81	10	3.80	Chi^2=19.05
31-35	2.83	1.01		13	11.21	26	22.41	51	43.97	20	17.24	6.	5.17	(df:20) C=0.14
36-40	2.81	1.02		5	18.52	2	7.41	13	48.15	7	25.93			F=0.81**
Above 40	3.00	1.04		5	12.20	4	9.76	21	51.22	8	19.51	3	7.32	(df:5, 894)
Gender														
Male	2.95	0.99		41	9.23	81	18.24	202	45.50	97	21.85	23	5.18	Chi^2=12.08*
Female	2.77	1.01		53	11.62	121	26.54	178	39.04	86	18.86	18	3.95	(df:4)C=0.12 t=2.779**(df:898)
Residence														
Urban	2.80	0.98		66	10.84	149	29.47	259	42.53	113	18.56	22	3.61	Chi^2=37.51**
Semi-urban	2.91	1.00		24	10.04	50	20.92	98	41.00	58	24.27	9	3.77	(df:8)C=0.20;
Rural	3.40	1.10		4	7.69	3	5.77	23	44.23	12	23.08	10	19.23	F=9.28** (df:2, 897)
Marital Status														
Single	2.84	1.02		59	10.41	140	24.69	229	40.39	109	19.22	30	5.29	Chi^2=7.42(df:4)
Married	2.89	0.97		35	10.51	62	18.62	151	45.35	74	22.22	11	3.30	C=0.09;t=0.714 (df:898)
Education Level														
Under-Graduate	2.78	1.08		27	12.74	56	26.42	80	37.74	34	16.04	15	7.08	
Graduate	2.89	0.97		22	9.28	49	20.68	109	45.99	47	19.83	10	4.22	Chi^2=12.40(df:8)
Post-Graduate	2.88	0.98		45	9.98	97	21.51	191	42.35	102	22.62	11	3.30	C=0.12; F=0.84 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5	3.12	1.08		8	9.52	15	17.86	26	30.95	29	34.52	6	7.14	
0.5-.1.0	3.08	1.00		9	8.04	16	14.29	53	47.32	25	22.32	9	8.04	
1.0-3.0	2.81	1.03		49	13.61	70	19.44	156	43.33	71	19.72	14	3.89	Chi^2=46.50**
3.0-5.0	2.81	0.98		22	9.09	67	27.69	97	40.08	46	19.01	10	4.13	(df:20)C=0.22;
5.0-10.0	2.70	0.82		6	6.38	30	31.91	46	48.94	10	10.64	2	2.13	F=3.00**
Over 10.0	2.75	0.83				4	50.00	2	25.00	2	25.00			(df:5, 894)
All data	2.86	1.00		94	10.44	202	22.44	380	42.22	183	20.33	41	4.56	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 reveals a significant relationship between income, residential area, gender and recommending products to others. 42.22% users sometimes recommend to others the products they see on the web, whereas 22.44% hardly ever recommend products to others. Very few respondents agree that they recommend products to others. Results of ANOVA depict a significant difference in recommending products to others and age, residence and income. Overall mean is 2.86 and SD is 1.00.

Similar response was evident from people from all age groups, gender, residential area, income and education level. Users seldom recommend the products which they see on the web to others.



Recommending products available on the web to others

Table: 4.2.10 Is Internet advertisement sale shifting with no addition to the economy?

Group/Sub-Group	Summary		Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
	Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)													
Upto 20	3.15	0.90	5	3.23	35	22.58	49	31.61	63	40.65	3	1.94	
21-25	3.22	0.83	6	2.01	53	17.79	116	38.93	116	38.93	7	2.35	
26-30	3.09	0.98	13	4.94	67	25.48	77	29.28	96	36.50	10	3.80	Chi^2=23.61
31-35	3.10	0.92	4	3.45	27	23.28	43	37.07	37	31.90	5	4.31	(df:20)
36-40	2.89	0.92	1	3.70	9	33.33	10	37.04	6	22.22	1	3.70	C=0.16 F=1.08**
Above 40	3.17	0.93			13	31.71	10	24.39	16	39.02	2	4.88	(df:5, 894)
Gender													
Male	3.15	0.92	14	3.15	101	22.75	148	33.33	165	37.16	16	3.60	Chi^2=0.78(df:4)
Female	3.13	0.90	15	3.29	103	22.59	157	34.43	169	37.06	12	2.63	C=0.03;t=0.355 (df:898)
Residence													
Urban	3.13	0.90	17	2.79	145	23.81	205	33.66	225	36.95	17	2.79	Chi^2=11.39(df:8)
Semi-urban	3.10	0.93	12	5.02	50	20.92	85	35.56	85	35.56	7	2.93	C=0.11F=3.08*
Rural	3.44	0.86			9	17.31	15	28.85	24	46.15	4	7.69	(df:2, 897)
Marital Status													
Single	3.18	0.89	15	2.65	121	21.34	198	39.42	215	37.92	18	3.17	Chi^2=3.54(df:4)
Married	3.08	0.94	14	4.20	83	24.92	107	32.13	119	35.74	10	3.00	C=0.06;t=1.447 (df:898)
Education Level													
Under-Graduate	3.24	0.88	5	2.36	42	19.81	67	31.60	93	43.87	5	2.36	
Graduate	3.12	0.91	7	2.95	57	24.05	81	34.18	84	35.44	8	3.38	Chi^2=6.38(df:8)
Post-Graduate	3.11	0.92	17	3.77	105	23.28	157	34.81	157	34.81	15	3.33	C=0.081; F=1.64(df:2, 897)
Income (Rs.Lakh)													
Upto 0.5	3.35	0.87	1	1.19	15	17.86	26	30.95	38	45.24	4	4.76	
0.5-.1.0	3.32	0.80	2	1.79	15	13.39	43	38.39	49	43.75	3	2.68	
1.0-3.0	3.09	0.95	15	4.17	92	25.56	110	30.56	133	36.94	10	2.78	Chi^2=29.51
3.0-5.0	3.09	0.93	9	3.72	57	23.55	91	37.60	74	30.58	11	4.55	(df:20)C=0.18;
5.0-10.0	3.06	0.84	2	2.13	24	25.53	34	36.17	34	36.17			F=2.76*
Over 10.0	3.63	0.70			1	12.50	1	12.50	6	75.00			(df:5, 894)
All data	3.14	0.91	29	3.22	204	22.67	305	33.89	334	37.11	28	3.11	

**significant at 1 percent, * significant at 5 percent

Summary of table: Over all analysis depicts that 37.11% respondents agree and 33.89% respondents moderately agree that Internet advertisement shifts the sales and adds nothing to the economy. Internet advertisement in India is in the emergent stage and people are apprehensive of the real addition of Internet advertisement to economy. Results of F-test depict that there is a significant difference between age, residence, income and impact of Internet advertisements shifting sales. Overall mean is 3.14 and SD is 0.91.

A majority of the respondents of all the age groups agree rather than disagree that Internet advertisement shifts the sales and adds nothing to the economy. Most of the users from all the areas, under graduates, graduates and post graduates agree to this view. 37.92% single and 35.74% married agree with the statement that Internet advertisement shifts the sales and adds nothing to the economy. A majority of the users from all the income groups agree to this view.

Table: 4.2.11 Internet advertisements creates a trivial/ imaginary difference

Group/Sub-Group	Summary		Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
	Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)													
Upto 20	3.59	0.83	2	1.29	12	7.74	50	32.26	75	48.39	16	10.32	
21-25	3.38	0.78	1	0.34	38	12.75	120	40.27	124	41.61	15	5.03	
26-30	3.41	0.88	5	1.90	32	12.17	98	37.26	105	39.92	23	8.75	Chi^2=37.47*
31-35	3.35	0.84	4	3.45	10	8.62	49	42.24	47	40.52	6	5.17	(df:20) C=0.20
36-40	3.67	0.98			3	11.11	10	37.04	7	25.93	7	25.93	F=2.51*
Above 40	3.66	0.66			2	4.88	13	31.71	23	56.10	3	7.32	(df:5, 894)
Gender													
Male	3.45	0.82	8	1.80	41	9.23	169	38.06	197	44.37	29	6.53	Chi^2=6.01(df:4)
Female	3.44	0.85	4	0.88	56	12.28	171	37.50	184	40.35	41	8.99	C=0.08;t=0.053 (df:898)
Residence													
Urban	3.43	0.82	8	1.31	66	10.84	336	38.75	257	42.20	42	6.90	Chi^2=2.64(df:8)
Semi-urban	3.48	0.86	3	1.26	26	10.88	86	35.98	101	42.26	23	9.62	C=0.05;
Rural	3.50	0.87	1	1.92	5	9.62	18	34.62	23	44.23	5	9.62	F=0.50(df:2, 897)
Marital Status													
Single	3.45	0.83	7	1.23	63	11.11	209	36.86	245	43.21	43	7.58	Chi^2=0.96(df:4)
Married	3.44	0.84	5	1.50	34	10.21	131	39.34	136	40.84	27	8.11	C=0.03;t=0.165 (df:898)
Education Level													
Under-Graduate	3.58	0.79	1	0.47	17	8.02	74	34.91	99	46.70	21	9.91	
Graduate	3.37	0.79	2	0.84	27	11.39	103	43.46	92	38.82	13	5.49	Chi^2=12.38(df:8) C=0.12;
Post-Graduate	3.42	0.87	9	2.00	53	11.75	163	36.14	190	42.13	36	7.98	F=3.78*(df:2, 897)
Income (Rs.Lakh)													
Upto 0.5	3.48	0.81			11	13.10	28	33.33	39	46.43	6	7.14	
0.5-.1.0	3.34	0.82	3	2.68	11	9.82	48	42.86	45	40.18	5	4.46	
1.0-3.0	3.45	0.86	5	1.39	46	12.78	118	32.78	163	45.28	28	7.78	
3.0-5.0	3.49	0.82	2	0.83	20	8.26	104	42.98	90	37.19	26	10.74	Chi^2=22.84
5.0-10.0	3.39	0.80	02	2.13	8	8.51	40	42.55	39	41.49	5	5.32	(df:20) C=0.16;
Over 10.0	3.50	0.71			1	12.50	2	25.00	5	62.50			F=0.59(df:5, 894)
All data	3.44	0.84	12	1.33	97	10.78	340	37.78	381	42.33	70	7.78	

**significant at 1 percent, * significant at 5 percent

Summary of table: The chi^2 test reveals that amongst the demographic variables only age has an influence on Internet advertisements creating a trivial or imaginary difference. 42.33%

respondents agree and 37.78% moderately agree that Internet advertisements create a trivial/ imaginary difference. The results of F-test highlight a significant difference in Internet advertisements creating a trivial/ imaginary difference between similar products and age and education. Overall mean is 3.44 and SD is 0.84.

48.39% respondents up to the age of 20 yrs., 41.61% from the age group of 21-25 yrs., 39.92% from 26-30 yrs. age group and 56.10% above the age of 40 yrs. agree with the statement. 79.28% from the 31-40 yrs. moderately agree that Internet advertisements create a trivial/ imaginary difference. 44.37% males and 40.35% females from all the areas, married or single accept the view. 46.70% under-graduates, 38.82% graduates and 42.13% post–graduates agree that Internet advertisements create an imaginary difference between products that are actually identical or have similar composition, whereas 43.46% graduates moderately agree with the statement. 46.43% users up to income level 50,000, 40.18% from the income category 50,000 to 1 lakh, 45.43% from the income level 1-3 lakh, 37.19% from 3-5 lakh, 41.49% from 5-10 lakh, and 62.50% above the income category of 10 lakh agree with the statement.

Compared to traditional media, the Internet provides more capabilities and thus more opportunities for consumers. For example, the Internet based ads can provide higher interactivity than many of the ads carried in traditional media. Also an online ad can be customized easily to better suit a consumers needs. In the context of consumers interacting with an ad, the importance or relevance of the ad to consumer's current information needs would determine how involved a consumer is, which in turn would affect his or her perception of the ad's value.

The results of this section highlights that the respondents of Punjab accept that Internet advertisements are catchy, credible, creative and information provider. The results of the present study are in conformity with the results of earlier studies (Bauer and Greyser, 1968; Becker, Martino, and Towners, 1976; Larkin, 1979).

Section -4.3 Internet Audience Attitude

Section 4.3 deals with audience attitude and perception towards the Internet. This research has been undertaken with a view to understand the factors affecting Internet use and audience attitude with reference to Punjab. After analyzing the Internet usage pattern of the respondents and focusing upon how Internet as a medium is different from other media and whether Internet advertisements are able to respond to the consumers needs, it becomes imperative to understand the factors influencing Internet audience attitude. This part of research is focused on the attitude and perception of Internet users. The analysis has been undertaken to cover the following aspects:

1. Web site design and responsiveness
2. Claims of Internet Advertisements
3. Future Prospects of Internet and Internet advertisement

This section of the questionnaire covers questions based on these aspects and here an attempt has been made to understand consumer's perception and attitude in terms of Internet, in terms of online products and services. This research is regarding consumers' perception of the future of Internet and online advertisements in India.

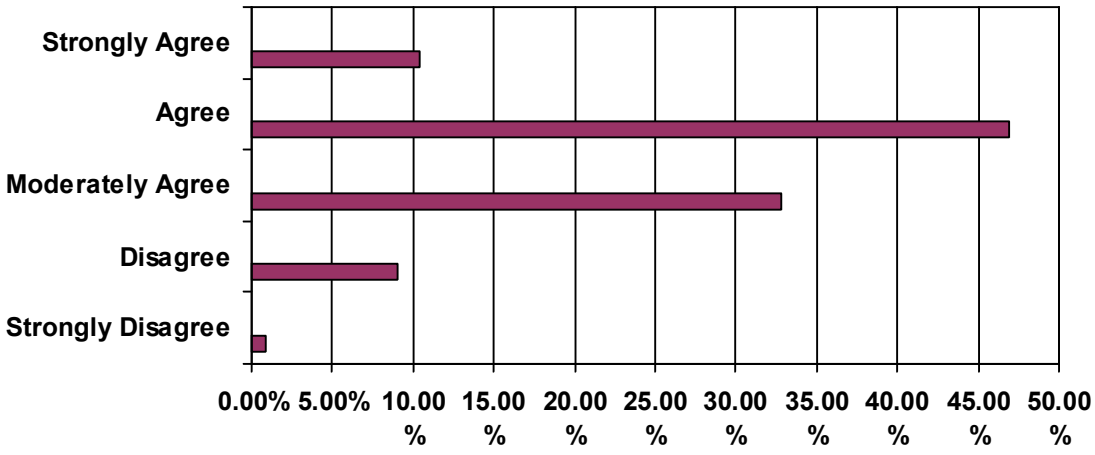
Table: 4.3.1 Do the websites have the ability to respond to specific questions promptly?

Group/Sub-Group	Summary			Strongly Disagree		Disagree		Moderately agree		Agree		Strongly Agree		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.57	0.91	2	1.29	20	12.90	39	25.16	75	48.39	19	12.26	
21-25		3.65	0.72			16	5.37	99	33.22	156	52.35	27	9.06	
26-30		3.56	0.87	4	1.52	26	9.89	81	30.80	122	46.39	30	11.41	Chi^2=35.89*
31-35		3.38	0.91	2	1.72	17	14.66	43	37.07	43	37.07	11	9.48	(df:20)
36-40		3.52	0.69			1	3.70	13	48.15	11	40.74	2	7.41	C=0.20
Above 40		3.59	0.73			1	2.44	20	48.78	15	36.59	5	12.20	F=1.83(df:5, 894)
Gender														
Male		3.57	0.80	3	0.68	39	8.78	146	32.88	215	48.42	41	9.23	Chi^2=2.17(df:4)
Female		3.57	0.85	5	1.10	42	9.21	149	32.68	207	45.39	53	11.62	C=0.05;t=0.087 (df:898)
Residence														
Urban		3.58	0.82	5	0.82	52	8.54	198	32.51	292	47.95	62	10.18	Chi^2=9.67(df:8)
Semi-urban		3.50	0.85	3	1.26	26	10.88	80	33.47	109	45.61	21	8.79	C=0.10;
Rural		3.77	0.85			3	5.77	17	32.69	21	40.38	11	21.15	F=2.47(df:2, 897)
Marital Status														
Single		3.64	0.79	4	0.71	43	7.58	166	29.28	296	52.20	58	10.23	Chi^2=19.03**
Married		3.46	0.87	4	1.20	38	11.44	129	38.74	126	37.84	36	10.81	(df:4)C=0.14 t=3.088** (df:898)
Education Level														
Under-Graduate		3.65	0.87	2	0.94	23	10.85	50	23.58	109	51.42	28	13.21	
Graduate		3.55	0.75	2	0.84	13	5.49	92	38.82	112	47.26	18	7.59	Chi^2=17.70*
Post-Graduate		3.54	0.84	4	0.89	45	9.98	153	33.92	201	44.57	48	10.64	(df:8) C=0.14; F=1.34(df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.55	0.94	2	2.38	10	11.90	23	27.38	38	45.24	11	13.10	
0.5-.1.0		3.71	0.71	1	0.89	3	2.68	34	30.36	63	56.25	11	9.82	
1.0-3.0		3.60	0.81	4	1.11	26	7.22	117	32.50	176	48.89	37	10.28	
3.0-5.0		3.49	0.87	1	0.41	30	12.40	89	36.78	93	38.43	29	11.98	Chi^2=29.68
5.0-10.0		3.50	0.78			12	12.77	28	29.79	49	52.13	5	5.32	(df:20) C=0.18;
Over 10.0		3.63	0.70					4	50.00	3	37.50	1	12.50	F=1.36(df:5, 894)
All data		3.57	0.83	8	0.89	81	9.00	295	32.78	422	46.89	94	10.44	

**significant at 1 percent, * significant at 5 percent

Summary of table: The research questions analysed is: Is there a significant difference between the ability of websites to respond to specific questions promptly n the basis of: i) Gender, ii) Age, iii) Education, iv) Income and v) Residence. The results of the chi^2 show a significant association between marital status, age, education level and ability of the website to respond to specific questions promptly.

The results of the survey depict that 46.89% users accept that websites have the ability to respond to a user's specific questions promptly. 32.78% viewers moderately agree with the statement. This highlights that consumers perceive that Internet is responsive in nature. A majority of respondents in less than 35 yrs. age group accept that the websites are responsive in nature, while in the age group higher than the 35 yrs., more respondents moderately agree rather than agree with the view point. 48.42% males and 45.39% females agree that websites have the ability to respond to their queries promptly. Moreover 32.88 percent males and 32.68 percent females moderately agree that the websites are responsive. Higher number of semi-urban and urban users strongly agrees as compared to the rural segment that websites have the ability to respond to their specific questions promptly. Overall greater percentage of people in all areas accepts that the websites do respond promptly. 52.20% unmarried respondents think that websites have the ability to respond to their questions quickly whereas 37.84% married users agree to the statement. Unmarried respondents are more inclined towards agreeing to the above statement. 51.42% under graduates, 47.26% graduates and 44.57% post graduates favour the statement. A large number of undergraduates than post graduates agree that the websites have the ability to respond to their specific questions quickly. A majority of respondents in all the income groups accept that the websites do promptly respond to their queries. Overall results are indicative of the fact that people of Punjab accept websites to be responsive.



Do the websites have the ability to respond to specific questions promptly?

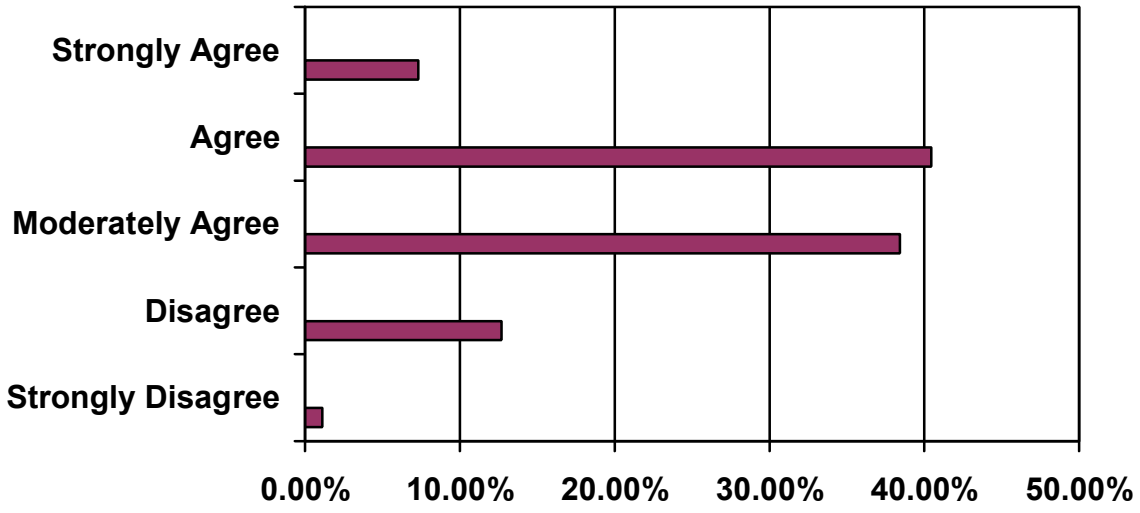
Table: 4.3.2 The web always gives you the positive outcome

Group/Sub-Group	Summary		Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
	Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)													
Upto 20	3.39	0.89	2	1.29	25	16.13	51	32.90	65	41.94	12	7.74	
21-25	3.44	0.78	2	0.67	32	10.74	112	37.58	137	45.97	15	5.03	
26-30	3.41	0.83	2	0.76	32	12.17	104	39.54	105	39.92	20	7.60	Chi^2=45.1**
31-35	3.19	0.85	3	2.59	18	15.52	55	47.41	34	29.31	6	5.17	(df:20)C=0.22
36-40	3.26	0.84			5	18.52	12	44.44	8	29.63	2	7.41	F=3.71**
Above 40	3.80	0.97	1	2.44	2	4.88	12	29.27	15	36.59	11	26.83	(df:5, 894)
Gender													
Male	3.39	0.86	6	1.35	63	14.19	158	35.59	188	42.34	29	6.53	Chi^2=5.47
Female	3.42	0.83	4	0.88	51	11.18	188	41.23	176	38.60	37	8.11	(df:4)C=0.08 t=0.601 (df:898)
Residence													
Urban	3.38	0.82	6	0.99	80	13.14	233	38.26	255	41.87	35	5.75	Chi^2=22.17**
Semi-urban	3.44	0.85	3	1.26	23	9.62	104	43.51	85	35.56	24	10.04	(df:8)C=0.16;
Rural	3.48	1.03	1	1.92	11	21.15	9	17.31	24	46.15	7	13.46	F=0.57 (df:2, 897)
Marital Status													
Single	3.43	0.82	6	1.06	68	11.99	205	36.16	251	44.27	37	6.53	Chi^2=9.58*
Married	3.35	0.87	4	1.20	46	13.81	141	42.34	113	33.93	29	8.71	(df:4)C=0.10 t=1.374 (df:898)
Education Level													
Under-Graduate	3.39	0.89	3	1.42	34	16.04	67	31.60	93	43.87	15	7.08	
Graduate	3.51	0.78			23	9.70	89	37.55	106	44.73	19	8.02	Chi^2=14.92 (df:8) C=0.13
Post-Graduate	3.35	0.85	7	1.55	57	12.64	190	42.13	165	36.59	32	7.10	F=2.85* (df:2, 897)
Income (Rs.Lakh)													
Upto 0.5	3.62	0.83			10	11.90	21	25.00	44	52.38	9	10.71	
0.5-.1.0	3.45	0.85	1	0.89	15	13.39	38	33.93	49	43.75	9	8.04	
1.0-3.0	3.39	0.85	4	1.11	49	13.61	136	37.78	146	40.56	25	6.94	Chi^2=24.03
3.0-5.0	3.38	0.84	4	1.65	26	10.74	104	42.98	89	36.78	19	7.85	(df:20)C=0.16
5.0-10.0	3.23	0.79	1	1.06	14	14.89	45	47.87	30	31.91	4	4.26	F=2.27*
Over 10.0	3.75	0.43			2	25.00	6	75.00					(df:5, 894)
All data	3.40	0.84	10	1.11	114	12.67	346	38.44	364	40.44	66	7.33	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 reveals a significant association between age, residence, marital status and positive outcome of the web. 40.44% respondents agree and 38.44% moderately agree to the statement that the web always gives positive outcomes. The analysis of ANOVA depicts a significant difference in the age, education and income level and outcome of the web. Overall mean is 3.40 and SD is 0.84.

Most of the respondents in all the age groups accept that they get positive response from the web. More males agree than the females to the statement that they get positive response from the web. The survey results highlight that the place of residence does not affect the attitude of the respondents and they accept that they get positive response from the web. 44.27% singles and 33.93% married respondents agree and 36.16% single and 42.34% married respondents moderately concern with the statement. Very few married and unmarried people disagree with this view. In case of education, results highlight that most of the respondents agree that the web gives positive outcomes. 43.87% under-graduates and 44.73% graduates agree that they get positive outcome from the web, whereas 42.13% post-graduates moderately agree to the statement. Respondents from all income groups agree rather than disagree with the view. A majority of respondents agree that the web gives positive outcome.



The web always gives you the positive outcome

Table: 4.3.3 You feel comfortable expressing your feeling/opinion on the spot by email

Group/Sub-Group	Summary			Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.45	1.02	5	3.23	24	15.48	44	28.39	60	38.71	22	14.19	
21-25		3.59	0.96	6	2.01	37	12.42	77	25.84	131	43.96	47	15.77	
26-30		3.52	0.99	9	3.42	33	12.55	70	26.62	115	43.73	36	13.69	Chi^2=21.79
31-35		3.29	0.91	3	2.59	21	18.10	37	31.90	49	42.24	6	5.17	(df:20)
36-40		3.56	0.79			3	11.11	8	29.63	14	51.85	2	7.41	C=0.15 F=2.75*
Above 40		3.85	0.78			3	7.32	7	17.07	24	58.54	7	17.07	(df:5, 894)
Gender														
Male		3.64	0.95	10	2.25	51	11.49	99	22.30	214	48.20	70	15.77	Chi^2=18.00**
Female		3.40	0.97	13	2.85	70	15.35	144	31.58	179	39.25	50	10.96	(df:4)C=0.14 t=3.683**(df:898)
Residence														
Urban		3.54	0.96	13	2.13	81	13.30	163	26.77	269	44.17	83	13.63	Chi^2=8.07(df:8)
Semi-urban		3.44	1.01	8	3.35	36	15.06	69	28.87	94	39.33	32	13.39	C=0.09; F=1.11
Rural		3.62	0.90	2	3.85	4	7.69	11	21.15	30	57.69	5	9.62	(df:2, 897)
Marital Status														
Single		3.54	0.99	16	2.82	73	12.87	152	26.81	240	42.33	86	15.17	Chi^2=5.31(df:4)
Married		3.48	0.93	7	2.10	48	14.41	91	27.33	153	45.95	34	10.21	C=0.08;t=0.972 (df:898)
Education Level														
Under-Graduate		3.51	1.04	8	3.77	28	13.21	59	27.83	81	38.21	36	16.98	
Graduate		3.55	0.92	4	1.69	31	13.08	59	24.89	116	48.95	27	11.39	Chi^2=8.46(df:8)
Post-Graduate		3.50	0.96	11	2.44	62	13.75	125	27.72	196	43.46	57	12.64	C=0.10; F=0.22 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.82	1.05	3	3.57	9	10.71	10	11.90	40	47.62	22	26.19	
0.5-.1.0		3.64	0.91	3	2.68	9	8.04	29	25.89	55	49.11	16	14.29	
1.0-3.0		3.48	0.96	11	3.06	48	13.33	100	27.78	161	44.72	40	11.11	Chi^2=31.55*
3.0-5.0		3.43	0.96	5	2.07	39	16.12	74	30.58	95	39.26	29	11.98	(df:20)C=0.18
5.0-10.0		3.47	0.94	1	1.06	15	15.96	29	30.85	37	39.36	12	12.77	F=2.73*
Over 10.0		3.75	0.83			1	12.50	1	12.50	5	62.50	1	12.50	(df:5, 894)
All data		3.52	0.97	23	2.56	121	13.44	243	27.00	393	43.67	120	13.33	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 shows a significant association between gender, income and expression of feeling/ opinion be email. 43.67% respondents feel comfortable expressing their feelings/opinion on the spot by email. 27% moderately agree to the statement. The results of ANOVA highlights that there is significant difference in means on the basis of age, income and expression of feeling / opinion by email. Overall mean score is 3.52 and SD is 0.97.

38.71% respondents up to 20 yrs., 43.96% from the age group of 21-25 yrs., 43.73% from the age group of 26-30 yrs., 42.24% from the age of 31-35 yrs., 51.85% from the age group of 36-40 yrs. and 58.54% yrs. above the age of 40 yrs. agree that they feel comfortable expressing their feelings/opinions on the spot by email. All the respondents from different residential areas and in all educational categories, married or single agree that they feel comfortable expressing their feelings/opinion on the spot by e-mail. Most of the respondents in all income groups agree that they feel comfortable expressing their opinion/feeling through the e-mail.

Table: 4.3.4 Do you like Internet?

Group/Sub-Group	Summary			Dislike a Lot		Dislike Little		Indifferent		Like a Little		Like a Lot		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		4.20	0.90	1	0.65	9	5.81	17	10.97	59	38.06	69	44.52	
21-25		4.40	0.81	1	0.34	9	3.02	30	10.07	87	29.19	172	57.38	
26-30		4.30	0.87	4	1.52	6	2.28	29	11.03	93	35.36	131	49.81	
31-35		4.20	0.90	2	1.72	3	2.59	17	14.66	42	36.21	52	44.83	Chi^2=22.30
36-40		4.48	0.57					1	3.70	12	44.44	14	51.85	(df:20) C=0.16
Above 40		4.37	0.69					5	12.20	16	39.02	20	48.78	F=1.91*(df:5, 894)
Gender														
Male		4.38	0.79			13	2.93	46	10.36	146	32.88	239	53.83	Chi^2=10.27*
Female		4.25	0.90	8	1.75	14	3.07	53	11.62	163	35.75	218	47.81	(df:4)C=0.11 t=2.277*(df:898)
Residence														
Urban		4.36	0.81	4	0.66	17	2.79	56	9.20	211	34.65	312	52.71	Chi^2=12.09(df:8)
Semi-urban		4.18	0.93	3	1.26	10	4.18	37	15.48	80	33.47	109	45.61	C=0.12; F=3.91**
Rural		4.35	0.83	1	1.92			6	11.54	18	34.62	27	51.92	(df:2, 897)
Marital Status														
Single		4.34	0.85	3	0.53	21	3.70	62	10.93	178	31.39	303	53.44	Chi^2=10.76*
Married		4.27	0.84	5	1.50	6	1.80	37	11.11	131	39.34	154	46.25	(df:4)C=0.11(df:898)
Education Level														
Under-Graduate		4.27	0.86	1	0.47	10	4.72	21	9.91	78	36.79	102	48.11	
Graduate		4.37	0.84	2	0.84	5	2.11	28	11.81	70	29.54	132	55.70	Chi^2=7.71(df:8)
Post-Graduate		4.30	0.85	5	1.11	12	2.66	50	11.9	161	35.70	223	49.45	C=0.09; F=0.86(df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		4.30	0.86			4	4.76	10	11.90	27	32.14	43	51.19	
0.5-.1.0		4.29	0.85	2	1.79	1	0.89	14	12.50	41	36.61	54	48.21	
1.0-3.0		4.33	0.86	4	1.11	11	3.06	36	10.00	121	33.61	188	52.22	
3.0-5.0		4.36	0.80	1	0.41	6	2.48	25	10.33	84	34.71	126	52.07	Chi^2=11.28
5.0-10.0		4.19	0.93	1	1.06	5	5.32	12	12.77	33	35.11	43	45.74	(df:20) C=0.11;
Over 10.0		4.13	0.78					2	25.00	3	37.50	3	37.50	F=0.63*(df:5, 894)
All data		4.31	0.85	8	0.89	27	3.00	99	11.00	309	34.33	457	50.78	

**significant at 1 percent, * significant at 5 percent

Summary of table: A liking towards internet suggests a positive attitude. The results of Chi^2 reveals a significant association liking for Internet on the basis of : gender, marital status and educational level . 50.78% of audience responded that they strongly like the Internet. 34.33% respondents liked the Internet. The percentage of population which likes the Internet is much higher than that which dislikes it. Only 3% respondents dislike the Internet. The analysis highlights a strong liking for the Internet. F-test depicts that there is a significant difference in the means on the basis of residence, age, income and the liking of the Internet. Overall mean is 4.31 and SD is 0.85. The results on the basis of all demographic variables highlight similar trends. A majority of the Internet users in all categories responded that they liked Internet.

Table: 4.3.5 Preference of advertisements on a single web-page

Group/Sub-Group	Summary		None		Just One		Two-five		Many		
	Avg	SD	N	%	N	%	N	%	N	%	
Age (in years)											
Upto 20	2.20	0.86	33	21.29	70	45.16	46	25.81	12	4.74	
21-25	2.17	0.85	69	23.15	129	43.29	81	27.18	19	6.38	
26-30	2.18	0.86	61	23.19	112	42.59	72	27.38	18	6.84	Chi^2=6.56
31-35	2.12	0.81	28	24.14	50	44.10	34	29.31	4	3.45	(df:15)
36-40	2.41	0.91	4	14.81	12	44.44	7	25.93	4	14.81	C=0.09 F=0.52*
Above 40	2.17	0.85	9	21.85	19	46.34	10	24.39	3	7.32	(df:5, 894)
Gender											
Male	2.16	0.83	101	22.75	192	43.24	128	28.83	23	5.18	Chi^2=3.88(df:3)
Female	2.19	0.88	103	22.59	200	43.86	116	25.44	37	8.11	C=0.07;(df:898)
Residence											
Urban	2.14	0.85	148	24.30	264	43.35	161	26.44	36	5.91	Chi^2=9.25(df:6)
Semi-urban	2.24	0.88	49	20.50	105	43.93	63	26.36	22	9.21	C=0.10;
Rural	2.33	0.75	7	13.46	23	44.23	20	38.46	2	3.85	F=2.09(df:2, 897)
Marital Status											
Single	2.17	0.86	131	23.10	244	43.03	155	27.34	37	6.53	Chi^2=0.30(df:3)
Married	2.19	0.85	73	21.92	148	44.44	89	26.73	23	6.91	C=0.02;(df:898)
Education Level											
Under-Graduate	2.12	0.86	54	25.47	92	43.40	53	25.00	13	6.13	
Graduate	2.24	0.88	50	21.10	100	52.19	67	28.27	20	8.44	Chi^2=3.22(df:6)
Post-Graduate	2.17	0.84	100	22.17	200	44.35	124	27.49	27	5.99	C=0.06; F=1.16 (df:2, 897)
Income (Rs.Lakh)											
Upto 0.5	2.32	0.91	17	20.24	32	38.10	26	30.95	9	10.71	
0.5-.1.0	2.25	0.84	21	18.75	50	44.64	33	29.46	8	7.14	
1.0-3.0	2.13	0.87	91	25.28	154	42.78	91	25.28	24	6.67	Chi^2=10.06
3.0-5.0	2.16	0.84	54	22.31	110	45.45	63	26.03	15	6.20	(df:15)
5.0-10.0	2.20	0.81	19	20.21	41	43.62	30	31.91	4	4.26	C=0.11; F=1.06*
Over 10.0	1.88	0.60	2	25.00	5	62.50	1	12.50			(df:5, 894)
All data	2.18	0.86	204	22.67	392	43.56	244	27.11	60	6.67	

**significant at 1 percent, * significant at 5 percent

Summary of table: Overall analysis depicts that 22.67% respondents do not prefer any advertisement on a web page. 43.56% prefer just one advertisement on a single web page. 27.11% prefer two-five advertisements on a single web page. Only 6.67% respond that they prefer many pop ups on a single web page. The results of ANOVA reveal a significant difference in means on the basis of income, age and preference of advertisements on a single web page. Overall mean score is 2.18 and SD is 0.86

Most of the respondents in all age groups preferred one advertisement on a single web page. 43.24% males and 43.86% females prefer just one advertisement, 28.83% males and 25.44% females prefer two to five advertisements on the single web page. Both males as well as females are more inclined towards just one advertisement on a single web page. 43.35% urban, 43.93% semi-urban and 44.23% rural Internet users prefer just one advertisement on a single web page, whereas 26.44% urban, 26.36 semi-urban and 38.46% rural prefer two to five advertisements on the single web page. The results again highlight a preference towards a single advertisement on a single web page. 43.03% single and 44.44% married respondents prefer just one advertisement on a single web page. 27.34% single and 26.73% married respondents prefer two to five advertisements on a single web page. 43.40% under-graduates, 52.19% graduates and 44.35% post-graduates prefer just one advertisement on a single web page. 38.10% respondents falling in the income category of up to 50,000, 44.64% respondents from the income group of 50,000 to 1 lakh, 42.64% from the income category of 1-3 lakh, 45.45% from the income level of 3-5 lakh, 43.62% 5-10 lakh and 62.50% respondents above the income level of 10 lakh prefer just one advertisement on a single web page. These results highlight a preference of the consumers for a single advertisement on a single web page.

Table: 4.3.6 If you were to start a business, which form of advertisement would you prefer?

Group/Sub-Group	Off-line		On-line		Both		
	N	%	N	%	N	%	
Age (in years)							
Upto 20	31	20.00	62	40.00	62	40.00	
21-25	79	26.51	107	35.91	112	37.58	
26-30	60	22.81	118	44.87	85	32.32	
31-35	25	21.55	46	39.66	45	38.79	
36-40	5	18.52	11	40.74	11	40.74	Chi^2=12.95*(df:10)
Above 40	9	21.95	10	24.39	22	53.66	C=0.12;
Gender							
Male	109	24.55	185	41.67	150	33.78	Chi^2=5.01(df:2)
Female	100	21.93	169	37.06	187	41.01	C=0.07;
Residence							
Urban	137	22.50	225	36.95	247	40.56	
Semi-urban	52	21.76	105	43.93	82	34.31	Chi^2=17.30**(df:4)
Rural	20	38.46	24	46.15	8	15.38	C=0.14;
Marital Status							
Single	138	24.34	223	39.33	206	36.33	Chi^2=1.33(df:2)
Married	71	21.32	131	39.34	131	39.34	C=0.04;
Education Level							
Under- Graduate	53	25.00	80	37.74	79	37.26	
Graduate	54	22.78	93	39.24	90	37.97	Chi^2=0.61(df:4)
Post-Graduate	102	22.62	181	40.13	168	37.25	C=0.03;
Income (Rs.Lakh)							
Upto 0.5	20	23.81	31	36.90	33	39.29	
0.5-.1.0	39	34.82	50	44.64	23	20.54	
1.0-3.0	93	25.83	145	40.28	122	33.89	
3.0-5.0	48	19.83	87	35.95	107	44.21	
5.0-10.0	8	8.51	39	41.49	47	50.00	Chi^2=38.26**(df:10)
Over 10.00	1	12.50	2	25.00	5	62.50	C=0.20;
All data	209	23.22	354	39.33	337	37.44	

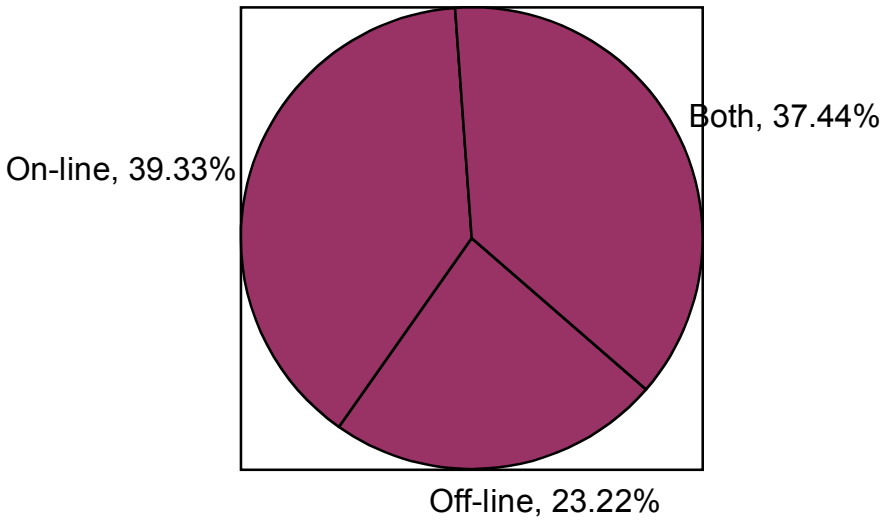
**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 reveals a significant association between residential area, income, age and preference of form of advertisement for starting business. Overall analysis shows that 23.22% respondents prefer offline media for the advertisement if they were to start a new business. 39.33% respondents prefer other media to online and 37.44% responded that they prefer a blend of both media for the advertisement. The percentage of people preferring online advertisement is higher than the percentage of those who prefer offline media. The overall results highlight consumer's preference for online advertisement over offline advertisements.

Respondents of all the age groups showed a liking for online media as compared with offline. The second preferred choice was a blend of the media. More males than females preferred online

media and more females than the males preferred blend of both the media for the advertisement. More urban users preferred a blend of both the media and more semi-urban and rural users' preferred online media for advertising. Analysis of educational variables highlights that under-graduates, graduates and post-graduates, all have a preference for online media over offline media. The second choice is the blend of both the media. Respondents below 3 lakh income group preferred, as their first choice online media followed by blend of both the media. Least priority was given to offline media. Respondents above 3 lakh income group gave first preference to a blend of both the advertisement followed by online media. The last choice was offline media.

The above results are indicative of the fact that there is a strong preference for online media even when business is to be initiated. In today's changing business environment a firm may be unable to survive without an online presence.



If you were to start a business, which form of advertisement would you prefer?

Table: 4.3.7 How much advertisements influence your buying?

Group/Sub-Group	Summary			Not at all Influencing		Not much Influencing		Moderately Influencing		Somewhat Influencing		Very Influencing		
	Avg	SD		N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20	2.84	1.16		18	11.61	55	35.48	26	16.77	46	29.68	10	6.45	
21-25	3.12	1.10		15	5.03	91	30.54	63	21.14	100	33.56	29	9.73	
26-30	3.05	1.13		19	7.22	83	31.56	47	17.87	93	35.36	21	7.98	Chi^2=33.16*
31-35	3.09	1.06		8	6.90	30	25.86	27	23.28	45	38.79	6	5.17	(df:20) C=0.19
36-40	3.44	1.17		1	3.70	7	25.93	3	11.11	11	40.74	5	18.52	F=4.15**
Above 40	3.63	1.08		1	2.44	8.	19.51	4	9.76	20	48.78	8	19.51	(df:5, 894)
Gender														
Male	3.13	1.14		27	6.08	137	30.86	77	17.34	156	35.14	47	10.59	Chi^2=5.26(df:4)
Female	3.04	1.11		35	7.68	137	30.04	93	20.39	159	34.87	32	7.02	C=0.08;t=1.300 (df:898)
Residence														
Urban	3.03	1.12		45	7.39	196	32.18	106	17.41	218	35.80	44	7.22	Chi^2=19.89*
Semi-urban	3.11	1.13		16	6.69	69	28.87	51	21.34	79	33.05	24	10.04	(df:8)C=0.15;
Rural	3.56	1.06		1	1.92	9	17.31	13	25.00	18	34.62	11	21.15	F=5.31** (df:2, 897)
Marital Status														
Single	3.00	1.13		46	8.11	179	31.57	115	20.28	181	31.92	46	8.11	Chi^2=10.46*
Married	3.22	1.11		16	4.80	95	28.53	55	16.52	134	40.24	33	9.91	(df:4)C=0.11 t=2.796** (df:898)
Education Level														
Under-Graduate	3.01	1.17		19	8.96	67	31.60	39	18.40	67	31.60	20	9.43	
Graduate	3.08	1.13		16	6.75	76	32.07	37	15.61	89	37.55	19	8.02	Chi^2=6.15(df:8)
Post-Graduate	3.12	1.11		27	5.99	131	29.05	94	20.84	159	35.25	40	8.87	C=0.08; F=0.69 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5	3.32	1.27		5	5.95	25	29.76	11	13.10	24	28.57	19	22.62	
0.5-.1.0	3.41	1.07		4	3.57	24	21.43	21	18.75	48	42.86	15	13.39	
1.0-3.0	3.05	1.13		29	8.06	108	30.00	66	18.33	131	36.39	26	7.22	Chi^2=42.38**
3.0-5.0	2.98	1.09		18	7.44	79	32.64	50	20.66	81	33.47	14	5.79	(df:20)C=0.21;
5.0-10.0	2.89	1.06		6	6.38	35	37.23	21	22.34	27	28.72	5	5.32	F=3.73**
Over 10.0	3.13	0.93				3.	37.50	1	12.50	4	50.00			(df:5, 894)
All data	3.08	1.13		62	6.89	274	30.44	170	18.89	315	35.00	79	8.78	

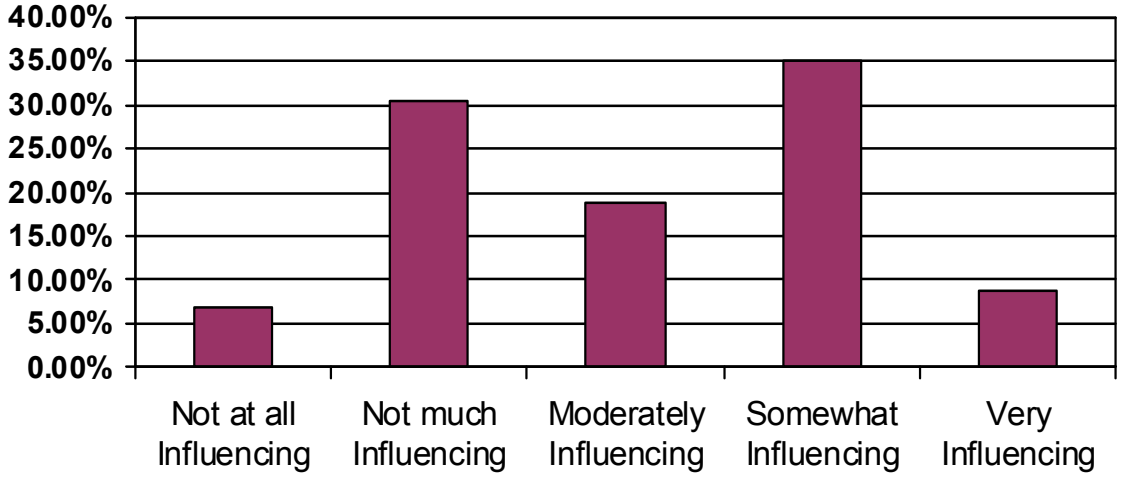
**significant at 1 percent, * significant at 5 percent

Summary of table: The results of chi^2 show a significant association between income, age, residential area, marital status and influence of advertisements on buying behavior. Overall data depicts that 35% respondents felt that Internet advertisements influence their buying behavior to some extent. 30.44% respondents perceive that they do not have much influence on their buying behavior. 6.89% report that they have no influence. The results of ANOVA show that there is a

significant difference in means on the basis of residence, income, age and influence of buying behavior. Overall mean is 3.08 and SD is 1.13.

35.48% respondents in the age group up to 20 yrs felt that advertisements do not have much influence on their buying behavior followed by 29.68% who opined that they do influences their buying behavior to some extent. For respondents in all other age groups the first choice was that ads influence their buying behavior somewhat. More males than females felt that Internet advertising influences their buying behavior somewhat. 30%of males as well as females responded that it does not have much impact. The respondents from all the areas have similar opinion that Internet advertising influences their buying behavior somewhat. More married than unmarried respondents agreed that Internet advertising had influenced their buying behavior somewhat. 31.60% under-graduates, 37.55% graduates and 35.25% post-graduates that it had somewhat influence on their buying behavior. Results of income variable analysis highlight that Internet advertising did influence the buying behavior of a larger number of respondents. The percentage of respondents reporting that Internet advertisement did influence their buying behavior was higher than those who responded that it has had no influence on their buying behavior.

Overall results of the survey clearly depict that a larger number of respondents reported that Internet advertising does influence their buying behavior.



How much advertisements influence your buying?

Table: 4.3.8 Appeal of Internet advertisement

Group/Sub-Group	Summary			Not at all Appealing		Not much Appealing		Moderately Appealing		Somewhat Appealing		Very Appealing		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.14	1.00	6	3.87	40	25.81	46	29.68	53	34.19	10	6.45	Chi^2= 37.77** (df:20) C=0.20 F=2.96* (df:5,894)
21-25		3.32	0.96	6	2.01	67	22.48	72	24.16	133	44.63	20	6.71	
26-30		3.22	1.09	15	5.70	66	25.10	51	19.39	109	41.44	22	8.37	
31-35		3.24	1.04	4	3.45	32	27.59	20	17.24	52	44.83	8	6.90	
36-40		3.67	1.02	1	3.70	3	11.11	5	18.52	13	48.15	5	18.52	
Above 40		3.68	1.05			9	21.95	4	9.76	19	46.34	9	21.95	
Gender														
Male		3.36	1.01	10	2.25	101	22.75	98	22.07	191	43.02	44	9.91	
Female		3.19	1.04	22	4.82	116	25.44	100	21.93	188	41.23	30	6.58	Chi^2= 8.07* (df:4) C=0.09; t=2.383* (df:898)
Residence														
Urban		3.24	1.03	26	4.27	148	24.30	134	22.00	257	42.20	44	7.22	Chi^2= 5.51 (df:8) C=0.08; F=1.20** (df:2,897)
Semi-urban		3.33	1.02	5	2.09	58	24.27	53	22.18	98	41.00	25	10.46	
Rural		3.40	0.99	1	1.92	11	21.15	11	21.15	24	46.15	5	9.62	
Marital Status														
Single		3.21	1.01	24	4.23	135	23.81	144	25.40	227	40.04	37	6.53	Chi^2= 17.01** (df:4) C=0.14 t=2.469* (df:898)
Married		3.38	1.05	8	2.40	82	24.62	54	16.22	152	45.65	37	11.11	
Education Level														
Under-Graduate		3.23	0.99	6	2.83	51	24.06	61	28.77	77	36.32	17	8.02	Chi^2= 19.20* (df:8) C=0.14; F=0.36 (df:2,897)
Graduate		3.31	1.01	3	1.27	67	28.27	40	16.88	108	45.57	19	8.02	
Post-Graduate		3.28	1.06	23	5.10	99	21.95	97	21.51	194	43.02	38	8.43	
Income (Rs.Lakh)														
Upto 0.5		3.37	1.06	2	2.38	20	23.81	18	21.43	33	39.29	11	13.10	Chi^2= 25.13 (df:20) C=0.16; F=1.13 (df:5,894)
0.5-.1.0		3.43	0.92	1	0.89	20	17.86	32	28.57	48	42.86	11	9.82	
1.0-3.0		3.23	1.06	17	4.72	93	25.83	65	18.06	160	44.44	25	6.94	
3.0-5.0		3.29	1.06	11	4.55	55	32.73	53	21.90	100	41.32	23	9.50	
5.0-10.0		3.16	0.91	1	1.06	26	27.66	28	29.79	35	37.23	4	4.26	
Over 10.0		3.00	0.87			3	37.50	2	25.00	3	37.50			
All data		3.27	1.03	32	3.56	217	24.11	198	22.00	379	42.11	74	8.22	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 reveals a significant association between age, gender, marital status and appeal of Internet advertising. Overall analysis depicts that higher percentage of respondents accepted that Internet advertisements are convincing in nature. The results of ANOVA show that there is significant difference in means on the basis of residence, age and appeal of Internet advertising. Overall mean is 3.27 and SD is 1.03.

34.19% respondents in the age group up to 20 yrs, 44.63% respondents in the age group 21-25 yrs., 41.44% respondents who fall in the age group 26-30 yrs., 44.83% respondents who fall in the age group 31-35 yrs., 48.15% from the age group 36-40 yrs. and 46.34% above the age of 40 yrs responded that Internet advertisements are somewhat appealing and convincing. The percentage of the respondents reporting that the Internet advertisements are appealing and convincing is higher than that of those who do not find them appealing or convincing. 43.02% males and 41.23% females feel that Internet advertisements are somewhat appealing and convince them somewhat. 42.20% urban, 41% semi-urban and 46.15% rural users respond that Internet advertisements are somewhat appealing and convincing in nature. 40.04% single and 45.65% married respondents get somewhat convinced from the Internet advertisements. 36.32% under-graduates, 45.57% graduates and 43.02% post-graduates find the Internet advertisements to be somewhat appealing and convincing. 39.29% respondents who fall under the income category of up to 50,000, 42.86% respondents from the income the category of 50,000-1 lakh, 44.44% respondents from the income group of 1-3 lakh, 41.32% respondents from the income category of 3-5 lakh and 37.23% % respondents from the income group of 5-10 lakh find Internet advertisements to be somewhat convincing and appealing.

Table: 4.3.9 How memorable do you find the online advertisements?

Group/Sub-Group	Summary			Not at all Memorable		Not very Memorable		Indifferent		Somewhat Memorable		Very Memorable		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.04	1.12	16	10.2	41	26.45	25	16,13	67.	43.23	6	3.87	
21-25		3.19	1.11	22	7.38	67	22.48	67	22.48	116	38.93	26	8.72	
26-30		3.18	1.14	23	8.75	58	22.05	53	20.15	106	40.30	23	8.75	Chi^2=26.06
31-35		3.12	1.03	5	4.31	32	27.59	31	26.72	40	34.48	8	6.90	(df:20) C=0.17
36-40		3.33	1.09	1	3.70	7	25.93	4	14.81	12	44.44	3	11.11	F=1.79
Above 40		3.59	0.94			6	14.63	12	29.27	16	39.02	7	17.07	(df:5, 894)
Gender														
Male		3.23	1.09	26	5.86	105	23.65	91	20.50	183	41.22	39	8.78	Chi^2=4.29
Female		3.12	1.12	41	8.99	106	23.25	101	22.15	174	38.16	34	7.46	(df:4)C=0.07 t=1.574 (df:898)
Residence														
Urban		3.11	1.10	49	8.05	155	25.45	126	20.69	239	39.24	400	6.57	Chi^2=13.90
Semi-urban		3.29	1.09	16	6.69	45	18.83	56	23.43	98	41.00	24	10.04	(df:8)C=0.12
Rural		3.44	1.12	2	3.85	11	21.15	10	19.23	20	38.46	9	17.31	F=3.91** (df:2, 897)
Marital Status														
Single		3.10	1.12	51	8.99	138	24.34	117	20.63	223	39.33	38	6.70	Chi^2=9.62*
Married		3.30	1.07	16	4.80	73	21.92	75	22.52	134	40.24	35	10.57	(df:4)C=0.10 t=2.57* (df:898)
Education Level														
Under-Graduate		3.05	1.15	24	11.32	50	23.58	44	20.75	80	37.74	14	6.60	
Graduate		3.23	1.08	13	5.49	57	24.05	50	21.10	96	40.51	21	8.86	
Post-Graduate		3.21	1.09	30	6.65	104	23.06	98	21.73	181	40.13	38	8.43	Chi^2=7.10 (df:8)C=0.09; F=1.91 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.26	1.20	7	8.33	17	20.24	21	25.00	25	29.76	14	16.67	
0.5-.1.0		3.31	1.13	8	7.14	22	19.74	22	19.64	47	41.96	13	11.61	Chi^2=25.59
1.0-3.0		3.16	1.10	26	7.22	90	25.00	70	19.44	149	41.39	25	6.94	(df:20)
3.0-5.0		3.17	1.07	18	7.44	52	21.49	59	24.38	97	40.08	16	6.61	C=0.17;
5.0-10.0		2.98	1.10	8	8.51	29	30.85	19	20.21	33	35.11	5	5.32	F=1.33
Over 10.0		3.63	0.70			1	12.50	1	12.50	6	75.00			(df:5, 894)
All data		3.18	1.11	67	7.44	211	23.44	192	21.33	357	39.67	73	8.11	

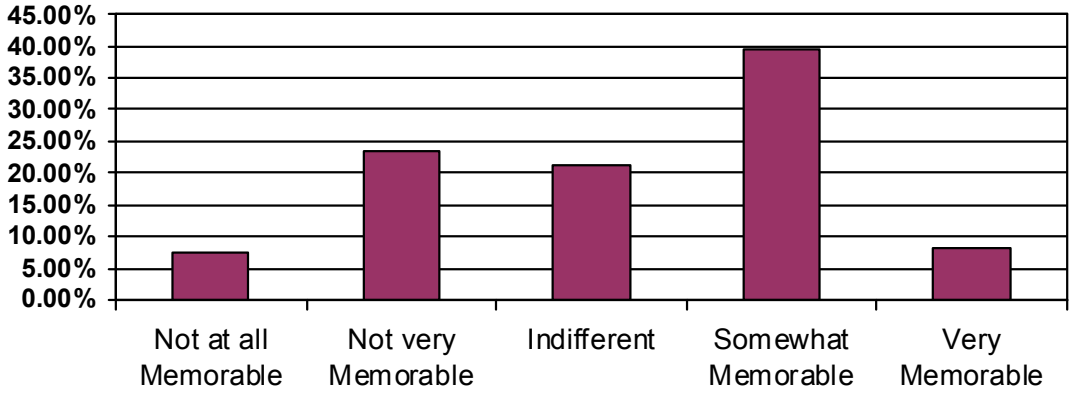
**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 shows a significant association between marital status and memorable nature of online advertisement. Overall data depicts that 47.78% respondents reported that Internet advertisements were memorable and 30.88% reported that they were not memorable. Overall the percentage of the respondents who find online advertisements as memorable is much

higher than that of those who do not find them memorable. More males than the females found Internet advertisements to be memorable. The results are indicative of the fact that more respondents in each category accepted Internet advertisements to be memorable.

A large number of the respondents from all the age groups responded that Internet advertisements are somewhat memorable. 41.22% males and 38.16% females feel that Internet advertisements were somewhat memorable. 39.24% urban, 41% semi-urban and 38.46% rural people responded that Internet advertisements were somewhat memorable. 39.33% single and 40.24% married respondents agreed that Internet advertisements are somewhat memorable. 31.60% under-graduates, 37.55% graduates and 35.25% post-graduates responded that the Internet advertisements are somewhat memorable. 29.76% respondents in the income category of up to 50,000, 41.96% respondents from the income the category of 50,000-1 lakh, 41.39% respondents from the income group of 1-3 lakh, 40.08% respondents from the income category of 3-5 lakh and 35.11% % respondents from the income group of 5-10 lakh and 75% respondents above the income level of 10 lakh responded that Internet advertisement are somewhat memorable.

The results of ANOVA show a significant difference in means of respondents on the basis of residential area and memorable nature of Internet advertisements. Overall mean is 3.18 and SD is 1.11. The above results reveal that people of Punjab consider that Internet advertisements are somewhat memorable.



How memorable do you find the online advertisements?

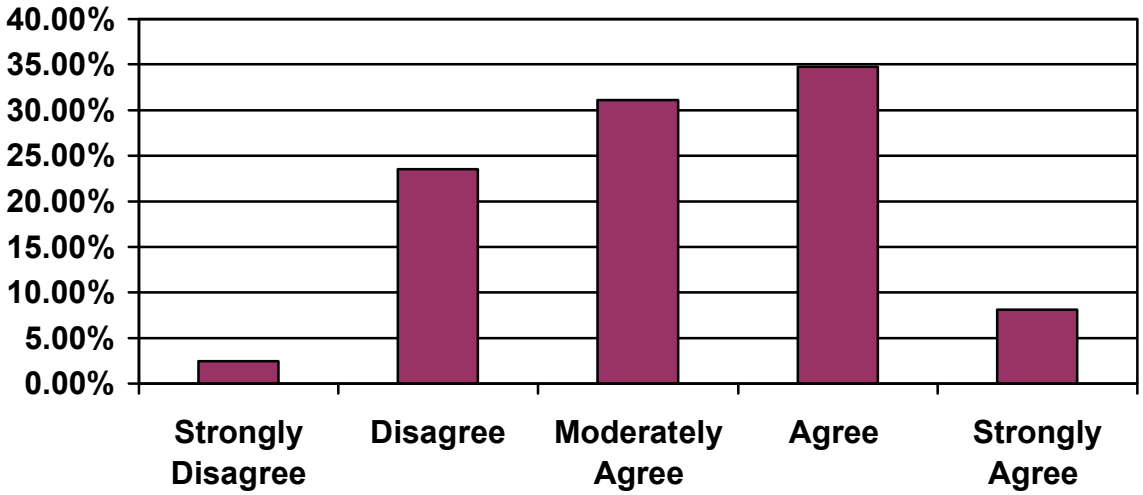
Table: 4.3.10 Persuasiveness of Internet advertising

Group/Sub-Group	Summary		Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
	Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)													
Upto 20	3.17	1.03	7	4.52	40	25.81	37	23.87	61	39.35	10	6.45	
21-25	3.20	0.92	2	6.67	79	26.51	90	30.20	111	37.25	16	5.37	
26-30	3.28	1.02	6	2.28	61	23.19	79	30.04	87	33.08	30	11.41	
31-35	3.14	0.96	6	15.17	20	17.24	51	43.97	30	25.86	9	7.76	Chi^2=37.17*
36-40	3.44	0.96			5	18.52	9	33.33	9	33.33	4	14.81	(df:20) C=0.20
Above 40	3.34	0.95	1	2.44	7	17.07	14	34.15	15	36.59	4	9.76	F=0.87(df:5, 894)
Gender													
Male	3.25	0.96	9	2.03	104	23.42	133	29.95	165	35.16	33	60.43	Chi^2=2.94*(df:4)
Female	3.21	0.99	13	2.85	108	23.68	147	32.24	148	32.46	46	8.77	C=0.06;t=0.604 (df:898)
Residence													
Urban	3.19	0.95	11	1.81	152	24.96	204	33.50	197	32.35	45	7.39	Chi^2=15.17(df:8)
Semi-urban	3.28	1.03	10	4.18	51	21.34	64	26.78	91	38.08	23	9.62	C=0.13;
Rural	3.46	0.95	1	1.92	9	17.31	12	23.08	25	48.08	5	9.62	F=2.35(df:2, 897)
Marital Status													
Single	3.22	0.98	11	1.94	146	25.75	160	28.22	207	36.51	43	7.58	Chi^2=10.69*
Married	3.23	0.98	11	3.30	66	19.82	120	36.04	106	31.83	30	9.01	(df:4)C=0.11 t=0.204 (df:898)
Education Level													
Under-Graduate	3.22	1.01	8	3.77	51	24.06	54	25.47	84	39.62	15	7.08	
Graduate	3.18	0.91	3	1.27	58	24.47	82	34.60	81	34.18	13	5.49	Chi^2=12.46(df:8)
Post-Graduate	3.25	1.00	11	2.44	103	22.84	144	31.93	148	32.82	45	9.98	C=0.12; F=0.39(df:2, 897)
Income (Rs.Lakh)													
Upto 0.5	3.14	0.94	2	2.38	22	26.19	26	30.95	30	35.71	4	4.76	
0.5-.1.0	3.37	0.96	2	1.79	23	20.54	29	25.89	48	42.86	10	8.93	
1.0-3.0	3.23	0.97	6	1.67	90	25.00	106	29.44	130	36.11	28	7.78	
3.0-5.0	3.27	1.01	9	3.72	47	19.42	82	33.88	78	32.23	26	10.74	Chi^2=20.73
5.0-10.0	3.01	0.94	3	3.19	27	28.72	35	37.23	24	25.53	5	5.32	(df:20) C=0.15;
Over 10.0	3.00	0.87			3	37.50	2	25.00	3	37.50			F=1.68(df:5, 894)
All data	3.23	0.98	22	2.44	212	23.56	280	31.11	313	34.78	73	8.11	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 reveals a significant association between age, gender, marital status and persuasiveness of Internet advertisements. Overall analysis shows that 34.78% respondents agree with the statement that Internet advertisements often persuade them to buy things that they do not need. Another 31.11% respond that they moderately agree with the statement. 23.56% respond that they disagree with the statement. 2.44% reported that they strongly disagree with this view. Thus the results highlight that Internet advertisements are found to be persuasive in nature.

39.35% respondents in the age group up to 20 yrs, 37.25% respondents in the age group 21-25 yrs., and 33.08% respondents in the age group 26-30 yrs. agree that Internet advertisements are persuasive in nature. The percentage of respondents reporting that Internet advertisements persuade them to buy the products they do not need is higher than those who intend to differ with this view. The level of disagreement was higher for the age group 31-35 yrs. 33.33% audiences in the age group 36-40 yrs. agree whereas the same percentages moderately agree with the statement. 36.59% respondents in the age group above 40 yrs agree and respond that Internet advertisements often persuade them to buy things they do not want. More males than females accept that Internet advertisements often persuade them to buy things they do not want. 38.08% semi-urban and 48.08% rural respondents agree and respond that Internet advertisements often persuades them to buy things that they do not want. 36.51% single respondents and 31.83% married respondents agree that Internet advertisements often persuade them to buy things they do not want. 39.62% under-graduates, 34.18% graduates and 32.82% post-graduates agree that Internet advertisements often persuade them to buy things they do not want. Most of the respondents from all the income categories agree that Internet advertisements often persuade them to buy things they do not want. Results of the survey highlight the persuasive power of online advertisements.



Persuasiveness of Internet advertising

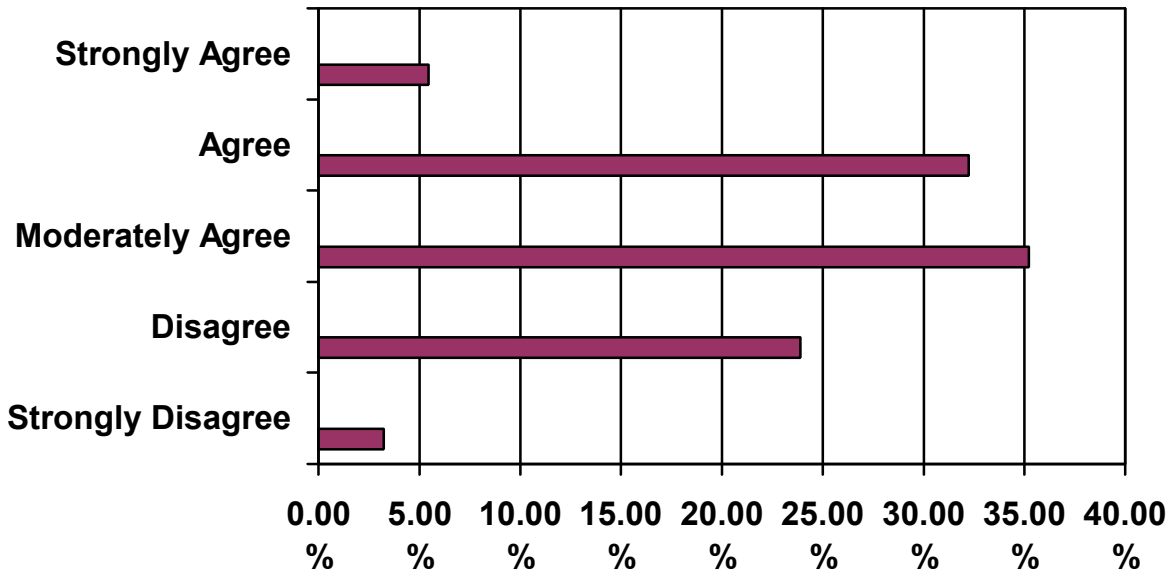
Table: 4.3.11 Internet Advertising makes people conformists

Group/Sub-Group	Summary			Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.19	1.00	6	3.87	34	21.94	52	35.55	50	32.26	13	8.39	
21-25		3.08	0.93	7	2.35	83	27.85	100	33.56	95	31.88	13	4.36	
26-30		3.14	0.97	13	4.94	54	20.53	93	35.36	88	33.46	15	5.70	Chi^2=23.48
31-35		3.09	0.86	2	1.72	29	25.00	44	37.93	38	32.76	3	2.59	(df:20) C=0.16
36-40		3.00	0.72			6	22.22	16	59.26	4	14.81	1	3.70	F=0.69
Above 40		3.29	0.99	1	2.44	9	21.95	12	29.27	15	36.59	4	9.76	(df:5, 894)
Gender														
Male		3.19	0.96	14	3.15	98	22.07	154	34.68	147	33.11	31	6.98	Chi^2=5.31*(df:4)
Female		3.07	0.92	15	3.29	117	25.66	163	35.75	143	31.36	18	3.95	C=0.08;t=1.857 (df:898)
Residence														
Urban		3.11	0.94	20	3.28	148	24.30	218	35.80	193	31.69	30	4.93	Chi^2=9.81(df:8)
Semi-urban		3.15	0.95	7	2.93	55	23.01	89	37.24	72	30.13	16	6.69	C=0.10;
Rural		3.29	1.01	2	3.85	12	23.08	10	19.23	25	48.08	3	5.77	F=0.95(df:2, 897)
Marital Status														
Single		3.12	0.96	19	3.35	141	24.87	193	34.04	181	31.92	33	5.82	Chi^2=1.74(df:4)
Married		3.14	0.92	10	3.00	74	22.22	124	37.24	109	32.73	16	4.80	C=0.04;t=0.229 (df:898)
Education Level														
Under-Graduate		3.24	0.97	6	2.83	45	21.23	71	33.49	72	33.96	18	8.49	
Graduate		3.13	0.93	7	2.95	57	24.05	83	35.02	79	33.33	11	4.64	Chi^2=6.79(df:8)
Post-Graduate		3.08	0.93	16	3.55	113	25.06	163	36.14	139	30.82	20	4.43	C=0.09; F=2.21(df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.29	0.93			22	26.19	22	26.19	34	40.48	6	7.14	
0.5-.1.0		3.37	0.93	1	0.89	24	21.43	28	25.00	51	45.54	8	7.14	
1.0-3.0		3.10	0.97	16	4.44	87	24.17	121	33.61	117	32.50	19	5.28	Chi^2=37.15*
3.0-5.0		3.07	0.93	9	3.72	55	22.73	102	42.15	61	25.21	15	6.20	(df:20) C=0.20;
5.0-10.0		2.94	0.84	3	3.19	26	27.66	40	42.55	24	25.53	1	1.06	F=2.94*
Over 10.0		3.25	0.66			1	12.50	4	50.00	3	37.50			(df:5, 894)
All data		3.13	0.94	29	3.22	215	23.89	317	35.22	290	32.22	49	5.44	

**significant at 1 percent, * significant at 5 percent

Summary of table: The results of chi^2 shows a significant association between gender, income and Internet advertising making people conformist. Analysis depicts that 35.22% respondents moderately agree and 32.22% agree that Internet advertisements make people conformists. 23.89% respond that they disagree with the statement. F test shows a significant difference in means of income and Internet advertisement making people conformist. Overall mean is 3.13 and SD is 0.94.

A majority of the respondents from all the age groups agree that Internet advertisements make them conformists. A larger percentage of males than females respond that Internet advertisements make people conformists. The percentage of rural respondents who agree that Internet advertisements make people conformists is higher than the percentage of urban and semi-urban respondents. 31.9% single respondents and 32.73% married respondents agree to the statement and respond that Internet advertisements make people conformists. As the educational level increases the percentage of respondents who agree that Internet advertisements make them conformists reduces slightly. With the increase in the level of income more respondents moderately agree with the view that Internet advertisements make people conformists.



Internet Advertising makes people conformists

Table: 4.3.12 Internet Advertising has strong bearing on consumer choice.

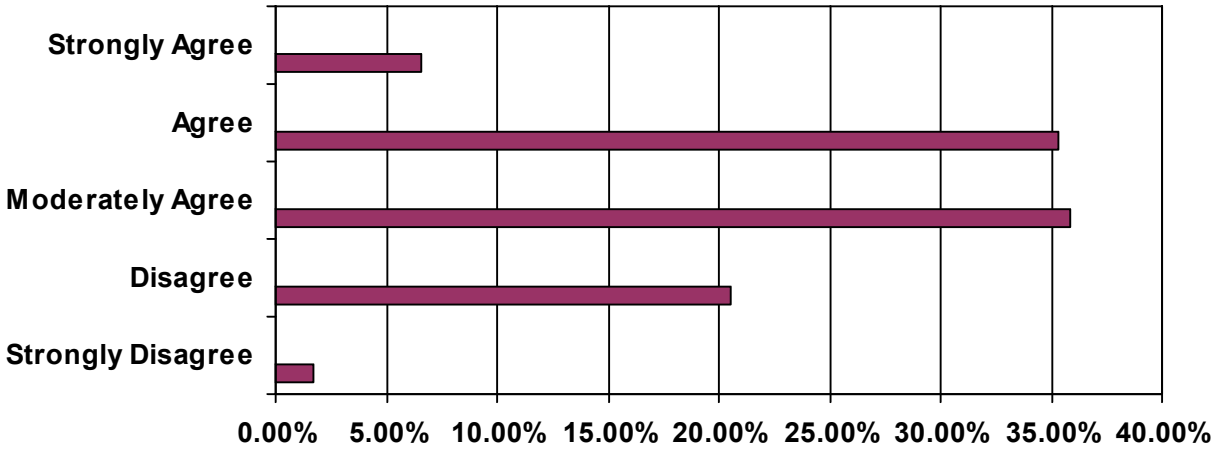
Group/Sub-Group	Summary			Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.26	0.93	2	1.29	37	23.87	43	27.74	64	41.29	9	5.81	
21-25		3.31	0.92	5	1.68	58	19.46	96	32.21	118	39.60	21	7.05	Chi^2=33.93*
26-30		3.19	0.91	5	1.90	57	21.67	99	37.64	86	32.70	16	6.08	(df:20)
31-35		3.02	0.87	3	2.59	28	24.14	55	47.41	24	20.69	6	5.17	C=0.19
36-40		3.41	0.73			2	7.41	14	51.85	9	33.33	2	7.41	F=3.28**
Above 40		3.59	0.80			3	7.32	16	39.02	17	41.46	5	12.20	(df:5, 894)
Gender														
Male		3.32	0.90	6	1.35	81	18.24	157	35.36	166	37.39	34	7.66	Chi^2=5.54*
Female		3.18	0.91	9	1.97	104	22.81	166	36.40	152	33.33	25	5.48	(df:4) C=0.08 t=2.351* (df:898)
Residence														
Urban		3.21	0.89	9	1.48	132	21.67	222	36.45	214	35.14	32	5.25	Chi^2=15.93*
Semi-urban		3.28	0.91	4	1.67	46	19.25	87	36.40	84	35.15	18	7.53	(df:8) C=0.13;
Rural		3.52	1.05	2	3.85	7	13.46	14	26.92	20	38.46	9	17.31	F=2.96** (df:2, 897)
Marital Status														
Single		3.26	0.93	11	1.94	119	20.99	183	32.28	217	38.27	37	6.53	Chi^2=10.15*
Married		3.21	0.88	4	1.20	66	19.82	140	42.04	101	30.33	22	6.61	(df:4)C=0.11 t=0.830(df:898
Education Level														
Under-Graduate		3.31	0.96	3	1.42	49	23.11	57	26.89	86	40.57	17	8.02	
Graduate		3.24	0.88	2	0.84	51	21.52	86	36.29	85	35.86	13	5.49	Chi^2=13.85 (df:8) C=0.12;
Post-Graduate		3.22	0.90	10	2.22	85	18.85	180	39.91	147	32.59	29	6.43	F=0.64 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.45	0.99	1	1.19	17	20.24	20	23.81	35	41.67	11	13.10	
0.5-.1.0		3.42	0.89	2	1.79	16	14.29	36	32.14	49	43.75	9	8.04	
1.0-3.0		3.18	0.90	4	1.11	85	23.61	133	36.94	117	32.50	21	5.83	Chi^2=24.70
3.0-5.0		3.23	0.89	5	2.07	46	19.01	92	38.02	86	35.54	13	3.37	(df:20)C=0.16;
5.0-10.0		3.12	0.90	3	3.19	20	21.28	38	40.43	29	30.85	4	4.26	F=2.46*
Over 10.0		3.38	0.86			1	22.50	4	50.00	2	25.00	1	12.50	(df:5, 894)
All data		3.25	0.91	15	1.67	185	20.56	323	35.89	318	35.33	59	6.56	

**significant at 1 percent, * significant at 5 percent

Summary of table: The results of chi^2 indicate that a significant association exists between gender, residence, marital status and Internet advertisements having bearing on consumer choice. Internet advertising has a strong bearing on the consumer choice. Analysis depicts that 35.83% respondents agree, 35.89% respondents moderately agree with the statement that Internet advertisements have a strong bearing on consumer choice. 20.56% differ with this view.

Age wise analysis depicts that a majority of respondents who are less than 25 yrs. agree that Internet advertisements have a strong bearing on consumer choice. Respondents who are more than 40 yrs. of age moderately agree and 41.46% above the age of 40 yrs agree that Internet advertisements have a strong bearing on consumer choice. 37.39% males agree and 36.40% females moderately agree that Internet advertisements have a strong bearing on consumer choice. Analysis highlights that more males than females agree that Internet advertising has a strong bearing on their choice. The percentage of rural respondents who agree with the view is higher than that of the urban respondents. A majority of single users 38.27% respond that they agree, followed by 32.28% who moderately agree that the Internet advertising has a strong bearing on consumer choice. More of married people favor moderately agree option rather than agree option. The results of the analysis of educational variable are indicative of the fact that there is a slight decline in the percentage of people who accept this view as educational level increases. As the level of income increases there is a shift from agree to moderately agree option.

ANOVA results show a significant difference in the means of age, residence, income and Internet advertisements having bearing on consumer choice. Overall mean is 3.25 and SD is 0.91. The results reveal that the percentage of respondents who agree that Internet advertisement has a strong bearing on consumer choice is higher than that of those who differ with this viewpoint.



Internet Advertising has strong bearing on consumer choice

Table: 4.3.13 Does the Internet keep you well informed about the product?

Group/Sub-Group	Summary			Not at all Well		Not very Well		Moderately Agree		Somewhat Well		Very well		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.60	0.98	3	1.94	22	14.19	34	21.94	71	45.81	25	16.13	
21-25		3.73	0.91	2	0.67	30	10.07	73	24.50	134	44.97	59	19.80	Chi^2=30.82
26-30		3.54	0.96	4	1.52	41	15.59	62	23.57	120	45.63	36	13.69	(df:20)
31-35		3.41	0.93	1	0.86	21	18.10	35	30.17	47	40.52	12	10.34	C=0.18
36-40		3.67	0.82			2	7.41	9	33.33	12	44.44	4	14.81	F=4.97**
Above 40		4.15	0.65					6	14.63	23	56.10	12	29.27	(df:5, 894)
Gender														
Male		3.70	0.96	6	1.35	51	11.49	100	22.52	199	44.82	88	19.82	
Female		3.56	0.92	4	0.88	65	14.25	119	26.10	208	45.61	60	13.16	Chi^2=9.08 (df:4)C=0.10 t=2.291* (df:898)
Residence														
Urban		3.65	0.94	8	1.31	77	12.64	133	21.84	293	48.11	98	16.09	Chi^2=14.15
Semi-urban		3.54	0.94	2	0.84	34	14.23	71	29.71	96	40.17	36	15.06	(df:8)C=0.12
Rural		3.79	0.95			5	9.62	15	28.85	18	34.62	14	26.92	F=1.88 (df:2, 897)
Marital Status														
Single		3.65	0.97	8	1.41	73	12.87	132	23.28	251	44.27	103	18.17	Chi^2=5.01
Married		3.60	0.90	2	0.60	43	12.91	87	26.13	156	46.85	45	13.51	(df:4) C=0.07 t=0.807 (df:898)
Education Level														
Under-Graduate		3.64	1.03	6	2.83	29	13.68	41	19.34	96	45.28	40	18.87	Chi^2=18.24* (df:8)
Graduate		3.72	0.93	1	0.42	26	10.97	60	25.32	101	42.62	49	20.68	C=0.14;
Post-Graduate		3.58	0.90	3	6.67	61	13.53	118	26.16	210	46.56	59	13.08	F=1.80 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.87	1.00	1	1.19	8	9.52	18	21.43	31	36.90	26	30.95	
0.5-.1.0		3.71	0.98	2	1.79	11	9.82	29	25.89	45	40.18	25	22.32	Chi^2=30.90
1.0-3.0		3.56	0.96	6	1.67	51	14.17	91	25.28	160	44.44	52	14.44	(df:20)
3.0-5.0		3.62	0.92	1	0.41	35	14.46	54	22.31	117	48.35	35	14.46	C=0.18;
5.0-10.0		3.62	0.81			10	10.64	26	27.66	48	51.06	10	10.64	F=1.69
Over 10.0		3.63	0.70			1	12.50	1	12.50	6	75.00			(df:5, 894)
All data		3.63	0.94	10	1.11	116	12.89	219	24.33	407	45.22	148	16.44	

**significant at 1 percent, * significant at 5 percent

Summary of table: Results of chi^2 show a significant association between age and information provided by Internet. Analysis depicts that 45.22% respondent's feel that Internet helps in keeping them well informed about the products. 16.44% agree that Internet informs them very well about the product. Overall it can be said that Internet is an informative source for every

user. ANOVA results show a significant difference in age group and information provided by Internet. Overall mean is 3.63 and SD is 0.94.

45.81% respondents in the age group up to 20 yrs, 44.57% respondents in the age group 21-25 yrs., 45.63% respondents in the age group 26-30 yrs., 40.52% respondents in the age group 31-35 yrs., 44.44% audience in the age group 36-40 yrs. and 56.10% from above the age of 40 yrs respond that Internet keeps them well informed about the product. Age wise analysis highlights that Internet helps keep the customers well informed about the products. 44.82% males and 45.61% females respond that Internet informs them well about the products. 19.82 males and 13.16% females were of the option that it keeps them very well informed about the products.

48.11% urban and 40.17% semi-urban and 34.62% rural respondents agree and respond that Internet informs them well about the products. The results highlight that the percentage of urban respondents who agree with this view is higher than the percentage of rural audience. The surprising results were that more of the rural audience, in fact 26.92% as compared to the urban (16.09%) felt that the Internet informed them very well about the products. 44.27% single and 46.85% married respondents claim that Internet informs them well about the product. 45.28% under-graduates, 42.62% graduates and 46.56% post-graduates respond that Internet informs them about the product somewhat well. A majority of the respondents in all educational categories agreed and accepted Internet as an information provider. 36.90% respondents who fall under the income category up to 50,000, 40.18% from the income category of 50,000-1 lakh, 44.44% from the income group of 1-3 lakh, 48.35% from the income category of 3-5 lakh, 51.06% from the income group of 5-10 lakh and 75% respondents above the income level of 10 lakh respond that Internet informs them well about the products. This is clearly indicative that people of Punjab do accept that Internet keeps them well informed about the products.

Table: 4.3.14 Products you get from Internet are of worth

Group/Sub-Group	Summary			Never		Hardly Ever		Sometimes		Most of the times		Always		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.22	0.70			19	12.26	89	57.42	41	26.45	6	3.87	
21-25		3.27	0.77	6	2.01	30	10.07	151	50.67	100	33.56	11	3.69	Chi^2=55.62**
26-30		3.42	0.85	4	1.52	22	8.37	126	47.91	82	31.18	29	11.03	(df:20)
31-35		3.14	0.64			16	13.79	69	59.48	30	25.86	1	0.86	C=0.24
36-40		3.37	0.95	1	3.70	3	11.11	11	40.74	9	33.33	3	11.11	F=6.52**
Above 40		3.83	0.66					13	31.71	22	53.66	6	14.63	(df:5, 894)
Gender														
Male		3.36	0.81	10	2.25	34	7.66	218	49.10	152	34.23	30	6.76	Chi^2=15.43**
Female		3.28	0.76	1	0.22	56	12.28	241	52.85	132	28.95	26	5.70	(df:4)C=0.13 t=1.523(df:898)
Residence														
Urban		3.30	0.75	5	0.82	63	10.34	317	52.05	194	31.86	30	4.93	Chi^2=15.72*
Semi-urban		3.33	0.84	4	1.67	24	10.04	122	51.05	67	28.03	22	9.21	(df:8)C=0.13;
Rural		3.46	0.87	2	3.85	3	5.77	20	38.46	23	44.23	4	7.69	F=1.11** (df:2, 897)
Marital Status														
Single		3.29	0.80	8	1.41	63	11.11	289	50.97	171	30.16	36	6.35	Chi^2=3.33(df:4)
Married		3.36	0.75	3	0.90	27	8.11	170	51.05	113	33.93	20	6.01	C=0.06;t=1.337 (df:898)
Education Level														
Under-Graduate		3.26	0.79	3	1.42	25	11.79	110	51.89	62	29.25	12	5.66	
Graduate		3.34	0.77	3	1.27	21	8.86	119	50.21	81	34.18	13	5.49	Chi^2=2.70(df:8)
Post-Graduate		3.33	0.79	5	1.11	44	9.76	230	51.00	141	31.26	31	6.87	C=0.05; F=0.72 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.43	0.85	3	3.57	5	5.95	35	41.67	35	41.67	6	7.14	
0.5-.1.0		3.29	0.82	2	1.79	12	10.71	57	50.89	33	29.46	8	7.14	
1.0-3.0		3.33	0.80	5	1.39	37	10.28	177	49.17	118	32.78	23	6.39	Chi^2=26.41
3.0-5.0		3.34	0.74	1	0.41	22	9.09	128	52.89	76	31.40	15	6.20	(df:20) C=0.17;
5.0-10.0		3.12	0.67			13	13.83	60	63.83	18	19.15	3	3.19	F=1.88
Over 10.0		3.63	0.86			1	12.50	2	25.00	4	50.00	1	12.50	(df:5, 894)
All data		3.32	0.78	11	1.22	90	10.00	459	51.00	284	31.56	56	6.22	

**significant at 1 percent, * significant at 5 percent

Summary of table: The results of chi^2 reveals that there is a significant association between age, gender, residence and worth of products get from Internet. Analysis represents that 51% respondents felt that the products from the Internet are sometimes of worth. 31.56% respondents reported that most of the times the products they get from the Internet are of worth. Only 6.22% opted for always.

57.42% respondents in the age group up to 20 yrs, 50.67% in the age group 21-25 yrs., 47.91% in the age group 26-30 yrs., 59.48% in the age group 31-35 yrs. and 40.74% audiences in the age group 36-40 yrs. respond that the products they get from the Internet are of worth only sometimes. 51.66% respondents above the age of 40 yrs agree that most of the times the products they get from the Internet are of worth. More females than males respond that they get the products from the Internet are sometimes of worth but more males than the females choose the option most of the times and always. The results highlight that males were more satisfied with the choice they made.

52.05% urban and 51.08% semi-urban users respond that sometimes the products they get from the Internet are of worth. 44.23% rural consumers respond that most of the times the products they get from the Internet are of worth. 50.97% single and 51.05% married respondents claim that sometimes the products they get from the Internet are of worth. 50.89% under-graduates, 50.21% graduates and 51% post-graduates responded that the products they get from the Internet are of worth only sometimes. 41.67% respondents who fall under the income category of up to 50,000, 50.89% from the income the category of 50,000-1 lakh, 49.17% from the income group of 1-3 lakh, 52.89% from the income category of 3-5 lakh, and 63.83% from the income group of 5-10 lakh respond that sometimes the products they get from the Internet are of worth. 50% respondents above the income level of 10 lakh respond that most of the times the products they get from the Internet are of worth.

ANOVA results show a significant difference on the basis of age, residence and worth of products got from Internet. Overall mean is 3.32 and SD is 0.78. Majority of responses were in favor of accepting this view. Only a few people (less than 15%) in all categories differed with the statement.

Table: 4.3.15 Is Internet an effective media?

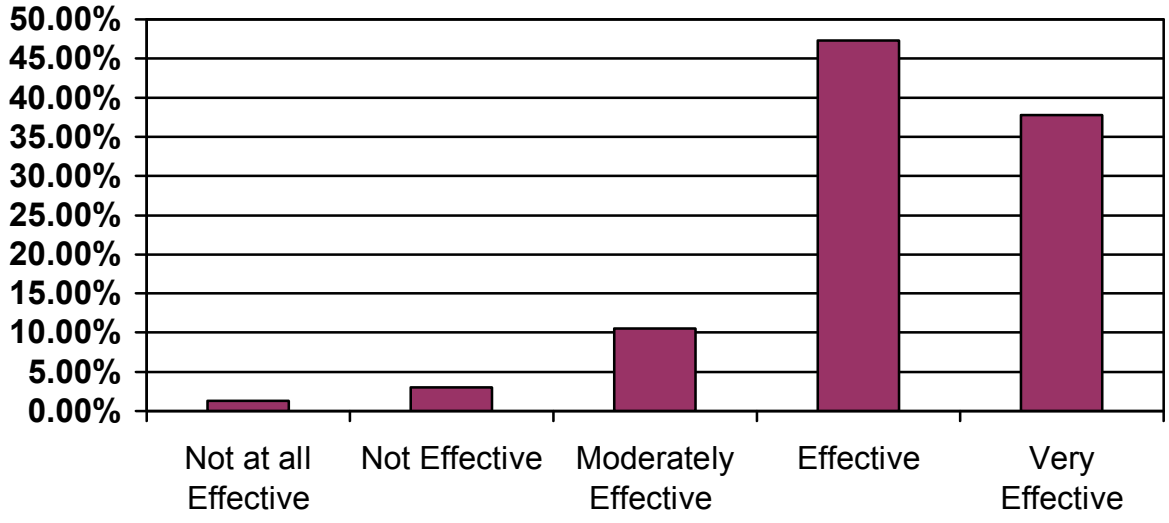
Group/Sub-Group	Summary			Not at all Effective		Not Effective		Moderately Effective		Effective		Very Effective		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		4.23	0.86	3	1.94	3	1.94	16	10.32	66	42.58	67	43.23	
21-25		4.22	0.83	5	1.68	9	3.02	21	4.05	144	48.32	119	39.93	
26-30		4.10	0.84	2	0.76	12	4.56	34	12.93	126	47.91	89	33.84	Chi^2=29.35
31-35		4.08	0.78	1	0.86	3	2.59	16	13.79	62	53.42	34	29.31	(df:20)
36-40		4.00	0.86	1	3.70			4	14.81	15	55.56	7	25.93	C=0.18 F=2.52*
Above 40		4.49	0.67					4	9.76	13	31.71	24	58.54	(df:5, 894)
Gender														
Male		4.18	0.91	11	2.48	17	3.83	35	7.88	199	44.82	182	40.99	
Female		4.16	0.75	1	0.22	10	2.19	60	13.16	227	49.78	158	34.65	Chi^2=20.11** (df:4)C=0.15 t=0.282 (df:898)
Residence														
Urban		4.22	0.80	7	1.15	17	2.79	52	8.54	295	48.44	238	39.08	Chi^2=19.01*
Semi-urban		4.11	0.83	2	0.84	7	2.93	37	15.48	109	45.61	84	35.15	(df:8)C=0.14;
Rural		3.94	1.10	3	5.77	3	5.77	6	11.54	22	42.31	18	34.62	F=3.41* (df:2, 897)
Marital Status														
Single		4.21	0.86	10	1.76	17	3.00	51	8.99	257	45.33	232	40.92	Chi^2=10.97*
Married		4.11	0.79	2	0.60	10	3.00	44	13.21	169	50.75	108	32.43	(df:4)C=0.11 t=1.643 (df:898)
Education Level														
Under-Graduate		4.22	0.89	5	2.36	6	2.83	18	8.49	91	42.92	92	43.40	Chi^2=11.41(df:8) C=0.11;
Graduate		4.22	0.81	3	1.27	5	2.11	25	10.55	107	45.15	97	40.93	F=1.65(df:2, 897)
Post-Graduate		4.12	0.81	4	0.89	16	3.55	52	11.53	228	50.55	151	33.48	
Income (Rs.Lakh)														
Upto 0.5		4.29	0.89	2	2.38	3	3.57	4	4.76	35	41.67	40	47.62	
0.5-.1.0		4.21	0.92	3	2.68	2	1.79	14	12.50	43	38.39	50	44.64	
1.0-3.0		4.13	0.86	4	1.11	17	4.72	38	10.56	171	47.50	130	36.11	Chi^2=30.39
3.0-5.0		4.22	0.75	2	0.83	3	1.24	27	11.16	118	48.76	92	38.02	(df:20)
5.0-10.0		4.11	0.74	1	1.06	1	1.06	12	12.77	53	56.38	27	28.72	C=0.18; F=1.03
Over 10.0		3.88	0.78			1	12.50			6	75.00	1	12.50	(df:5, 894)
All data		4.17	0.83	12	1.33	27	3.00	95	10.56	426	47.33	340	37.78	

**significant at 1 per cent, * significant at 5 percent

Summary of table: Chi^2 show a significant association between age, gender, residence, marital status and effectiveness of Internet. The analysis depicts that 47.33% respondents concur with the statement that Internet is an effective media. 37.78% users' responds that Internet is very effective media. The above results highlight that Internet is an effective media.

43.23% respondents in the age group less than 20 yrs and 58.54% above the age of 40 yrs agree that Internet is a very effective media. Most of the respondents in all other age groups opted for the choice that Internet is an effective media. More females than males agree with the statement that Internet is an effective media. More males than females accept it as a very effective media. 48.44% urban, 45.61% semi-urban and 42.31% rural respondents agree with the statement that Internet is an effective media. More urban users than rural audience accepted Internet as an effective/very effective media. The percentage of married respondents accepting Internet as an effective media was higher than the single respondents, while single respondents (40.92%) who accepted it as a very effective media was higher than the married ones. Respondents in all educational categories accepted Internet as an effective media or as a very effective media. 47.62% respondents in the income category of less than 50,000 and 44.64% respondents from the income category of 50,000-1 lakh agree that Internet is a very effective media. 47.50% respondents from the income group of 1-3 lakh, 48.76% from the income category of 3-5 lakh, 56.38% from the income group of 5-10 lakh and 75% above the income level of 10 lakh accept Internet to be an effective media.

The results of ANOVA show a significant difference age, residence and Internet as an effective media. Overall mean is 4.17 and SD is 0.83.



Is Internet an effective media?

Table: 4.3.16 Internet Advertising tends to confuse people with too many choices and claims.

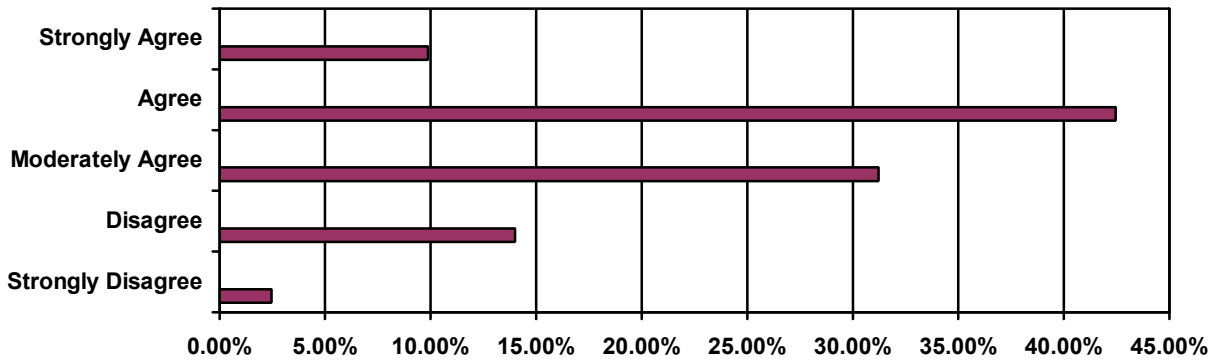
Group/Sub-Group	Summary			Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.57	0.91	3	1.94	16	10.32	46	29.68	70	45.16	20	12.90	
21-25		3.41	0.89	5	1.68	44	14.77	95	31.88	132	44.30	22	7.38	
26-30		3.48	0.95	10	3.80	26	9.89	87	33.08	109	41.44	31	11.79	Chi^2=39.10**
31-35		3.30	0.98	4	3.45	21	18.10	37	31.90	44	37.93	10	8.62	(df:20)C=0.20
36-40		3.56	0.83			3	11.11	9	33.33	12	44.44	3	11.11	F=2.27*
Above 40		3.12	1.02			16	39.02	7	17.07	15	36.59	3	7.32	(df:5, 894)
Gender														
Male		3.41	0.96	15	3.38	66	14.86	127	28.60	194	43.69	42	9.46	
Female		3.46	0.90	7	1.54	60	13.16	154	33.77	188	41.23	47	10.31	Chi^2=6.01 (df:4)C=0.08 t=0.743(df:898)
Residence														
Urban		3.44	0.92	11	1.81	91	14.94	184	30.21	266	43.68	57	9.36	Chi^2=10.10
Semi-urban		3.41	0.97	10	4.18	27	11.30	84	35.15	91	38.08	27	11.30	(df:8)C=0.11;
Rural		3.48	0.93	1	1.92	8	15.38	13	25.00	25	48.08	5	9.62	F=0.15 (df:2, 897)
Marital Status														
Single		3.47	0.91	12	2.12	71	12.52	181	31.92	246	43.39	57	10.05	Chi^2=3.67
Married		3.38	0.97	10	3.00	55	16.52	100	30.03	136	40.84	32	9.61	(df:4)C=0.06 t=1.407 (df:898)
Education Level														
Under-Graduate		3.51	0.91	6	2.83	22	10.38	63	29.72	100	47.17	21	9.91	
Graduate		3.39	0.92	2	0.84	40	16.88	83	35.02	87	36.,71	25	10.55	Chi^2=11.49 (df:8)C=0.11;
Post-Graduate		3.42	0.95	14	3.10	64	14.19	135	29.93	195	43.24	43	9.53	F=0.99 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.39	0.95	3	3.57	14	16.67	19	22.62	43	51.19	5	5.95	
0.5-.1.0		3.58	0.89	3	2.68	10	8.93	30	26.79	57	50.89	12	10.71	
1.0-3.0		3.45	0.87	3	0.83	53	14.72	114	31.67	159	44.17	31	8.61	Chi^2=33.27*
3.0-5.0		3.33	1.00	10	4.13	38	15.70	80	33.06	89	36.78	25	10.33	(df:20)C=0.19;
5.0-10.0		3.48	0.96	2	2.13	11	11.70	36	38.30	30	31.91	15	15.96	F=1.21
Over 10.0		3.50	1.12	1	12.50			2	25.00	4	50.00	1	12.50	(df:5, 894)
All data		3.43	0.93	22	2.44	126	14.00	281	31.22	382	42.44	89	9.89	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 is highly significant on the basis of age and significant on the basis of income. The results highlight a significant association between age, income and claims of Internet advertising. Overall data depicts that 42.44% respondents agree with the statement that Internet advertising just tends to confuse people by presenting them with too many choices and claims. 31.22% respond that they moderately agree with the statement. 14% respondents

disagree that Internet advertising just tends to confuse people by presenting them with too many choices and claims. ANOVA results highlight that there is significant difference in means of different age group. Overall mean is 3.43 and SD is 0.93.

45.16% respondents in the age group less than 20 yrs, 44.30% in the age group 21-25 yrs., 41.44% in 26-30 yrs., 37.93% in 31-35 yrs., 44.44% in 36-40 yrs. and 36.59% above the age of 40 yrs agree that Internet advertising just tends to confuse people by presenting them with too many choices and claims. 43.69% males 41.23% females agree that Internet Advertising just tends to confuse people by presenting them with too many choices and claims. 43.68% urban, 38.08% semi-urban and 48.08% rural respondents agree that Internet Advertising just tends to confuse people by presenting them with too many choices and claims. 43.39% single and 40.84% married agree and accept this view. 47.17% under-graduates, 36.71% graduates and 43.24% post-graduates agree that Internet Advertising just tends to confuse people by presenting them with too many choices and claims. 51.19% respondents in the income category of less than 50,000, 50.89% from income the category of 50,000-1 lakh, 44.17% from the income group of 1-3 lakh, 36.78% from the income category of 3-5 lakh, 50% respondents above the income level of 10 lakh agree that Internet advertising just tends to confuse people by presenting them with too many choices and claims. 38.30% respondents from the income group of 5-10 lakh moderately agree with the statement. The results highlight that Internet advertisements do confuse the people by offering them too many choices and claims.



Internet Advertising tends to confuse people with too many choices and claims

Table: 4.3.17 Internet Advertising is making people materialistic

Group/Sub-Group	Summary		Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
	Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)													
Upto 20	3.56	0.88	1	0.65	22	14.19	37	23.87	79	50.97	16	10.32	
21-25	3.36	0.91	5	1.68	53	17.79	91	30.54	127	42.62	22	7.38	
26-30	3.43	0.87	6	2.28	29	11.03	93	35.36	115	43.73	20	7.60	Chi^2=37.12*
31-35	3.19	0.96	3	2.59	29	25.00	34	29.31	43	37.07	7	6.03	(df:20)C=0.20
36-40	3.11	0.87	1	3.70	4	14.81	15	55.56	5	18.52	2	7.41	F=2.92*
Above 40	3.41	1.01			10	24.39	10	24.39	15	36.59	6	14.63	(df:5, 894)
Gender													
Male	3.41	0.90	9	2.03	67	15.09	136	30.63	198	44.59	34	7.66	Chi^2=2.19
Female	3.37	0.92	7	1.54	80	17.54	144	31.58	186	40.79	39	8.55	(df:4)C=0.5 t=0.573* (df:898)
Residence													
Urban	3.35	0.92	12	1.97	106	17.41	190	31.20	257	42.20	44	7.22	Chi^2=10.28
Semi-urban	3.41	0.92	4	1.67	37	15.48	78	32.64	97	40.59	23	9.62	(df:8)C=0.11;
Rural	3.73	0.76			4	7,69	12	23.08	30	57.69	6	11.54	F=4.20** (df:2, 897)
Marital Status													
Single	3.42	0.91	8	1.41	94	16.58	165	29.10	252	44.44	48	8.47	Chi^2=4.58
Married	3.34	0.91	8	2.40	53	15.92	115	34.53	132	39.64	25	7.51	(df:4)C=0.07 t=1.275 (df:898)
Education Level													
Under-Graduate	3.53	0.91	2	0.94	32	15.09	53	25.00	101	47.64	24	11.32	
Graduate	3.35	0.89	3	1.27	42	17.72	76	32.07	100	42.19	16	6.75	Chi^2=11.49 (df:8)C=0.11;
Post-Graduate	3.34	0.92	11	2.44	73	16.19	151	33.48	183	40.58	33	7.32	F=3.43 (df:2, 897)
Income (Rs.Lakh)													
Upto 0.5	3.40	0.97	1	1.19	18	21.43	19	22.62	38	45.24	8	9.52	
0.5-.1.0	3.59	0.75			10	8.93	34	30.36	60	53.57	8	7.14	Chi^2=30.72
1.0-3.0	3.38	0.88	5	1.39	58	16.11	117	32.50	157	43.61	23	6.39	(df:20)
3.0-5.0	3.37	0.98	7	2.89	42	17.36	73	30.17	94	38.84	26	10.74	C=0.18;
5.0-10.0	3.27	0.95	2	2.13	19	20.21	33	35.11	32	34.04	8	8.51	F=1.60
Over 10.0	3.13	0.93	1	12.50			4	50.00	3	37.50			(df:5, 894)
All data	3.39	0.91	16	1.78	147	16.33	280	31.11	384	42.67	73	8.11	

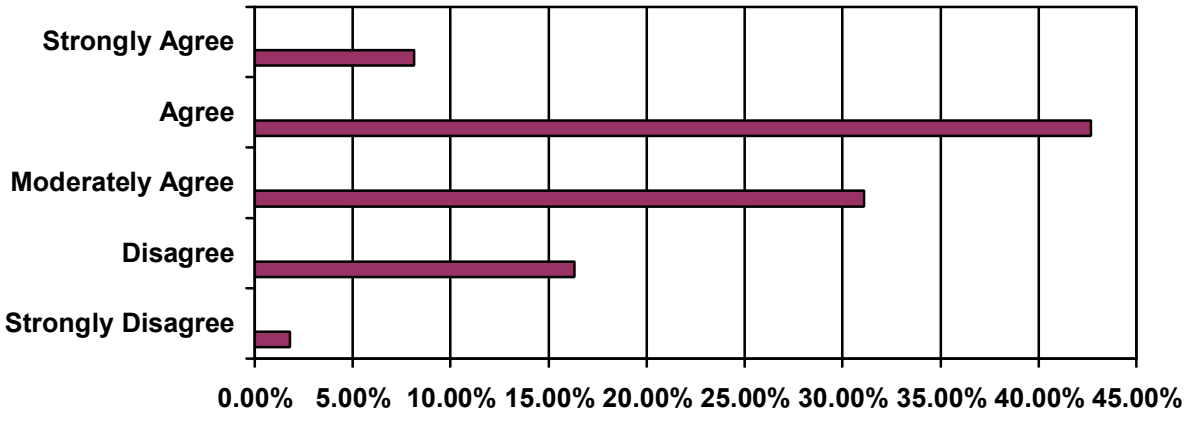
**significant at 1 percent, * significant at 5 percent

Summary of table: The results of chi^2 show a significant association between age and materialistic attitude caused by Internet Advertising. Overall analysis depicts that 42.67% respondents agree that Internet Advertising is making people materialistic - interested in owning and getting things. 31.11% moderately agree with the statement. Only 18% of the respondents disagreed with the view that Internet advertising is making people materialistic in nature. The results of ANOVA highlight a significant difference on the basis of residential area, age and

influence of Internet Advertising causing materialistic attitude. Overall mean is 3.39 and SD is 0.91.

50.97% respondents in the age group less than 20 yrs, 42.62% in 21-25 yrs., 43.73% in 26-30 yrs., 37.07% in 31-35 yrs. and 36.39% above 40 yrs agree that Internet Advertising is making people materialistic - interested in owning and getting things. 55.56% audiences from the age group of 36-40 yrs. moderately agree with the statement. Age wise analysis highlights that there is an acceptance among the survey respondents that Internet advertising is making people materialistic. More males (44.59%) than females (40.79%) agree that Internet advertising is making people materialistic. 42.20 urban, 40.59% semi-urban 57.69% rural respondents agree with this view. The acceptance level is higher for rural audience.

44.44% single and 39.64% married respondents agree that Internet advertising is making people materialistic. 47.64% under-graduates, 42.19% graduates and 40.58% post-graduates agree and also accept this view. The level of acceptance is higher for under-graduates. 45.24% respondents in the income category less than 50,000, 53.57% respondents from the income category of 50,000-1 lakh, 43.16% respondents from the income group of 1-3 lakh and 38.84% respondents from the income category of 3-5 lakh agree that Internet Advertising is making people materialistic. 35.11% respondents from the income group of 5-10 lakh and 50% respondents above the income level of 10 lakh moderately agree with the statement.



Internet Advertising is making people materialistic

Table: 4.3.18 Internet Advertising helps to increase the frequency of replacement

Group/Sub-Group	Summary			Strongly Disagree		Disagree		Moderately Agree		Agree		Strongly Agree		
		Avg	SD	N	%	N	%	N	%	N	%	N	%	
Age (in years)														
Upto 20		3.43	0.92	3	1.94	21	13.55	54	34.84	60	38.71	17	10.97	
21-25		3.35	0.89	3	1.01	56	18.79	94	31.54	125	41.95	20	6.71	
26-30		3.31	0.94	7	2.66	45	17.11	94	35.74	94	35.74	23	8.75	Chi^2=20.19
31-35		3.30	0.88	1	0.86	20	17.24	48	41.38	37	41.90	10	8.62	(df:20)C=0.15
36-40		3.19	0.86	1	3.70	4	14.81	12	44.44	9	33.33	1	3.70	F=1.41*
Above 40		3.63	0.82			5	12.20	9	21.95	23	56.10	4	9.76	(df:5, 894)
Gender														
Male		3.38	0.93	6	1.35	83	16.69	131	29.50	185	41.67	39	8.78	Chi^2=11.16*
Female		3.33	0.89	9	1.97	68	14.91	180	39.47	163	35.75	36	7.89	(df:4)C=0.11 t=0.850 (df:898)
Residence														
Urban		3.37	0.90	9	1.48	98	16.09	213	34.98	239	39.24	50	8.21	Chi^2=8.13
Semi-urban		3.28	0.92	5	2.09	43	17.99	88	36.82	85	35.56	18	7.53	(df:8)C=0.09;
Rural		3.50	1.01	1	1.92	10	19.23	10	19.23	24	46.15	7	13.46	F=1.41** (df:2, 897)
Marital Status														
Single		3.37	0.91	8	1.41	95	16.75	191	33.69	224	39.51	49	6.64	Chi^2=1.39
Married		3.32	0.91	7	2.10	56	16.82	120	36.04	124	37.24	26	7.81	(df:4)C=0.04 t=0.854 (df:898)
Education Level														
Under-Graduate		3.44	0.92	4	1.79	29	13.68	72	33.96	84	39.62	23	10.85	
Graduate		3.33	0.90	3	1.27	44	18.57	79	33.33	94	39.66	17	7.17	Chi^2=4.68 (df:8)
Post-Graduate		3.32	0.91	8	1.77	78	17.29	160	35.48	170	37.69	35	7.76	C=0.07;F=1.25 (df:2, 897)
Income (Rs.Lakh)														
Upto 0.5		3.39	1.01	2	2.38	18	21.43	18	21.43	37	44.05	9	10.71	
0.5-.1.0		3.40	0.88			24	21.83	25	22.32	57	50.89	6	5.36	
1.0-3.0		3.34	0.91	7	1.94	61	16.94	124	34.44	140	38.89	28	7.78	Chi^2=36.11*
3.0-5.0		3.36	0.90	4	1.65	36	14.88	94	38.84	86	35.54	22	9.09	(df:20)C=0.20;
5.0-10.0		3.30	0.79	2	2.13	12	12.77	45	47.87	26	27.66	9	9.57	F=0.23
Over 10.0		3.50	0.71					5	62.50	2	25.00	1	12.50	(df:5, 894)
All data		3.35	0.91	15	1.67	151	16.78	311	34.56	348	38.67	75	8.33	

**significant at 1 percent, * significant at 5 percent

Summary of table: Chi^2 suggests a significant association between gender, income and increase in frequency of replacement. Overall analysis depicts that 38.67% respondents agree that Internet advertising helps to increase the frequency of replacement. 34.56% respondents moderately agree with the statement. Approximately 18% do not accept this view point.

ANOVA results show a significant difference in the mean on the basis of residential area, age in increasing the frequency of replacement. Mean is 3.35 and SD is 0.91.

38.71% respondents in the age group less than 20 yrs, 41.95% in21-25 yrs., 35.74% in 26-30 yrs., 41.90% in 31-35 yrs. and 56.10% above 40 yrs agree that Internet Advertising helps to increase the frequency of replacement. 44.44% audiences in the age group 36-40 yrs. moderately agree with the statement. A majority of respondents in all age groups agree that Internet advertising increases the frequency of replacement. 41.67% males agree that Internet Advertising helps to increase the frequency of replacement. This is higher than the percentage of females (35.75%) who accept this view. 39.24 urban, 35.56% semi-urban and 46.15% rural respondents agree that Internet advertising helps to increase the frequency of replacement. More rural users than the urban users accept this view. More single (39.51%) than married (37.24%) respondents agree that Internet advertising helps to increase the frequency of replacement.

39.62% under-graduates, 39.66% graduates and 37.69% post-graduates agree that Internet Advertising helps to increase the frequency of replacement. The level of acceptance of audience who agree with the view decreases with the increase in education. 44.05% respondents who fall in the income category of less than 50,000, 50.89% from the income the category of 50,000-1 lakh, and 38.89% from the income group of 1-3 lakh agree that Internet advertising helps to increase the frequency of replacement. 38.84% respondents from the income category of 3-5 lakh, 47.87% from the income group of 5-10 lakh and 62.50% above the income level of 10 lakh moderately agree with the statement. With the increase in income the population who moderately agree with the viewpoint is higher than those who agree.

4.4 Factor Analysis

After analyzing the results on the basis of chi-square, F-test and descriptive statistics, factor analysis was conducted for section II and section III. Factor analysis technique of data reduction was employed for section II and section III. Since there are many factors therefore principal component analysis with varimax rotation and Kaiser Normalization was applied. The factor

analysis results in the following factors. These three factors that emerge from the analysis of Internet advertisement explain 53.998 percent of total variation.

Table: 4.4.1 Internet Advertisement

Factor No.	Factor Name	Eigen Value Total	% of variance	Items	Item Loading	Mean	Standard Deviation
1.	Product Information & Reliability	2.583	28.701	1. Awareness	.668	3.98	0.94
				2. Credibility of Ad.	.676	3.13	1.07
				3. More information on web	.656	3.31	0.92
				4. Product Information	.681	3.63	0.94
Overall Mean of Product Information & Reliability						**3.52**	**0.96**
2.	Influence of Internet Advertisement	1.249	13.883	1. Impact on sales	.745	3.14	0.91
				2. Creates imaginary difference	.722	3.44	0.84
Overall Mean of Influence of Internet Advertisement						**3.29**	**0.87**
3.	Future Use of Internet	1.027	11.412	1 Appeal of ad.	.383	3.27	1.03
				2 Impact of Int. Ad	.880	3.13	1.07
Overall Mean of Future Use of Internet						**3.2**	**1.05**
Overall Mean of three factors						**3.36**	**0.96**

Factor Discussion:

1. Product Information & Credibility: This factor has emerged as the most important factor of Internet advertising with a total variance of 28.701. The major elements consisting this factor include: awareness of the media (.668), credibility of advertisement claims (.676), whether the web provides more information than other media (.656), and the detailed product information (.681). The results depict a preference by people for using Internet as compared with the traditional media. The respondents felt that Internet provides more detailed product information. Moreover the customer awareness of these is also high.

2. Influence of Internet Advertisement: This factor has emerged as the second most important determinant of the research with a total variance of 13.883. The major elements consisting this factor include impact on sales (.745) and that Internet advertisements create trivial/imaginary difference (.722). The study shows that there is a bright future of the Internet although traditional media has its own impact.

3. Future Use of Internet: This factor has emerged as another important determinant of the research with a total variance of 11.414. The major elements comprising this factor include: appeal of advertisement with a loading of .383 and impact of Internet advertisement with a loading of .880.

Compared to traditional media, it is generally perceived that the Internet provides more capabilities and thus more opportunities for consumers. For example, the Internet based ads can provide higher interactivity than many of the ads in traditional media. Also an online ad can be customized easily to better suit a consumer's needs. Internet has the potential to better support goal-oriented consumers, thus providing a great potential for Internet-based directional advertising. So factor analysis along with factor mean and standard deviation was used to find which factors were considered important by the consumers.

The overall mean of only one factor, i.e., product information and reliability i.e. 3.52 is much higher than the overall mean of all the three factors (3.30). This factor emerges as an important one influencing Internet advertising. Two variables viz. awareness and product information are more important than the other two viz. credibility of advertisement claims and more information on the web.

Table: 4.4.2 Internet Audience Attitude

Factor analysis of Internet audience attitude resulted in three factors viz. i) Internet attitude : website design and nature, ii) Claims of Internet advertising and iii) Delivery and influence of Internet advertisement. Two factors viz. (i) website design and nature and (ii) claims of Internet

advertisements emerge as important factors having higher mean than overall mean of 3.38. The mean score of delivery and Internet advertisement has the least average score.

Factor No.	Factor Name	Eigen Value		Items	Item Loading	Mean	Standard Deviation
		Total	% of Variance				
1.	Internet Attitude: Website Design and Nature	4.045	23.792	1. Respond Promptly	.504	3.57	0.83
				2. Positive Outcomes	.535	3.40	0.84
				3. Expression of Feelings/ opinions	.473	3.52	0.97
				4. Influencing Power	.651	3.08	1.13
				5. Appealing/ Convincing	.673	3.27	1.03
				6. Memorable Experience	.596	3.18	1.11
				7. Persuades to buy things which audience really do not need	.428	3.23	0.98
				8. Strong Bearing on Consumer Choice	.625	3.25	0.91
				9. Good Information Provider	.591	3.63	0.94
				10. Products are of Worth from Internet	.592	3.32	0.78
				11. Frequency of Replacement	.420	3.35	0.91
Overall Mean of Internet Audience Attitude						**3.34**	**0.94**
2.	Claims of Internet Advertisement	1.641	9.652	1. False Claims	.532	3.43	0.93
				2. Effectiveness	.562	4.17	0.83
Overall Mean of Claims of Internet Advertisement						**3.80**	**0.88**
3.	Delivery and Influence of Internet Advertisement	1.504	8.845	1. Preference of Internet Advertisement on a Single Web Page	.485	2.18	0.86
				2. Creating confusion	.467	3.43	0.93
				3. Enforcing Materialistic Attitude	.469	3.39	0.91
Overall Mean of Delivery and Influence of Internet Advertisement						**3.00**	**0.90**
Overall Mean of three factors						**3.38**	**0.90**

Factor Discussion:

1. Internet Attitude: Website design and Nature: The factor Internet attitude towards Internet had a high variance of 23.792. The variables having comparatively high loadings include the convincing power of Internet (.673), the influencing power of Internet (.651), strong bearing on consumer choice (.625) memorable experience (.569) and good provider of information (.591).

2. Claims of Internet Advertisement: This factor has emerged as another important determinant of the research with 9.652 % variance. It includes the genuineness of claims of Internet advertisement (.532) and effectiveness of Internet advertisements (.562).

3. Delivery and Influence of Internet Advertisement: This factor has emerged as the important determinant of the research with a total variance of 8.845. This includes: web advertisements on a single page (.485), whether the Internet advertisement confuses the Indian buyers (.467) and advertisements imposing a materialistic culture (.469).

The last part of the questionnaire was used to rate the search engines, email portals, shopping sites and the products the audience in Punjab prefers to buy online. Yahoo and Google are the search engines people regularly visit and in the same way yahoo mail and g-mail are the e-mail portals which are used by most of the audience. Amazon.com and eBay are the shopping sites which people prefer to visit. Books/journals, music, air/rail tickets and computer hardware/software are the products, audience prefers to purchase online.

Table: 4.5 Internet use and Attitude towards Internet

Internet use		Like a lot	Like a little	Indifferent	Dislike a little	Dislike a lot		Chi - square
Rare user	Count	202	168	50	12	2	434	Chi - square 30.847 Df:12 p=.002** F=4.889, P=.001
	% of Total	22.4%	18.7%	5.6%	1.3%	.2%	48.2%	
Low user	Count	125	87	23	9	4	248	
	% of Total	13.9%	9.7%	2.6%	1.0%	.4%	27.6%	
Medium user	Count	55	39	16	4	1	115	
	% of Total	6.1%	4.3%	1.8%	.4%	.1%	12.8%	
High user	Count	75	15	10	2	1	103	
	% of Total	8.3%	1.7%	1.1%	.2%	.1%	11.4%	
Total	Count	457	309	99	27	8	900	
	% of Total	50.8%	34.3%	11.0%	3.0%	.9%	100.0%	

Summary of table: The above table depicts the relation between Internet use and Internet attitude. Users using Internet less than 5 hours/week are classified as rare users, users using 6-10

hours/week of Internet have been classified as low users. Users' accessing Internet for 10-15 hours/week are medium users and those who access more than 16-20 hours/week are high users. The results of Chi^2 depict a relationship between Internet use and audience attitude. As the users are using more of Internet, the liking for Internet is also increasing. The results of the ANOVA highlight that there is a significant association between Internet use and attitude towards Internet.

4.6 Regression Analysis

Regression analysis was also done to find out the factors affecting Internet attitude (F24) of people of Punjab. Step-wise regression has been used for analysis. The six independent variables chosen are: a) Responsiveness of Websites (F21), b) Internet as information provider (F33), c) Internet Advertising helps to increase the frequency of replacement (F38), d) Internet Advertising is making people materialistic (F37), e) Internet Advertising tends to confuse people with too many choices and claims (F36), and f) Effectiveness of Internet (F35).

The variables removed from the model are: i) Web always gives back positive outcomes (F22), ii) Products bought from Internet are of worth (F34).

The dependent variables use is 'liking towards Internet'. The adjusted R^2 for the model is 0.225. The value of adjusted R^2 increased from 0.115 to 0.225. The results of regression are given below:

Table: 4.6 Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.339a	.115	.114	.784
2	.430b	.185	.183	.753
3	.444c	.197	.195	.748
4	.455d	.207	.203	.744
5	.459e	.211	.206	.742
6	.464f	.255	.225	.721

a. Predictors: (Constant), F21
b. Predictors: (Constant), F21, F33
c. Predictors: (Constant), F21, F33, F35
d. Predictors: (Constant), F21, F33, F35, F38
e. Predictors: (Constant), F21, F33, F35, F38, F37
f. Predictors: (Constant), F21, F33, F35, F38, F37, F36

Table: 4.6.1 Analysis of Variance (ANOVA)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	71.754	1	71.754	116.613	.000[a]
	Residual	552.552	898	.615		
	Total	624.306	899			
2	Regression	115.687	2	57.843	102.013	.000[b]
	Residual	508.619	897	.567		
	Total	624.306	899			
3	Regression	123.134	3	41.045	73.380	.000[c]
	Residual	501.172	896	.559		
	Total	624.306	899			
4	Regression	129.207	4	32.302	58.392	.000[d]
	Residual	495.099	895	.553		
	Total	624.306	899			
5	Regression	131.668	5	26.334	47.788	.000[e]
	Residual	492.638	894	.551		
	Total	624.306	899			
6	Regression	134.161	6	22.360	40.738	.000[f]
	Residual	490.145	893	.549		
	Total	624.306	899			

Table: 4.6.2 Coefficient of Analysis of Variance (ANOVA)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.266	.058		21.752	.000
	F21	.333	.031	.339	10.799	.000
2	(Constant)	.795	.077		10.281	.000
	F21	.274	.030	.279	9.032	.000
	F33	.241	.027	.272	8.802	.000
3	(Constant)	.577	.097		5.930	.000
	F21	.270	.030	.275	8.951	.000
	F33	.220	.028	.249	7.950	.000
	F21	.112	.031	.112	3.649	.000
4	(Constant)	.377	.114		3.308	.001
	F21	.272	.030	.277	9.073	.000
	F33	.209	.028	.236	7.522	.000
	F35	.105	.031	.104	3.409	.001
	F38	.091	.028	.100	3.313	.001
5	(Constant)	.287	.122		2.356	.019
	F21	.271	.030	.277	9.072	.000
	F33	.206	.028	.232	7.404	.000
	F35	.099	.031	.099	3.215	.001
	F38	.075	.029	.082	2.612	.009
	F37	.060	.029	.066	2.113	.035
6	(Constant)	.379	.129		2.940	.003
	F21	.272	.030	.278	9.125	.000
	F33	.204	.028	.231	7.367	.000
	F35	.100	.031	.100	3.265	.001
	F38	.082	.029	.089	2.846	.005
	F37	.075	.029	.083	2.566	.010
	F36	-.059	.028	-.066	-2.131	.033

Dependent Variable: F24

CHAPTER-5

CONCLUSION

The main contents of this chapter are the major findings of the research, their implications for the managers, the limitations of the research and suggestions for future research in this field.

Hoffman (2001) described the Internet as “the most important innovation since the development of the printing press”, with the potential to "radically transform not just the way individuals go about conducting their business with each other, but also the very essence of what it means to be a human being in society.” However, the extent to which Internet can revolutionize business, home life, and the relationship between marketer and consumer is still controversial. The present study is a small effort in this direction.

The first part of the research focused on finding information about Internet usage pattern. A number of items were employed to measure the Internet use patterns of the respondents. They include the Assess of computer at home, workplace, and at other places, the period of assess of Internet, the purpose of using the web viz. Work/Business, Shopping, Entertainment, Communication and Others and Media used for gathering information. It also covered questions dealing with finding about new web pages/sites and also the problem faced in using the web.

The second part of the research focused on the first two objectives i) the difference between Internet advertising and traditional advertising and ii) the success factors for advertising on the Internet. This section covered items like preference of advertisement on the internet over other types of media, type of Internet advertisements having high impact, kind of products where online advertisements can be considered to be more beneficial, the nature of Internet advertisements and their likely impact on the audience.

The final part of the research focused on Internet Audience Attitude. This part tried to focus on the remaining objectives viz. i) The consumer’s attitude towards Internet, ii) Consumer

perception and formation of attitude and iii) Efficiency of Internet and Internet advertising in Punjab. This part contained twenty one items. This part covered the attitude and preference of consumers regarding Internet, Internet advertising and nature of websites. The items include: ability to respond to your specific questions quickly and efficiently, preference of number of advertisements on a single web page, influence of Internet advertisements in buying the product, worth of products the consumers get from Internet.

The major findings of the research range from the startling, to the thought provoking, to even the expected. For the marketing managers, advertisers and even researchers they could provide some food for thought. The findings of the research are presented below:

5.1 Findings of the Study

This study focused on one of the prosperous states of North India, i.e., Punjab, which is basically famous for its rich heritage, culture and is a big contributor in the economy for the agricultural development.

Regarding Internet use the study reveals that a majority of the users spend 5 hours/week on the web. Chi-square test is significant for demographical variables viz. age, gender, education and income. Hence age, gender, education and income are associated with Internet use. Chan and Fang (2007) reported that majority of respondents aged 15 to 24 spent one to three hours per day on the Internet. The main reasons for Internet usage were for listening to music and for fun. The Internet was the preferred media choice for information-driven activities.

59.89% users access Internet from their homes and workplaces and 19.22 percent prefer to visit cyber cafes for accessing the Internet. Chi^2 is significant on the basis of all the demographic factors suggesting an association between access to Internet and i) age, ii) income, iii) education, iv) marital status, v) gender and vi) residence. Mahatanankoon (2000) suggested that employees in the workplace should be encouraged to increase Internet Productivity by changing employees' attitude. The present study also reveals that the respondents prefer to use the web for their (i) work/business and (ii) for communication with others. Respondents below 20 yrs preferred to

use the Internet for entertainment purpose. The next choice is for shopping and for other purposes. Very few people from Punjab prefer to use Internet for the shopping purpose. This percentage is just 11.87. The results highlight that there is a relation between demographic characteristics viz. age, gender, area, education, income and the purpose of using the web. Smith and Comstock, 1995 assumed that young people already knew about the Internet. Demographic characteristics may impact and constrain the usage of Internet. Internet use is greatly affected by the attitudes and behaviors of the users'.

Electronic media is the preferred choice for gathering information over the print media. The results of Chi-square suggest a significant association between residential area and media used for gathering information. Chi-square for income also suggests a significant association between income and media used for gathering information. Users consider speed/cost as the biggest problem in using the web followed by junk information and paid sites. Chi-square suggests that there is an association between residential area, income and media used for gathering information. Overall analysis depicts that user browse images/pictures up to 40% of the time. Very few users browse images/pictures for more than that. Results of ANOVA depict that there is a significant difference amongst income levels and browsing with images/pictures. Results of Chi- square suggests that income is important for browsing with images/ pictures. Respondents, while surfing the web, are mostly aware of where they are. The results of ANOVA show that a significant difference was found in terms of awareness regarding the website the users are surfing and income and residential area.

Chan and Fang (2007) reported that most of the respondents found useful web sites through search engines. Interpersonal information sources gave way to the Internet for obtaining information about sensitive issues. Overall responses of the present study show that respondents agree that they feel comfortable with finding information on the Internet. Chi^2 results depict a significant association between age and gender and finding information on the Internet. So, the age and the gender play a vital role in finding information on the Internet. Results depict that F test is significant on the basis of age. The results of the survey show that respondents find about new web pages and sites from the search engines. The next in choice are the hyperlinks and very few find information about new websites from friends and books. Chi^2 reveals a significant

association between age, gender, residence area and education level and finding about new web pages

A large number of respondents feel that most of the times Internet advertisements catches their attention. Chi^2 suggests a significant association between marital status, income, education and Internet advertisements catching attention. Most of the respondents accept that Internet advertisements catch their attention. F-test is also significant on the basis of income. Typically, advertising is used to inform, persuade, and remind consumers as well as to reinforce their attitudes and perceptions (Kotler *et al*. 2001). The analysis on the type of advertisements highlights that banner ads are preferred over the pop ups. Chi^2 test depicts that there is a significant association between age, educational level and type of advertisement. The respondents consider that claims made by advertisements were credible. The results of ANOVA depict that there is a significant difference between age, income and credibility of claims made by advertisements.

Internet advertisements are creative, professional, and convincing rather than honest and appealing. Overall analysis highlights that chi^2 is highly significant on the basis of residential area and educational level and significant on the basis of gender. Residence, education and gender are the important demographic factors for describing the nature of Internet advertisements.

Most of the audiences from all the age groups, income level, education level, sex, gender and residential area accept that Internet advertisements guide them and very few respondents feel that these advertisements are wastage of time and mislead them. The results of Chi-square highlight that there is a significant association between income and nature of Internet advertisements. Most of the respondents agree that they prefer the Internet advertisements to ads in other media. ANOVA test reveals a significant difference regarding preference of Internet advertisement over another media and income, age and residential area. Overall analysis highlights that respondents agree that they intend to find more information on the web. Users accept that Internet is an informative media. ANOVA indicates that there is a significant difference among web as an information provider and age and income.

The analysis of the survey indicates that the respondents consider web to be highly beneficial for books and electronic gadgets. Chi^2 is reveals a significant relationship between age, education level and nature of products for which online advertisement is beneficial. Previous research has demonstrated that gender, age (Shavitt, et al., 1998), education and income (Alwitt and Prabhaker, 1992; Shavitt et al., 1998) impact consumers' judgments of and beliefs about advertising.

But when it comes to recommending products/services to others, users of all the age groups, gender, residential area, income and educational level responded that they seldom recommend products/services they see on the web to others. ANOVA results depict a significant difference in recommending products to others and age, residence and income. Internet in Punjab is still at a nascent stage and people are apprehensive of the real addition of Internet to the economy. Internet advertisement shifts the sales and adds little to the economy. The results of ANOVA depict that there is a significant difference between age, residence, income and impact of Internet advertisements shifting sales. Respondents agree that Internet advertisements create just a trivial/ imaginary difference. ANOVA results highlight a significant difference in Internet advertisements creating a trivial/ imaginary difference between similar products and age and education.

It is often felt that advertisements are persuasive in nature and allow firms to create artificial difference in the products and services. The results of section II of the questionnaire highlights that the respondents of Punjab accept that Internet advertisements are catchy, credible, creative and information provider. The results of the present study are in conformity with the results of earlier studies (Bauer and Greyser, 1968; Becker, Martino, and Towners, 1976; Larkin, 1979).

Consumers perceive that websites have the ability to respond to their specific questions promptly and Internet is responsive in nature. The results of the chi^2 show a significant association between marital status, age, education level and ability of the website to respond to specific questions promptly. A majority of the respondents agree that the web always gives them the positive outcomes. The analysis of ANOVA shows a significant difference in the age, education and income level and outcome of the web. From the analysis it is also clear that users feel

comfortable expressing their feelings/opinions on the spot by email. The results of ANOVA highlights that there is significant difference in means on the basis of age, income and expression of feeling / opinion by email. Chi^2 reveals a significant association between gender, marital status and liking for Internet. The results of ANOVA also depict that there is a significant difference in the means on the basis of residence, age, income and the liking of the Internet. Respondents strongly like the Internet as getting information online is more convenient than doing so from any other media.

Survey analysis highlights that consumers prefer to have one advertisement on a single web page. There was comparatively very low percentage of consumers who responded of having no advertisement on single web page. Only 6.67% respond that they prefer as many as pop ups on single web page. The results of ANOVA reveal a significant difference in means on the basis of income, age and preference of advertisements on a single web page. Analysis indicates that respondents prefer online media to off-line advertisements, if they were to start new business. The next choice was a blend of both the media for advertising purpose. Chi^2 reveals a significant association between residential area, income, age and preference of the form of advertisement for starting business.

The results of the survey depict that a majority of the respondents reported that Internet advertising does influence their buying behavior. The results of chi^2 show a significant association between income, age, residential area, marital status and influence of advertisements on buying behavior. The results of ANOVA show that there is a significant difference in means on the basis of residence, income, age and influence of buying behavior. Higher percentage of the respondents accepted Internet advertisement to be convincing in nature. The results of ANOVA show that there is significant difference in means on the basis of residence, age and appeal of Internet advertising. The results are indicative of the fact that more respondents felt that Internet advertisements were memorable although the highest priority was given to somewhat memorable. Chi^2 shows a significant association between marital status and memorable nature of online advertisement. Chi^2 shows a significant association between marital status and memorable nature of online advertisement.

Chi^2 reveals a significant association between age, gender, marital status and persuasiveness of Internet advertisements. The analysis depicts the persuasive nature of Internet advertising. As the educational level increases there is a slight decrease in the percentage of respondents who agree that Internet advertisements influence them to buy the things that they do not want.

The analysis indicates that respondents moderately agree with the statement that Internet advertising makes people conformists - everyone acting the same way and liking the same thing. The percentage of rural respondents who agree that Internet advertisements make them conformist is higher than the percentage of urban and semi-urban respondents. But with the increase in income, the number of respondents who moderately agree with the statement is higher than those who agree. The results of chi^2 shows a significant association between gender, income and Internet advertising making people conformist. Analysis shows that respondents agree rather than disagree that Internet advertisements have a strong bearing on consumer choice. The results of chi^2 indicate that a significant association exists between gender, residence, marital status and Internet advertisements having bearing on consumer choice. Internet advertising has a strong bearing on the consumer choice.

Analysis depicts that respondents' feel that they are well informed about the products through Internet. ANOVA results show a significant difference in age group and information provided by Internet. Overall results that emerge from the analysis are that the respondents accept the view that the Internet is an information provider. The analysis highlights that Internet audience accepts that the products they get from Internet are of worth. With the increase in education and income the number of respondents who were more satisfied increased. Chi^2 reveals that there is a significant association between age, gender, residence and worth of products get from Internet. ANOVA results show a significant difference on the basis of age, residence and worth of products got from Internet.

Chi^2 shows a significant association between age, gender, residence, marital status and effectiveness of Internet. Respondents agree with the statement that Internet is an effective media. ANOVA results also highlight a significant difference age, residence and Internet as an effective media. Although Internet is accepted to be an effective media there is a difference of

opinion as respondents feel that Internet advertising tends to confuse people by offering them too many choices and claims. Chi^2 is significant on the basis of age and significant on the basis of income.

Chi^2 indicate a significant association between age and materialistic attitude caused by Internet Advertising. Respondents consider that Internet Advertising is making people materialistic by making them interested in owning and getting things. The results of ANOVA highlight a significant difference on the basis of residential area, age and influence of Internet Advertising causing materialistic attitude. Overall analysis is indicative of the fact that there are more respondents who agree that Internet advertising increases the frequency of replacement. Chi^2 suggests a significant association between gender, income and increase in frequency of replacement. The ANOVA results also show a significant difference in the mean on the basis of residential area, age and increasing frequency of replacement.

The statistical techniques like factor analysis, mean, standard deviation were conducted for the two parts of the questionnaire viz. Internet Advertisement and Internet Audience Attitude. The results of factor analysis of Internet advertisement depict that there are three main factors viz. i) product information and reliability, ii) influence of Internet advertisement and iii) future of Internet. The overall mean of these factors is 3.36. Only one factor, i.e., product information and reliability with the mean of 3.52 has higher mean score than the overall mean of all these factors.

Factor analysis of Internet audience attitude indicates that the overall mean of all the factors is 3.38. The mean of second factor, i.e., claims of Internet advertisement is higher than the overall mean of the factors, i.e., 3.80. So it is clearly depicted that this factor is considered important by the audience.

The results of Chi^2 test depict a relationship between Internet use and audience attitude. As the users are using more of Internet, the liking for Internet is also increasing. The results of the ANOVA highlight that there is a significant association between Internet use and attitude towards Internet. The results of Step wise Regression analysis to find out the factors affecting Internet attitude of people of Punjab resulted in the following six independent variables: a)

Responsiveness of Websites, b) Internet as information provider, c) Internet Advertising helps to increase the frequency of replacement, d) Internet Advertising is making people materialistic, e) Internet Advertising tends to confuse people with too many choices and claims and f) Effectiveness of Internet. The explained variation is 0.215.

Rhee and Kim (2004) indicate that in South Korea, the adoption of the Internet is influenced more by family support than by other factors. The results show that the family can be the core area of the diffusion process. Social and demographic characteristics also have an effect on the adoption of the Internet in South Korea as they do in other countries. Younger, married, and educated people are more likely to be Internet users. The present study also reveals similar results that younger and well-educated consumers are more likely to adopt Internet. However, when individual's age is associated with the level of education, the age effect varies across education groups. Among people with a low educational background, the effect of age on the probability of adopting Internet increases fast. However, among people with a higher educational background, the probability of using Internet decreases with age. Income has emerged as an important factor influencing Internet use as audience attitude.

5.2 Managerial Implications/Recommendation

It has been widely recognized that the diffusion of the Internet and its associated applications (e.g., e-governance, electronic commerce, e-banking, e-learning etc.) can fuel the growth of a nation's economy. Internet significantly facilitates the process of development of the nations and its citizens in all respects, be it economic, social, or cultural. However, it must be noted that for sustaining internet and all such applications of the Internet there must be a critical mass of Internet users. It is therefore very important to encourage the Internet growth and usage. To achieve this goal we should recognize that one of the most significant factors influencing the growth of Internet is the cost to consumers for Internet access and improvement in quality of service. Following are some suggestions which Internet users / NGOs / industry can support and request the Government / Regulator to adopt:

For Internet related issues, it is good to segment the market on the basis of demographic factors like residential area, income group, qualification and age, at least in that part of the country where this research was carried out, i.e., Punjab. Audience should be targeted accurately. It definitely pays to build the positive attitude of the consumers towards the Internet.

Promotional schemes should be effective if the goal is to increase sales through Internet advertising. Promotional schemes are equally attractive to people of all income groups. These schemes help to attract a lot of non-brand loyal customers of competitors and also some of their brand loyal ones.

It would be desirable if some steps are taken to reduce the number of interruptions. Some infrastructural or organizational changes must be made by the state government to curtail the interruptions and also to minimize the interruption duration while using the Internet. As the result of this study indicate that Internet users in Punjab are vary of using the Internet for downloading images because of poor download speeds. The increase in speed will enhance the use of Internet for downloading with image.

User responses can be traced for the implementing the existing strategies better. It is believed that Internet will be a very promising media for the future. The respondents accept Internet as an effective media which provides them information about various products/services.

Delivery and update must be flexible while providing the information on the Internet so that consumers can get up to date information on any product/service. It helps to maintain the status of the companies in the competitive scenario.

5.3 Limitations of the Research

A study is strong for its strengths or weak for its shortcomings. Probably no research effort is perfect. They all suffer from some limitations or the other. The present research is no exception. Many of the limitations of this research arise because of the limited availability of resources of all types - time, manpower and money.

Any study based on a survey through a questionnaire suffers from the basic limitations of the possibility of difference between what is recorded and what is true, no matter how carefully the questionnaire is designed and field investigation has been conducted. The error of respondents not reporting their true preferences was minimized by recording the information personally.

The current study is limited by the fact that the topic is as vast as Internet and audience attitude has been encapsulated into three major parts. Keeping the nature of the study and the subject to be covered it has been necessary to keep the questionnaire short and precise since the subject's proclivity to answer would depend on the same.

Further the nature of the study itself has the tendency to elicit socially desirable responses. Even though anonymity has been the first criterion on the nature of the data collection, collection of data itself makes some of the subjects alert to not being very frank. Another tendency on the part of the subjects to leave the open-ended questions unanswered has actually lessened the potency of this very exercise.

The scope of this research is limited, especially its geographic scope. The findings of this research hold true only for Punjab.

Then, of course, there are those limitations that are common to all empirical research. These could arise at any stage of the research effort. They could range from efforts in choosing respondents, asking questions, recoding answers, data entry, data checking, etc. Errors could be introduced even by the respondents, either deliberately or inadvertently. An effort was made to reduce it by checking and re-checking the data.

In this research, the limited availability of the respondents was a factor that affected the scope of the research and the type of analysis done. The choice was between covering all the income classes in both rural area and urban area. As the less educated and inarticulate can not comprehend and answer complex questions, the research questions had to be kept simple. This consequently affected the choice of analytical tools.

The main source of the data for the study was primary data, collected from the respondents, with the help of self-administered questionnaire. The respondents were unwilling to give some information. The rural segment of the study was not very familiar with the use of Internet.

5.4 Suggestions for the Future Research

No one can predict what new form of Internet may be there in the future. But rapidly increasing cost of acquiring new customers makes one thing certain: Internet will seek to hold onto current customers by forming closer relationships with them and by tailoring products, services and advertising messages to meet their individual needs.

The conflict is between the all-too-human desires for total security and complete privacy. Everyone wishes for both, but it is impossible to have both and make things work online. There is only limited level of security; Internet users cannot trust that companies on the Internet will be able to handle the most personal kinds of transactions. Security does not have to be perfectly air-tight, argue some experts, but it has to be effective enough to allow people reasonable confidence in Internet-derived information and transactions. The future research can be focused on covering the security and trust issues especially in terms of online shopping.

The desire for access to all information everywhere is matched in equal measure by the desire to simplify life and avoid being inundated with information. Many people who express the desire for total, instantaneous, easy-to-use access to all information on the planet also complain that the avalanche of information is growing worse all the time, complicating their lives, causing stress, and even changing the dynamics of work, family, and leisure time. The future research can focus on the impact of Internet by taking the above factors into consideration.

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APPENDICES-I

QUESTIONNAIRE

ON

INTERNET AND AUDIENCE ATTITUDE WITH REFERENCE TO PUNJAB

Personal Profile:

i) **Name of the respondent:** _____

ii) **Address/Contact details (optional):** _____
_____
_____

iii) **Age:**

□ Under 20 □ 21-25 □ 26-30 □ 31-35 □ 36-40
□ Over 40

iv) **Sex:**

□ Male □ Female

v) **Residential area:**

□ Urban □ Semi-Urban □ Rural

vi) **Marital status:**

□ Single □ Married

vii) **Educational Qualification:**

□ Under-graduation □ Graduation □ Post-graduation

viii) **Average household income/ year from all sources (Rs.)**:

□ Under 50,000 □ 50,000 - 1 lakh □ 1 lakh -3 lakh □ 3 lakh – 5 lakh
□ 5 lakh – 10 lakh □ Over 10 lakh

1. Use of Internet

1. How much time do you spend in surfing the web?
□ 0-5-hours/week □ 6-10 hours/week □ 10-15 hours/week □ 16-20 hours/week

2. Where do you often access the Internet?
□ Home □ Workplace □ Cyber Café □ School/College □ Others

3. What do you primarily use the web for?
□ Work/business □ Shopping/gathering product information □ Entertainment
□ Communication with others □ Other purposes

4. Which one of the following media do you use primarily for gathering information?
□ Electronic media □ Print media □ Word-of-mouth □ Others

5. What do you consider to be the biggest problem in using the web?
□ Slow download speed or cost prohibition □ Too many junk sites / useless information
□ Paid sites

6. How often do you browse with images/pictures of (image loading/show picture option)?
□ Under 20% of the time □ Between 20% and 40% of the time □ Between 40% and 60% of the time
□ Over 80% of the time □ More than 80%

7. While surfing the web, are you always aware of where you are?
□ All the time □ Most of the time □ Sometimes □ Hardly ever □ Never

8. Do you feel comfortable finding product information using the Internet?
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

9. How do you find out about new www pages or sites?
□ Books □ Friends □ Follow hyperlinks from other web pages □ Internet search engines

2. Internet Advertisement

1 .How well does the Internet advertisements catch your attention?
□ Very well □ Somewhat well □ Indifferent □ Not very well □ Not at all well

2. Which types of Internet advertisement have the highest impact on your feelings?
□ Pop-ups □ Banner ads □ Click-up □ Skyscrapers

3. How credible are the claims made in the advertisements?
□ Very credible □ Somewhat credible □ Indifferent □ Not very credible □ Not at all credible

4. Which of the following would you use to describe the Internet advertisement?
□ Appealing □ Honest □ Convincing □ Creative □ Professional

5. How do you take the internet advertisements?
□ As a waste of time and data □ Helpful in guiding □ Misleading

6. Would you prefer advertisement on the internet over other types of media (e.g. T.V, Radio, Newspaper)
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

7. Do you intend to find more information about a product or service after seeing an advertisement on the internet?
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

8. For what kind of products do you think online advertisements can be beneficial?
□ Electronic gadgets □ Books □ Matrimonial □ Bidding

9. Do you recommend products and services advertised on the internet to your friends/ colleagues/ relatives?
□ All the time □ Most of the time □ Sometimes □ Hardly ever □ Never

10. Internet Advertising is wasteful since it only transfers sales from one manufacturer to another without actually adding any new money to the economy.
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

11. Too many of today's Internet advertisements attempt to create a trivial or imaginary difference between products that are actually identical or very similar in composition.
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

3. Internet audience attitude

1. Do you think many web sites have the ability to respond to your specific questions quickly and efficiently?
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

2. The web always gives back to you positive outcomes.
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

3. Do you feel comfortable to express your feelings and opinions on the spot through email?
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

4. In general, do you like or dislike Internet?
□ Like a lot □ Like a little □ Indifferent □ Dislike little □ Dislike a lot

5. How many advertisements do you prefer seeing on a single web page?
□ None □ Just 1 □ 2-5 □ As many pop-ups

6. If you were to start a new business which form of advertisement would you prefer?
□ Online over other media (TV, Newspapers) □ Media over online (TV, Newspapers)
□ Blend of both

7. How much the Internet advertisements influence you to buy the products?
□ Very influencing □ Somewhat influencing □ Indifferent □ Not very influencing
□Not at all influencing

8. How appealing or convincing do you find the Internet advertisement?
□ Very appealing □ Somewhat appealing □ Indifferent □ Not very appealing
□ Not at all appealing

9. How memorable do you find the advertisements?
□ Very memorable □ Somewhat memorable □ Indifferent □ Not very memorable
□ Not at all memorable

10. Internet Advertising often persuades people to buy things that they really don't need.
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

11. Internet Advertising makes people conformists- everyone acting the same way and liking the same thing.
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

12. Internet Advertising has strong bearing on consumer choice.
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

13. How well do you feel, the Internet inform you about the product?
□ Very well □ Somewhat well □ Indifferent □ Not very well □ Not at all well

14. Do you really think that the products you get from Internet are of worth?
□ Always □ Most of the times □ Sometimes □ Hardly ever □Never

15. Is Internet an effective media?
□ Very effective □ Somewhat effective □ effective □ Not effective □ Not at all effective

16. Internet Advertising just tends to confuse people by presenting them with too many choices and claims.
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

17. Internet Advertising is making people materialistic- interested in owning and getting things.
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

18. Internet Advertising helps to increase the frequency of replacement.
□ Strongly agree □ agree □ moderately agree □ Disagree □ Strongly Disagree

19. Rank the following according to your preference.

Mails:	Search Engines:	Shopping Sites:
Rediff mail	Google.com	eBay
G mail	Yahoo.com	Amazon
Hot mail	Windows Live Search	shop.co.in
Yahoo mail	rediff.com	games4india.com

20. Which products would you prefer to buy online?

Clothes and accessories
Mobile phones/ Digital camera
Books/ Journals
Jewellary
Consumer Electronics
Music
Air/ Railway tickets
Computer Hardware/ Software

21. Comment on how to improve the scope of internet in Punjab.

I am very thankful to you for providing me the information.