"A STUDY ON ONLINE VERSUS OFFLINE SHOPPING ACTIVITIES OF FEMALE INTERNET USERS IN SELECTED CITIES OF GUJARAT."

CONTENTS

SR. NO.	PARTICULARS	PAGE NUMBERS
01	Certificate	i
02	Declaration by Candidate	ii
03	Acknowledgements	iii
04	Detailed Contents	lv
05	List of Tables	vi
06	List of Figures	x
07	List of Graphs	x
08	List of Appendices	Xi
09	List of Abbreviations	xii
CHAPTER NUMBER I	Information Technology [IT] Industry in India and Gujarat.	01
CHAPTER NUMBER I I	E- Marketing	51
CHAPTER NUMBER III	Review of Literature	89
CHAPTER NUMBER IV	A Brief Profile of the Gujarat State	159
CHAPTER NUMBER V	Research Methodology	172
CHAPTER NUMBER VI	Data Analysis & Interpretations	204
CHAPTER NUMBER VII	Findings & Implications of the Research Study	264
CHAPTER NUMBER VIII	Conclusions & Suggestions of the Research Study	309
	Bibliography	325
	Webliography	353
	Appendices: [I to XX]	356